



THE WORKFORCE IS BROKEN & TOGETHER WE CAN FIX IT!

Presented by Huston-Tillotson University

EMPLOYEE DEVELOPMENT
FROM YOUR FAVORITE HBCU!

NO. 1 PRIVATE HBCU IN TEXAS

#9 IN TOP PERFORMERS ON SOCIAL MOBILITY
#25 IN REGIONAL COLLEGES WEST



HUSTON-TILLOTSON UNIVERSITY RANKED AMONG AMERICA'S BEST COLLEGES AND UNIVERSITIES BY U.S. NEWS AND WORLD REPORT AND NUMBER ONE PRIVATE HBCU IN TEXAS

For over 150 years, the esteemed Huston-Tillotson University has cultivated the leaders of the future.

Now, it is poised to transform the workforce of the present with proven, practical, results driven training programs.

HUSTON-TILLOTSON UNIVERSITY
From First to Foremost!

“

THIS RECOGNITION HONORS
THE DEDICATED WORK OF OUR
EXCEPTIONAL EDUCATORS AND
DETERMINED STUDENTS,

PRESIDENT & CEO
DR. MELVA K. WALLACE

”

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FOR THE DYNAMIC DOERS LIKE YOU!

This book is perfect for trailblazing leaders like you.

The **Insightful CEO** who who wants a thriving company culture,

The **Innovative Entrepreneur** who needs great people to survive,

The **Passionate HR Director** who searches for elusive solutions,

The **Cutting Edge Talent Development Team** who specializes in discovering and unlocking true potential,

And **everyone else** who wonders,

“WHAT IN THE WORLD HAS HAPPENED TO
THE WORKFORCE AND MOST IMPORTANTLY,
HOW DO WE FIX IT?”

We need this book. The workforce needs this book. **YOU** need this book!

When you finish this book, you will be able to execute. Immediately. This book is for leaders like YOU; and its goal is the betterment of your current and future employees. Of course there is a happy ending, but make no mistake, this is not a fairy tale.

This book presents real solutions to real workforce problems. I hope enjoy it as much as I did. Most of all, I hope you take action.

Dr. Lisa S. Vosper,
Associate Commissioner for
Workforce Education and Training.
Louisiana Board of Regents





CHAPTER ONE

DOES THIS SOUND FAMILIAR?

rut/rət/

Noun: a habit or pattern of behavior that has become dull and unproductive but is hard to change.

Review the list below and ask: “How much better would our team be if none of these employee challenges existed?”

- Absenteeism/Tardiness
- Poor Job Performance
- Poor Communication Skills
- Resistance to Collaboration
- Inability to Manage Time
- Chronic Negativity
- Rejection of Constructive Feedback
- Job Abandonment
- Inability to Resolve Conflict
- Poor Listening Skills
- Poor Decision Making
- Lack of Awareness
- Unwillingness to Follow Instructions
- Poor People Skills
- Apathy Towards Company Goals

The list above is not merely a list of problems. It is a list of symptoms. We must explore and fully understand the the root causes of these symptoms before we proceed with a cure.

“

A BAD SYSTEM WILL
BEAT A GOOD PERSON
EVERY TIME.

- W. EDWARDS DEMING, AMERICAN
ECONOMIST.

”

Cold. Hard .Fact.

The pace of **employee turnover** is forecast to be **75% higher** than companies have experienced in the past, and the issue is compounded by it taking **18% longer** to fill roles than pre pandemic. - Harvard Business Review





CHAPTER TWO

**UNDERSTAND THE ROOTS,
UNDERSTAND THE TREE.**

cause /kôz/

Noun: a person or thing that gives rise to an action, phenomenon or condition.

Emotional deficits are defined as the inability to regulate responses to certain emotions. This leads to numerous problems which include but are not limited to:

- Increased Stress
- Resistance to Change
- Lack of Focus
- Inability to Think Proactively
- Disconnection from the Needs of Others
- Rejection of Authority and/or Structure

The global pandemic, the widespread impact of social media, and many other societal factors have contributed to the extensive emotional deficiencies that are being experienced at various levels, by almost every member of society.

Untreated emotional deficiencies can adversely impact all aspects of human existence; and, because adults spend more than forty percent of their lives at work, emotional deficits have taken center stage in the workplace.

Therefore, the goal is NOT to solve the workplace problem first. We begin with solving the human problem and the workplace problem is solved by default.

“

SOLVE THE PROBLEM OR
LEAVE THE PROBLEM.
NEVER LIVE WITH THE
PROBLEM.

- ANONYMOUS.

”



CHAPTER THREE

**“THEY DON’T CARE ABOUT
ME. WHY SHOULD I CARE
ABOUT THEM?”**

care /ker/

Noun: the provision of what is necessary for health, welfare, maintenance and protection of someone or something.

Apathy toward company goals and missions is an attitude many of your employees have adopted, whether they express these beliefs openly or not.

