



COOPERATIVELEADERSHIPINSTITUTE

## NEWS RELEASE

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### LEADERSHIP COMPANY EARNS CLIENT WINNING RESULTS

*Cooperative Leadership Institute's training program contributes to award for innovation*

BLACKSBURG, Va. (June 25, 2007) - Leadership training. Team-building.

Performance enhancement. These business buzzwords often conjure up images of boring workshops or drowsy manuals.

It doesn't have to be that way. With the Web changing how training is developed and delivered, today's sessions can actually be engaging - and produce award-winning results to improve the bottom line.

"In the past employees would hear the word 'training' and feel uninspired," says Charles Lattimer, president of Cooperative Leadership Institute (CLI), based in Blacksburg. "They could never have imagined it to be fun and rewarding, nor could businesses have visualized the performance results achievable today."

One of CLI's clients, the hotel division of Maryland-based B. F. Saul Company, recently received the 2007 Innovation Award at the HR Leadership Awards of Greater Washington in part because of the training program CLI devised. The award is presented by the Washington Business Journal and Marymount University.

B.F. Saul cites online training modules developed by CLI to help reduce management turnover by 10 percentage points in two years while achieving historic highs in customer satisfaction and lows in workers' compensation claims. B.F. Saul says those results are directly correlated to employee leadership and engagement as a result of the training.

“We were delighted to partner with B. F. Saul Company to offer an approach to learning that has been recognized by human resources leaders in a major metropolitan market,” Lattimer says.

CLI, based at Virginia Tech’s Corporate Research Center, has successfully brought to market an initiative first developed at Virginia Tech designed to help businesses harness leadership and improve employee performance through online training.

With companies typically short on time and resources, Cooperative Leadership Institute’s online tools provide training for leadership, strategic planning, employee recognition, customer satisfaction, financial performance and growth. The company’s user-friendly products are ideal for such service-oriented industries as hotels, banks and healthcare.

“We make corporate training fun and engaging by using technology in new ways to help employees enhance their capacities in decision-making, coaching and mentoring, and team-building,” Lattimer said. “No longer do employees have to take huge chunks of valuable, scarce time to attend offsite leadership development workshops.”

Leveraging technology, CLI provides companies with the flexibility of online training and easy-to-implement face-to-face facilitation guides. The result is a leadership program that is specific to each client’s mission, vision and values.

“Through numerous visits to the corporate office and many of our hotels, Charles and his team have immersed themselves into our organization with passion in order to develop a leadership program that meets our needs and, as we always say, ‘makes it real’ for our team members,” says David Makarsky, vice president of operations for B.F. Saul. “I marvel at their innovation and creativity.”

#### **ABOUT COOPERATIVE LEADERSHIP INSTITUTE**

The Cooperative Leadership Institute builds long-term relationships with our Partners by providing dynamic Leadership Development, Performance Management and Employee Recognition programs that drive Employee & Customer Satisfaction and Financial Growth. To learn more about Web-based leadership development, contact Charles L. Lattimer at (540) 443-9295 or by e-mail at [clattimer@vtcli.com](mailto:clattimer@vtcli.com).

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