



Bill Sandy believes companies must improve their training to take advantage of the electronics revolution.

## Sandy Co. president:

# Train for higher productivity

The "information explosion" combined with an explosion of communications technology and a better educated workforce will provide business and industry with unprecedented challenges — and opportunities — during the next decade.

At the same time, the demand on business organizations to increase productivity will create new reception to training and development of employees.

That's the assessment of Bill Sandy, president of the Southfield-based Sandy Corp., a consulting firm specializing in personnel training and internal communications systems.

The increased demand for information from employees along with new, quicker and more effective methods of communication can influence corporate profitability more significantly than ever before, Sandy said.

"The role of senior management is to pay attention to what is getting into the minds of their people," he said. "If a company skips here and employees perform poorly as a result of inadequate or outdated information, it is extremely difficult to erase or reverse the effects."

Sandy's comments are from his vantage point at the helm of one of the world's largest training and development firms.

THE 10-YEAR-OLD company is embarking on its second decade with a track record including \$100 million worth of job performance training and development and marketing communications.

Because of economic pressures on businesses today, sophisticated and substantive employee training programs are moving up in terms of corporate priorities, Sandy said.

"The largest single cost of doing business is payroll," he noted. "This amounts to 70 or 75 percent of the operating costs of many businesses. By training people, they have an opportunity to develop skills, knowledge and attitudes and get more output per person. More companies are recognizing they're not just spending, they're investing, when they train their employees."

"For example, if a company has a large field force doing less than its best, it will cost far less to train them and bring them up to speed than just to ignore the situation or to cut staff. You can cut fat, but when a company cuts muscle and bone, it cuts its ability to respond."

Sandy believes today's workers are "hungry for information" about their jobs and about how they can contribute.

"The working population is a more educated group which is more interested in their jobs and more demanding to be professionalized and to grow."

Sandy said his firm has grown up in the midst of the tremendous business turbulence of the 1970s and has worked to help keep its clients in the forefront of changing communication technologies and ways of reaching out to its employees.

THE COMPANY utilizes diverse communications techniques to help clients achieve better performance and

productivity in the areas of management, sales, service and manufacturing.

The firm started out concentrating on sales and service training and development for the automotive industry and later branched into serving other transportation-related industries such as petroleum, tractors and motorcycles.

Today the company is a consultant in performance-change communications skills in many fields including the hotel and hospitality industry, office products, word processing, business services, appliances and other high technology businesses. It has expanded from 68 to 160 employees.

Business today is dealing with blurrier, tougher, more substantive and more resistant issues than ever before,

Sandy said. "Consequently, we are doing a lot more business planning with our clients and analyzing where the next set of problems are likely to emerge and what they're going to need to meet those challenges."

Sandy said that while businesses are developing a new appreciation of the need to invest in training and development, and employees are clamoring for more information, rapid changes in communications technology are opening up ways to reach people with speed never before possible.

Cable, satellite, computer and video-disc technology are providing new options ranging from self-paced learning systems to tele-conferencing simultaneous training experiences, he noted.

THE WHOLE communications/

learning experience is undergoing radical changes and moving into the mainstream of life. Lifelong learning, with the aid of video display terminals and other new technologies, will be both a pleasure and a necessity. As people's skills become obsolete, they will need to learn new skills and companies will need to provide the training and motivate employees in new areas."

Sandy said motivation and education of workers goes hand in hand with corporate operations.

"You can motivate people by giving them an opportunity to be successful at what they do — by giving them the tools to perform well," he explained. "This in turn, will improve corporate performance and profitability."

Sandy sees business turbulence continuing throughout the '80s but believes the decade ahead will be "a very exhilarating time."

"I think we'll see business becoming leaner, tougher, more pragmatic. I expect to see more positive, active, initiating change, with business going after new markets and new targets of opportunity, rather than reactive panic."

"The business world used to have predictability but now that it has been jolted by outside events, I expect to see it get on the offensive."

"The turbulence will be there, but there will be more change by choice, more vitality."

He said major corporations, in a period of change with job skills changing, will become bolder in restructuring their business as they start to experience the profit gains of training people for the challenges ahead.

## business people

MICHAEL GOLDMAN of Southfield was named assistant administrator at the Grace Hospital Division of Harper-Grace Hospitals, part of the Detroit Medical Center.

THOMAS RYAN was appointed assistant controller in financial planning and MICHAEL VINCENT was appointed assistant controller of financial operations at American Motors Corp. in Southfield.

RONALD ROUBERUSH of Birmingham was named general manager, suspension components division, and JOHN KENNY of Troy was named director, management systems, for the

automotive operations of Rockwell International Corp. in Troy.

JOSEPH FENTON of Southfield was elected chairman of the board of Redford Community Hospital and Redford Medical Center. EDGAR PUGH Jr. of Birmingham was elected vice chairman. Re-elected to the board were RONALD HUGHES, RAYMOND STOLLER and MARILYN HELDENBRAND. New physicians at the hospital and center are: HAROLD MARGOLIS, D.O. of West Bloomfield; MICHAEL BERKOVIC, D.O. of West Bloomfield; GARY BURNSTEIN D.O., of West Bloomfield; MICHAEL RU-

BIN, D.O. of West Bloomfield; MICHAEL LAFPER, D.O. of Southfield; ALLAN SCHWARTZ, D.O. of West Bloomfield; STEPHEN HOFFMAN, D.O. of Farmington Hills; KENNETH KURLIAN, D.O. of Southfield; and RONALD RASANSKY, D.O. of West Bloomfield.

SHARI COHEN of Southfield was

promoted to second vice president and marketing officer at Manufacturers National Corp., parent company of Manufacturers National Bank of Detroit.

WILLIAM NIXON of Birmingham has joined P/R Associates Inc. as an account executive. Nixon was a senior writer and editor for the General Motors

Environmental Activities Staff.

PERRY DOOLEY of Bloomfield Hills was appointed chief engineer, Astro models, at the General Motors Corp. engineering department. Other appointments were: WILLIAM TRAVIS of Troy as chief engineer, Brigadier/General models; NANCY BUNDRA of Bloomfield Hills as chief

engineer, medium duty models; and CARSON BROWN of Bloomfield Hills as supervisor of product engineering, truck chassis.

JOHN NOGA was appointed executive vice president of client services and general manager of agency at the Merchandising Business Services located in Southfield.

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