The term "care" in this sense goes far beyond compensation and standard benefits. It extends to the emotional needs of the person.

According to the National Institute of Health, there is a direct correlation between employee development and job satisfaction.

However, the interpretation of employee development is where most employers miss the mark and where you can thrive.

Participants in the modern workforce want to be:

**Elevated, Empowered, Holistically
Developed, & Highly Regarded**

This can be accomplished through mindful employee development.

Your employees' motivation to excel in any role is increased **ONLY** when they believe **YOU** truly care about **THEM** and not just their performance.



CHAPTER THREE

11

CHAPTER THREE: "THEY DON'T CARE ABOUT ME.
WHY SHOULD I CARE ABOUT THEM?"

The term "holistic development" as it relates to employee training programs, refers to training that emphasizes three key areas of development:



Employee training and development solutions that go beyond "off the shelf" software and cookie cutter programs will aid you in attracting, retaining AND growing a strong workplace.

“

THERE IS NO BETTER EXERCISE
FOR THE HEART THAN
REACHING DOWN AND
LIFTING PEOPLE UP.

- JOHN ANDREW HOLMES, JR.,
AMERICAN POET.

”

CHAPTER FOUR

**“I WANT TO HELP PEOPLE.
I ALSO WANT PEOPLE TO
HELP ME.”**



gen·er·ous /'jen(ə)rəs/

Adjective: (of a person) showing a readiness to give more of something than is strictly necessary or expected.

Your employees want to give. They want to share. They want to empower those less fortunate. So what does that have to do with employee development? **EVERYTHING.**

According to the Cleveland Clinic, helping people and giving things to others increases the "feel good" chemicals in our brains, including:

- **Dopamine** - Produces feelings of pleasure, satisfaction and motivation. Also controls memory and concentration.
- **Serotonin** - Positively impacts the mood, creates long lasting feelings of well being and creates emotional stability.
- **Oxytocin** - Enhances communication and reduces stress.
- **Endorphins** - Enhances sense of well being and reduces feelings of anxiety.

Incorporating holistic giving programs into your employee development initiatives will go a long way in creating a more empowered workforce.

“

THOSE WHO ARE THE
HAPPIEST ARE THOSE WHO
DO THE MOST FOR OTHERS.

ANONYMOUS

”

In the coming chapters, you will learn how to integrate **POWERFUL** giving programs into your employee development model.





CHAPTER FIVE

**MEMORIZE THIS TERM.
IT'S NOT GOING AWAY.**

sig·nif·i·cant /səg'nifək(ə)nt/

*Adjective: sufficiently great or important;
to be worthy of attention.*

The term is **soft skills**. Write it down. It is more important than you can imagine and it is the key to growing your employees, enhancing your culture, and so much more.

Soft skills are the interpersonal traits that govern how we lead others, overcome stress, solve problems, resolve conflict and effectively manage our emotions.

Here are the facts:

85%

OF CAREER SUCCESS IS
BASED ON WELL DEVELOPED
SOFT SKILLS - HARVARD
BUSINESS REVIEW

9 OF 10

EMPLOYERS PREFER CANDIDATES
WITH SOFT SKILLS CERTIFICATIONS
OVER TECHNICAL SKILLS AND
ADDITIONAL DEGREES. - US CHAMBER
OF COMMERCE FOUNDATION

120+ MILLION

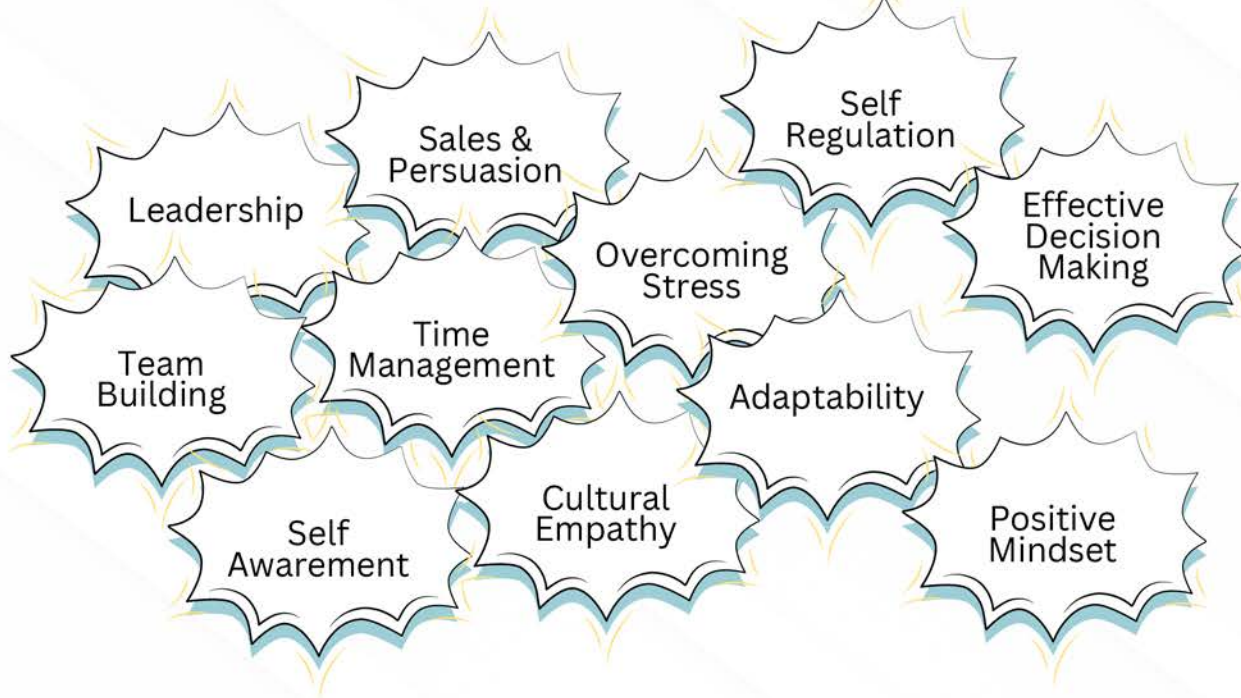
US WORKERS LACK THE SOFT
SKILLS REQUIRED TO COMPETE IN
THE NEW ECONOMY. - IBM
RESEARCH STUDY

