



# Illinois Business Journal

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**IBJ: The Center for Training Innovations, which began 20 years ago as Belleville Assistance Center through Belleville Area College (now SWIC) is now Selsius Corporate and Career Training. Why the name change?**

**Rienbolt:** Strategically, we changed because we have evolved from being a training “broker”



into a full-service, performance improvement “agency,” and we wanted to communicate that change. Today, Selsius helps companies translate business strategies into results through customized performance improvement solutions for

corporate groups. We also offer career training seminars to meet individual employees’ professional development needs.

Tactically, we needed to enhance our own performance with an updated Web site, which is now a dynamic marketing tool that helps us conduct business in the most efficient manner. It provides constant access to seminar and registration information, including online payments; it’s been designed for search engine optimization, including links to other publicly available training sites; and by better describing what we do - Corporate and Career Training - those keywords are more likely to be used in an online search for assistance.

**IBJ: What does Selsius see as the key need or needs in workforce training in the region at present?**

**Rienbolt:** Workforce development issues tend to run in cycles. Right now leadership development is in high demand. We’re also seeing a slight increase in technology training with the introduction of Microsoft Office 2007 and Vista. Industrial and safety training is also a priority right now due to the economic development boom our region is experiencing with major construction and manufacturing projects like Prairie State Energy Campus, US Steel’s new Coke plant, Midcoast Aviation’s new hangars and Center Oil’s and Abengoa’s new ethanol plants.

**IBJ: So what does the change to Selsius mean in terms of meeting those needs for your current clients?**

**Rienbolt:** Besides our new name and Web site enhancements, the way we work with our clients will remain the same. So our clients won’t notice any change in the way we meet their needs. We’re already working with our clients under this model. So from their perspective, the only thing that has changed is our name, brand/image and how we market our services online.

Elaborating on our clients’ needs, every business faces unique issues and opportunities that require customtailored solutions. Through our corporate training services, a performance improvement consultant works with a client to identify problems and implement optimal solutions. In addition, a company may have the need to upgrade the skills of just a few employees in a particular performance area. Our career training seminars help our customers meet those individual professional development goals.

**IBJ: Is there an example of what you’ve described?**

**Rienbolt:** St. Elizabeth’s is a great example of a company that takes advantage of our corporate and our career training services to reap the maximum benefits of a complete performance improvement plan. For example, we helped them assess the leadership skills of their nurse managers, then developed a leadership training program for those managers that was held on site. St. Elizabeth’s also sends individual employees to our career training seminars to upgrade their skills in, say, Excel or coaching. Smaller companies without the critical mass to do corporate training can still utilize Selsius by registering their employees in our career training seminars.

**IBJ: So how does all this set the new Selsius apart from other training organizations in the region?**

**Rienbolt:** There are five key factors that define who we are. First is the breadth of our services. We can help with performance issues ranging from welding to OSHA, to business skills, to computer technology. For example, we devel-

oped a customized welding solution for ASF Keystone that helped them resolve a production-line issue.

The second is our focus on skills transfer - the application of the skills back on the job. We work closely with our clients and their management to make sure that skill transfer happens. Training for the sake of training is a waste of time and money; if you can’t see results in the bottom line, then we haven’t done our job.

Third would be the quality of our trainers. They are all subject matter experts with real world experience in their respective areas.

Fourth is that companies have the option of completely outsourcing their performance improvement function if they choose, starting with assessment, to instructional design, to delivery of a training program or putting together a performance management system, to the evaluation on the back end. We cover the entire spectrum of the performance improvement function.

Fifth is the quality of our service and our attention to detail, which has held true since day one of the Business Assistance Center.

**IBJ: Are there any big projects or partnerships on the horizon that the new Selsius is particularly excited about?**

**Rienbolt:** We’re very excited about our continued partnerships with ASF Keystone, Memorial and St. Elizabeth’s Hospitals, and Midcoast Aviation. For example, we provide leadership training to Midcoast’s managers and supervisors. We’ve also created customized networking solutions for them, and we continue to provide computer training for all of their employees. Additionally, we’re starting work with them on technical, industrial topics specific to their company.

As for potential new-business opportunities, because we continue to work closely with the Southwestern Illinois Economic Development Network, Leadership Council Southwestern Illinois, St. Louis RCGA and other regional chambers and economic development directors, we have our finger on the pulse of the workforce development needs of the region and plan to capitalize on those opportunities.