

2020

MISSION

OUR MISSION 2013 - 2020

pdtraining
professional development training

Empowering
Improvement

OUR VISION

OUR GOALS

OUR PRIORITIES

OUR METRICS

OUR PROFIT

Continue annual 150% growth trends in both revenue and margin in each territory and vertical market..

Continue to focus on empowering our clients to reach their goals. Our revenue targets will follow.

Partner increasingly closely with our clients to provide increasingly effective and far reaching training and development programs.
Continue to expand our global reach, and provide a larger number of clients with multi national solutions.
Add value to our solutions by more regularly providing services that increase the effectiveness of our training such as 360 feedback, employee engagement surveys, needs analysis, ROI measurement, coaching, psychometric profiling and custom development.

Growth in every market
Return on investment
Return for our IP partners

OUR PEOPLE

Attract, Recruit, Retain
The best talent on the planet

Be the best possible employer, and a great place to work!

Encourage and support ongoing training and development.
Provide the best possible resources.
Create and offer career paths and aim to promote from within.
Empower people to think like owners, and always be proactive, ethical and responsible for their actions
Provide a flexible and supportive workplace, supporting individuals and family.
Promote healthy living by providing benefits such as free fruit, spring water, snacks and cereal.
We are a multinational, multicultural company - we actively seek diversity for the value it adds.

Engagement
Retention
Employer of choice

OUR CLIENTS

Empower Improvement

Provide the best resources and service they have ever experienced

Provide the best experience at every touch point - from the website, service, training and beyond
Understand our clients goals and empower them to over-achieve
Provide the best resources that exceed expectations
Provide value in everything we do - helping our clients is the reason we exist

Client retention
Client referrals
Feedback and
ROI results

OUR BRAND

Be recognised for leaving everything better than we found it.

Empowering
Improvement

Leader in Service, Resources, outcomes and market share
Empower Improvement in everything we do, see and touch
Leave everything better than you found it
Readily adapt to meet client needs
Remember - if the outcome is of benefit to the client, and profitable to the business, then the answer is 'Yes'

Industry leading technology
Industry leading web experience
Industry leading training and development resources
Global footprint

OUR PARTNERS

Be the partner of choice.

Ethical sustainable relationships

Provide the greatest return to our IP partners
Partner with the best in every aspect of our supply chain
- The worlds best IP, logistics, IT and communications, and service providers
Work together with them in an ethical, sustainable and mutually beneficial relationship

Globally leading resources
Supply chain delivers
Service & Supply to
99.99999% consistency

OUR WORLD

Care for our world

Empower Improvement
minimise impact

Recognise that everyone is our neighbour
Give back to every community in which we operate
Ensure our 'leave everything better than you found it' in every place we operate
Embrace unity in diversity
One company, one planet, one corporate culture - care for all.

Carbon offset
Philanthropy in every market

OUR PRODUCTIVITY

Lead our industry in productivity

Manage our time, ourselves, others and money for greatest effectiveness

Channel our energies into tangible outcomes
Continually refine our systems and processes for maximum effectiveness
Ensure people are empowered with access to the required resources and information
Achieve the maximum with the minimum consumption of resources

Business profitability
Industry benchmarks
Lean measures

To be the most well known, highly regarded brand in training and development.

We will be recognised in 3 key ways:

1. The leader in achieving outcomes for our clients

2. The leader in resources - IT & IP

3. The market share leader in each of our markets world wide.

Everything we do, and every decision we make is consistent with 'Our Mission Values'.

Our Mission Values

To genuinely care for

Our people....

[inspire & support]

Our clients....

[provide value]

Our suppliers....

[mutual benefit]

and

Our world....

[philanthropic | carbon neutral]

Our stated mission is not a 'Mission Statement' it is the description of the journey we are sharing.

The way we work every day:

Focus on outcomes

Act like an Owner

Support Continual Improvement