WELL DEVELOPED

SOFT SKILLS HAVE BEEN PROVEN TO
BOOST PRODUCTIVITY, MORALE,
CONFIDENCE AND COLLABORATION
AMONGST WORKFORCE PARTICIPANTS.

When correctly administered, robust soft skills training programs drastically eliminate emotional deficits and create a stronger workforce.



Soft Skills Certification Courses Include:

Employees who gain these skills perform better for your company and become better for themselves!

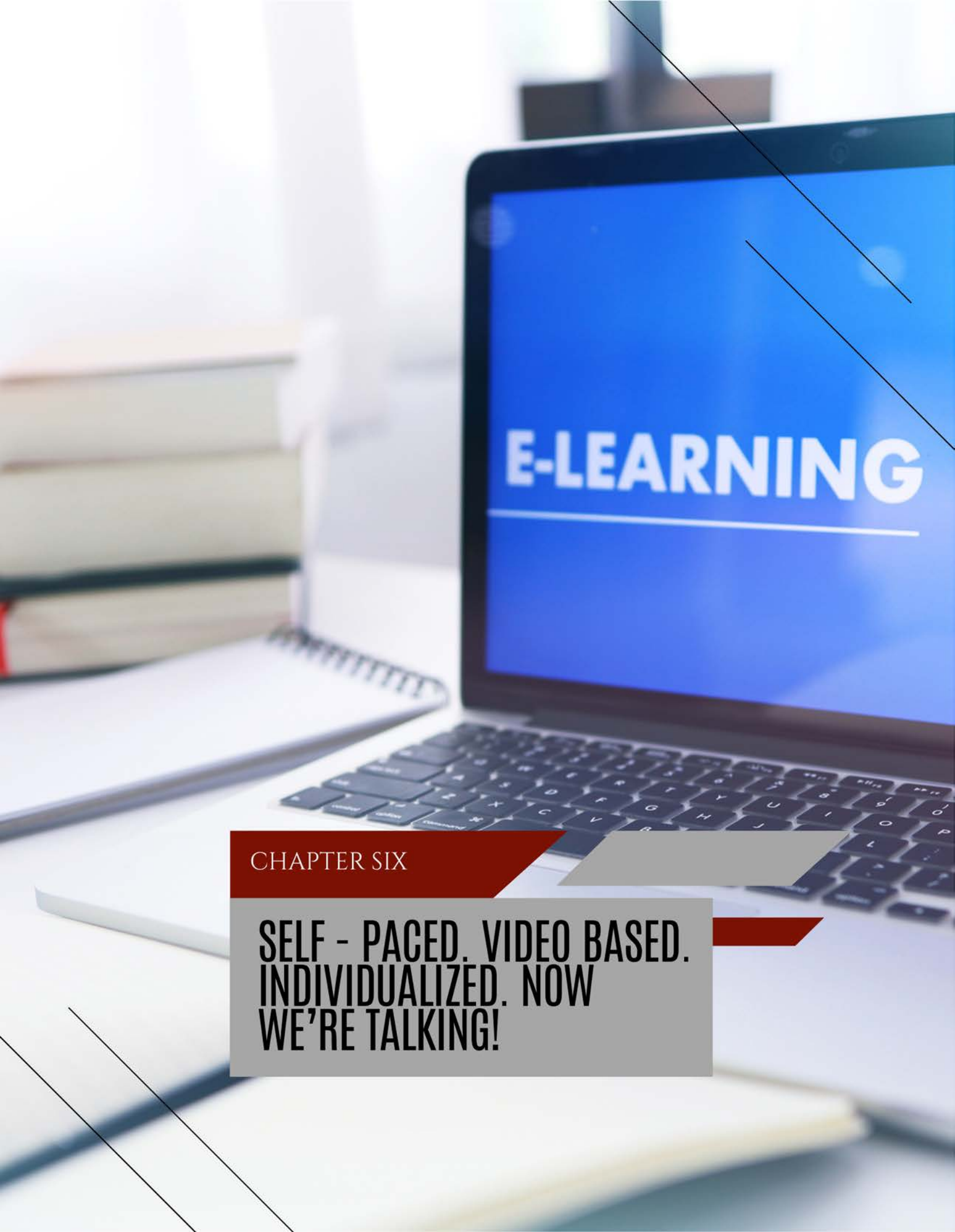
“

LEARNING HOW TO LEARN IS
LIFE'S MOST IMPORTANT
SKILL.

TONY BUZAN - ENGLISH AUTHOR

”





E-LEARNING

CHAPTER SIX

**SELF - PACED. VIDEO BASED.
INDIVIDUALIZED. NOW
WE'RE TALKING!**

mind·ful·ness /'mīn(d)f(ə)lnəs/

Noun: the quality or state of being conscious or aware of something.

Remember, your employees will respond and perform better when they know you care about their holistic development.

One of the greatest ways to accomplish this is through mindful employee development programs.

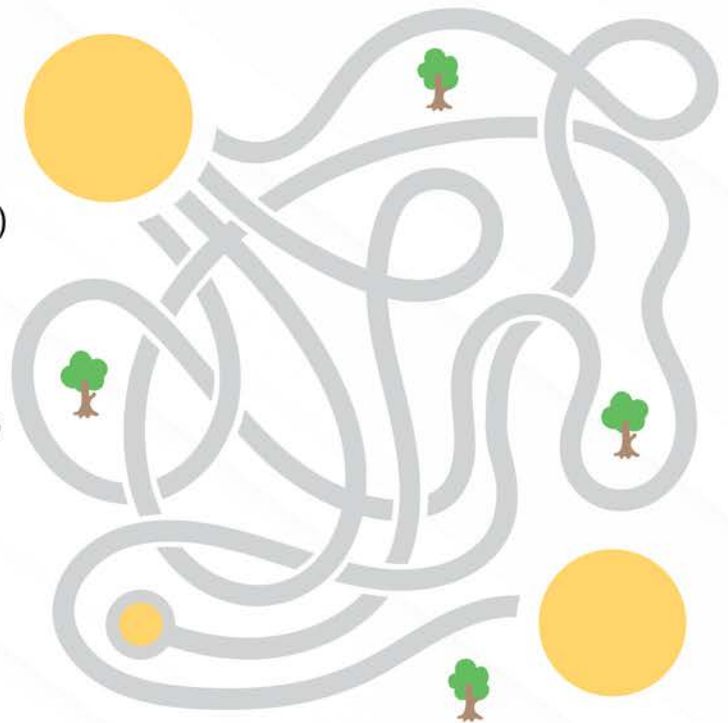
Consider the following when selecting holistic development plans:

- Their Emotional Needs
- The Way They Learn
- Their Longing to Give Back
- Their Desire for Recognition
- Their Time (Work & Life Schedules)
- Their Quest for Meaningful Achievements

The workplace experience is interconnected. Our jobs spill over into other aspects of our lives. The work we do either contributes to or subtracts from our emotional well being.

Holistic development occurs when we recognize our responsibility to equip our teams to thrive emotionally.

Emotional support in the form of mindful employee development creates a culture where people feel valued in the place where they spend the majority of their time.



CHAPTER SIX

CHAPTER SIX: SELF-PACED. VIDEO BASED.
INDIVIDUALIZED. NOW WE'RE TALKING!

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Everyone Wants to Grow: including the members of your team. However, when people feel training is a force-fed, one size fits all proposition, they tend to resist and reject those options.

Research Studies Have Proven: employees prefer training that is tailored to their needs; which is why pre and post assessments are vital to any employee development program.

Allow Them to Learn on the Go! We live in an on-demand society; driven by short, engaging videos. Therefore, employee training and development must follow the same societal protocols. Micro modules increase retention and engagement.

Individualization = Employee Motivation! There is a stark difference between pick the courses you want and individualization. After the pre-assessment, employees who have a crafted path feel far more valued than those who are told, "pick whatever you want."

“

IT'S THE LITTLE DETAILS THAT
ARE VITAL. LITTLE THINGS
MAKE BIG THINGS HAPPEN.

JOHN WOODEN, HALL OF FAME
COACH AND AUTHOR.

