

THE BENEFITS OF BOOKING A PRIVATE SEMINAR



Here at ZingTrain, we're all about teaching and training!

Our training content comes from distilling what Zingerman's has learned from being in business for 30 years - organizational systems and recipes, training tools, leadership techniques - we share them all with you in public 2-day seminars and 4-hour workshops at our training facility in Ann Arbor.

Our trainers also travel and have worked with clients all over the country from every walk of life to create training customized to target specific needs. Since ZingTrain moved into our new training facility in August 2012, we are also able to offer what is, hands down, our favorite way to deliver customized training: to host you, in our training space here in Ann Arbor, delivering content developed in collaboration with you!

As trainers, what is it that we love about Private Seminars?

We can create customized versions of any of our seminars to suit your specific needs—we can mix and match, add a deeper dive into an area of particular interest or help you develop concrete implementation plans.

Private Seminars are a way of harnessing the power of learning as a team as well as the advantages of getting away from the office to do focused work.

We are not only able to deliver great training, we're able to deliver a great overall Zingerman's experience. Yes, that includes great food!

You can see the principles taught in the classroom being played out in real life; see how we walk the talk.

Our training space is a fun, funky space that was designed for training. We love being in it and think you will too.

If you're interested in a little bit more than just learning, we can arrange dinner for your team at Zingerman's Roadhouse, tours of the other Zingerman's businesses, or explore the possibility of a special product tasting or other food related class.

We could go on, but we thought it would be better to ask one of our first Private Seminar clients what he thought about the whole experience.

Gauri Thergaonkar,
ZingTrain Community Builder

A chat with Andy Rosenzweig, Professional Learning Manager at the Merit Network, and ZingTrain Client on how he has used our training

Gauri Thergaonkar - Tell us a little bit about your business.

Andy Rosenzweig - Merit Network is the research and education network organization in Michigan. We are a nonprofit corporation owned by the state's public universities and have the mission of providing leading-edge network services for education and research in Michigan. We operate a statewide network that provides Internet service for about 250 organizations in the state, and offer many other related IT services. Our Professional Learning program, which I manage, presents educational events of all types to benefit our members, with topics typically geared toward IT professionals at those institutions.

GT - How did you hear about Zingtrain?

AR - I've been a fan of Zingerman's Deli almost since its beginning and have always appreciated the way Zingerman's communicates about its products and business. The growth of the Zingerman's Community of Businesses concept has been interesting to watch, and I've kept an eye on stories about the various new enterprises. I noted the formation of ZingTrain a few years back and kept it in mind as an organization to engage with sometime. I've from time to time picked up fliers and brochures about ZingTrain while visiting the businesses, and a few years ago bought Ari Weinzwieg's book on the Zingerman's service philosophy - *The Art of Giving Great Service*.

GT - What was your first "encounter" with ZingTrain?

AR - Most of the topics in our Professional Learning program are technical in nature, but we also know that IT organizations have interests in general business issues like project management and team development. I thought that the Art of Giving Great Service course would be an interesting addition to our calendar; it would be of value to many IT departments, especially

those with front-line staff. So I contacted ZingTrain by email to describe our interests and to find out if it would be possible to schedule a private course that we could make available to our members.

GT - What did you think about ZingTrain when you first encountered us?

AR - My initial interactions were everything I expected—responsive, helpful and enthusiastic. After my initial email I was contacted by Ann Lofgren, who provided information by email and also suggested a phone conversation. Those steps answered my questions and showed that we could effectively offer the Art of Giving Good Service. Ann provided a proposal and we scheduled a private course for several months later.

GT - What happened next?

AR - There turned out to be significant interest in the class from Merit's own managers and staff. The class ultimately consisted of about half Merit staff and half from several of our member organizations. All shared an interest in upping the level of customer service in their operations, and viewed the course as a good way to learn effective new techniques. As the course approached, ZingTrain staff worked with us to survey attendees about their needs and expectations. ZingTrain also communicated with us about general logistics.

GT - Why did you choose to have ZingTrain do a private seminar for your team?

AR - As a Zingerman's customer I have had years of experience receiving exceptional service in a notably consistent manner. Ari's book on giving great service described the real-world development of the concepts and gave me confidence that ZingTrain would offer an excellent curriculum and training experience. Having several people attend from our organization allowed colleagues to discuss the material after the course and collaborate on implementing new approaches.

GT - Would you please describe the private seminar experience for us? What did you like best about it?

AR - When we arrived, each person was greeted by the instructors and directed to an assigned seat—with attendees arranged so as to mix departments and organizations for maximum exposure to new ideas. A great breakfast spread was ready when we arrived. The training facility is bright, comfortable and attractive and provided an effective setting for the course. Among things that our attendees enjoyed most:

- * The instructors were experienced, organized and enthusiastic.
- * The curriculum provided excellent tools, meaningful examples and lots of opportunity for discussion and learning from each other.
- * The materials were well produced and provided a great take-away for further study.
- * Of course, the food. There's no other training organization that can match that added bonus. While it's not as important as the educational content, having great and interesting food helps inspire enthusiasm and creativity.

Overall, we all felt very well taken care of and had a great learning experience. We're planning to do it again.

Interested in setting up a
Private Seminar for your business?

Call us at 734.930.1919

or email us at

zingtrain@zingermans.com

Visit our website at www.zingtrain.com
for a listing of the seminars we offer.



First Session! Ari Weinzwieg on Creativity

Wed. Sept 25 • 7:30-9:30am • \$50
at our space at 3728 Plaza Drive

INTRODUCING THE ZINGTRAIN SPEAKER SERIES!

The ZingTrain Speaker Series is a series of presentations and conversations in which we bring you experts from every dimension of the business world to share their particular insights and perspectives on important aspects of business, leadership and entrepreneurship.

The series debuts on September 25th with Zingerman's co-founder
Ari Weinzwieg speaking about Creativity.

Presented bi-monthly, future presentations will feature such thought leaders
• \$50 as Joe Knight, Catherine Juon and more.

to register, visit www.zingtrain.com