”





CHAPTER SEVEN

THE MOST HISTORIC BRAND IN AUSTIN, TEXAS & WHY IT MATTERS

leg·end·ar·y /'leɪən.dərē/

*Adjective: remarkable enough to be famous:
very well known.*

Huston - Tillotson University is uniquely equipped to tackle the challenges in the modern workforce. After all, it has been developing and deploying polished professionals to make lasting contributions to companies across industry sectors for 150 years. Here are a few other facts about HT.

- The Largest Private HBCU in Texas
- Renowned for its Program Offerings
- Four Year Institution
- SACSCOC Accredited
- Dozens of Corporate Partnerships
- Industry Leader in Higher Education
- Renowned Faculty

Huston-Tillotson University has collaborated with corporate leaders, business owners and trailblazing entrepreneurs to create a world class, results driven, employee development ecosystem that checks all the boxes for your employees. The customizable ecosystem includes:

- Pre and Post Assessments
- Individualized Growth Plans
- Power-Packed, Micro Modules
- Video Based & Self Paced Curriculum
- Mobile Friendly Learning Platform



CHAPTER SEVEN

CHAPTER SEVEN: THE MOST HISTORIC BRAND
IN AUSTIN, TEXAS & WHY IT MATTERS.

- Soft Skills Centric Courses
- Evergreen Library of Content
- Opportunities for Live Training Sessions
- University Certifications Upon Completion
- One to One Match*

Huston-Tillotson University can equip your employees with holistic development programs that have been proven to boost:

Employee
Retention

Social &
Emotional
Competencies

Productivity

Cognitive
Development

“

A PROVEN LEADER ALWAYS
HAS A PROVEN TRACK
RECORD.

JOHN C. MAXWELL, AMERICAN
AUTHOR.

”

CHAPTER EIGHT

**UNIVERSITY CERTIFIED.
COMPLETELY SATISFIED!**

sat·is·fac·tion /sədəs'fakSHən/

Noun: fulfillment of one's wishes, expectations, or needs or the pleasure derived from this.

Employee satisfaction is a multi-faceted undertaking and employee development plays a major role in keeping your team happy and productive. University certifications that address the emotional needs of your employees gives them something they can get excited about.

Here are just a few of the benefits:

- Caters to Learners of All Backgrounds
- Can Contribute to Career Advancement
- Addresses Today's Workforce Demands
- Increases Confidence and Morale
- Promotes Continuous Improvement
- Enhances Company Culture

Huston - Tillotson University is one of the only institutions of higher learning that offers comprehensive soft skills and emotional intelligence development programs. With dozens of certification courses and new content added each month, your team will never grow weary of expanding improving themselves as they achieve optimum levels of performance for your company.



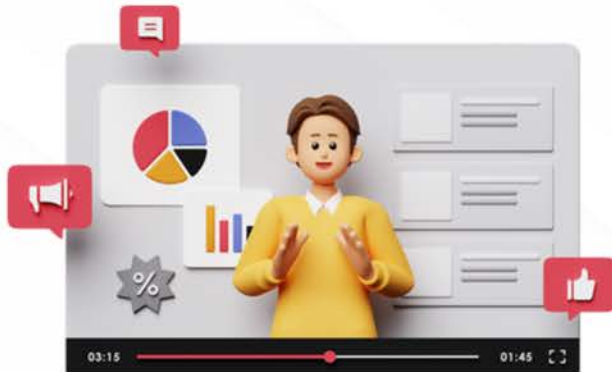
CHAPTER EIGHT

CHAPTER EIGHT: UNIVERSITY CERTIFIED. COMPLETELY SATISFIED!

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Also, the video based instruction includes

- Feature Presentations by University Leaders
- End of Lesson Quizzes
- Online Chat Interaction
- Access to Virtual Mentorship Sessions
- Daily Training Podcasts and Much More



The Huston-Tillotson University academic seal appears on all certifications earned; giving your employees a valuable keepsake to post and share.

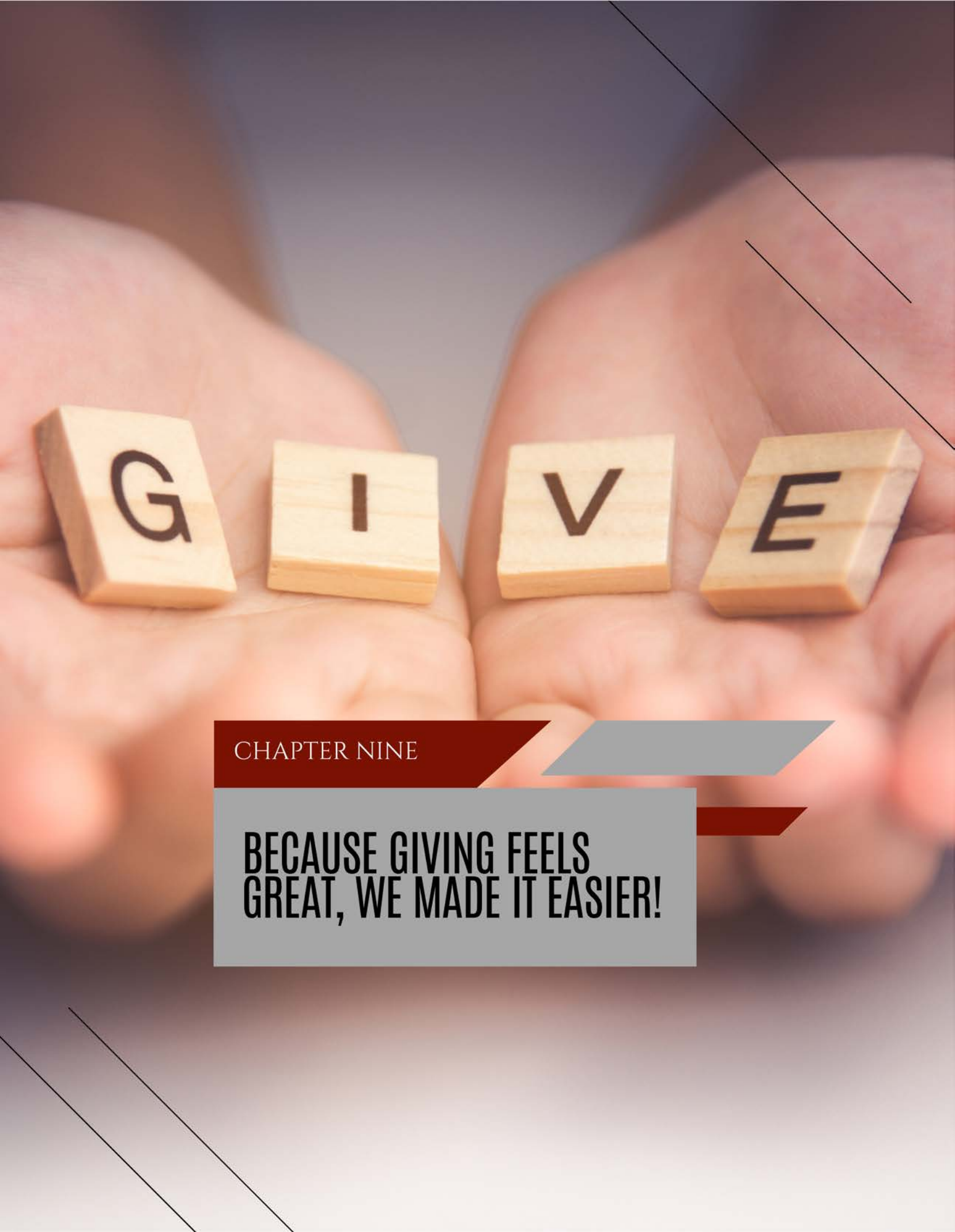
“

TO BE ABLE TO LOOK UPON
ONE'S LIFE IN SATISFACTION
IS TO LIVE TWICE.

KHALIL GIBRAN, LEBANESE POET.

”

HUSTON-TILLOTSON UNIVERSITY

A close-up photograph of two hands, palms up, holding four small, light-colored wooden blocks. Each block has a black letter on it, and together they spell out the word "GIVE". The background is a soft, out-of-focus grey. There are some thin, dark diagonal lines in the upper right and lower left corners of the image.

G I V E

CHAPTER NINE

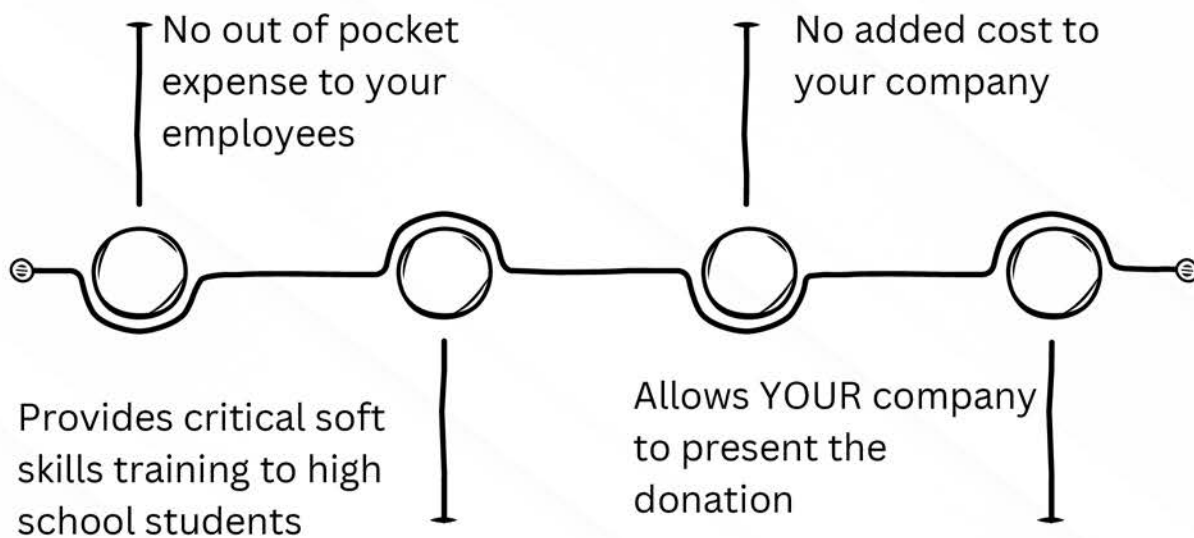
**BECAUSE GIVING FEELS
GREAT, WE MADE IT EASIER!**

phi·lan·thro·py /fə'lanTHrəpē/

Noun: the desire to promote the welfare of others, expressed especially by the generous donation of money or related benefits to good causes.

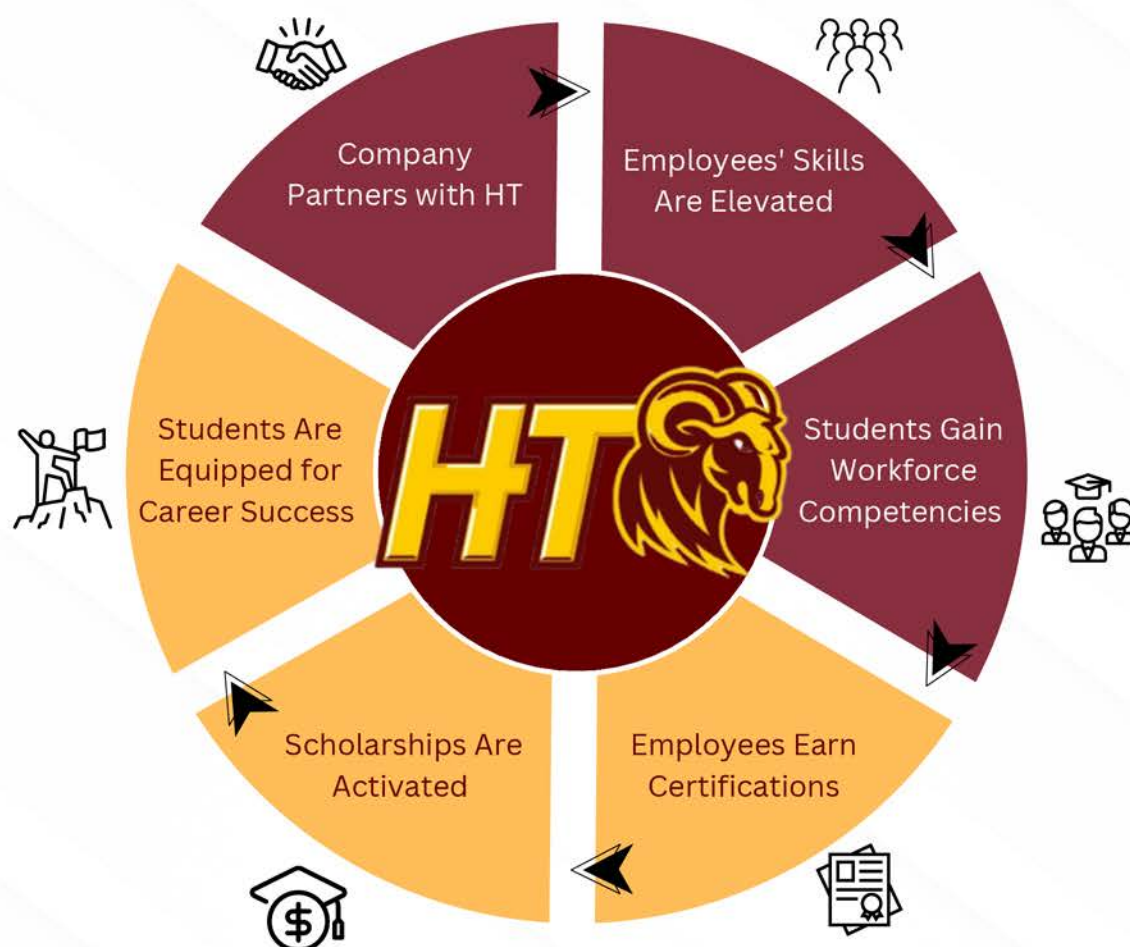
Remember the endorphins, dopamine and serotonin released by our brains when we give? Remember, how these natural chemicals make us more productive, more motivated and less stressed?

Now imagine incorporating a giving model into your employee development programs that features the following benefits:



HUSTON-TILLOTSON UNIVERSITY

CYCLE OF SUCCESS



SCAN THE CODE & LEARN
HOW YOUR COMPANY CAN
PARTNER WITH HT



CHAPTER NINE

CHAPTER NINE: BECAUSE GIVING FEELS GREAT, WE MADE IT EASIER!

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The Huston-Tillotson University Employee Development program, offers all the above benefits and much more. Here's how it works.

- Your company purchases the HT Employee Development Program
- Your Employees Earn Certifications
- HT Donates Scholarships to Local High Schools on Your Behalf
- The Scholarships Equal the Certifications Earned by Your Employees



- Your Company Representatives can attend the presentations
- HT selects the local high schools and coordinates the event
- Your company gains exposure because of your employees
- Students gain access to workforce skills because of your employees

As your employees are elevating their social, emotional, and career competencies, they are unlocking the door for someone less fortunate to do the same; with no additional cost or effort! That is holistic development from you new favorite HBCU.

“

THE SMALLEST ACT OF KINDNESS
IS WORTH MORE THAN THE
GRANDEST INTENTION

OSCAR WILDE, AMERICAN AUTHOR

”



CHAPTER TEN

**TAILOR MADE.
FOR YOUR EMPLOYEES
AND YOUR BUDGET!**

customized /'kæstə mīzd/

Adjective: modified to suit a particular individual or task

When it comes to employee development programs, mindfulness extends beyond the needs of your employees. Your needs must also be prioritized. This includes consideration of your budget and overall employee development goals.

The HT Employee Development Program includes customizable soft skills training software that was designed with you, **the employer**, in mind. This includes:

- Flat Rate or Per Person Pricing
- Flexible Payment Plans
- Discounts for Austin Area Companies
- Affordable Rates for School Districts
- Supplemental Live Training Options
- Private Label Platform Options

In addition, Huston - Tillotson also conducts research data and analyzes ways to make the platform even better for your company; which saves you time, manpower, and money.

By compiling and **analyzing the data**, HT can work with your team to assess the impact its training has on the metrics that matter most to your company.



Whether it is **employee retention, productivity, recruitment or morale**, having a team to assist in the evaluation and constant evolution of your training programs is vital.

You also may opt for a private labeled version of the HT Platform; which gives you even more flexibility and more ways to infuse the life changing training into your company culture.



“

FIRST YOU HARMONIZE, THEN
YOU CUSTOMIZE.

WILSON PICKETT, AMERICAN
ENTERTAINER

”



HT CHECKS ALL THE BOXES



	LinkedIn Learning	HT Certified
Offers Soft Skills Courses	✓	✓
Pre Assessments	✗	✓
Individualized Learning Plans	✗	✓
University Vetted Content	✗	✓
Private Label Options	✗	✓
Scholarships to High Schools	✗	✓
Live Training Options	✗	✓
Access to Leadership Retreats	✗	✓
Mobile Friendly	✓	✓
Post Assessments	✗	✓
Customizable Training Programs	✗	✓

SCAN THE CODE & LEARN
HOW YOUR COMPANY CAN
PARTNER WITH HT



A man in a dark suit and white shirt is running across a grey stone floor. He is holding a laptop in his hands, looking intently at the screen. The background is a textured grey wall. There are some diagonal lines in the top right and bottom left corners of the image.

CHAPTER ELEVEN

**AN ACTION PLAN IS
NOTHING WITHOUT ACTION!**

CHAPTER ELEVEN

CHAPTER ELEVEN: AN ACTION PLAN IS NOTHING WITHOUT ACTION!

35

AN ACTION PLAN IS NOTHING WITHOUT ACTION!

do/dōo/

Verb: to achieve or complete; to perform.

One of the greatest roles of leadership rests in the fine art of doing. This often involves gathering data, weighing options, asking all the right questions and ultimately taking action. After reading this book you may have discovered:



ACT NOW

“My employees need better training and development programs.”

“My team needs holistic development.”

“My company would benefit from a university partnership.”

“It would be great to meaningfully empower to local high schools.”

“The Huston-Tillotson University brand is one I can trust.”

These discoveries will ultimately guide your actions to move forward with a program that elevates your company and your employees. In most cases, your employees can start earning certifications within a few days after all agreements are finalized.





Your employees want to be developed socially, emotionally, cognitively and professionally AND they are hoping you will be the catalyst for the transformation they seek.

Your decision to act by engaging in a partnership with Huston-Tillotson University can unlock limitless possibilities for your team and your company. As the old saying goes, “Don’t delay, start today.”

“

MOVE FAST. SPEED IS ONE OF YOUR MAIN ADVANTAGES OVER LARGE COMPETITORS.

SAM ALTMAN, AMERICAN CEO

”





HBCU WITH THE BEST BANG FOR YOUR BUCK

HUSTON-TILLOTSON UNIVERSITY:
HIGH IMPACT. HIGH RETURN.

#1 IN FIRST YEAR SALARIES!

HT graduates hit the ground running:
💰 Median Starting Salary: \$53,324
— the highest among HBCUs nationwide.

RANKED TOP 3!

Huston-Tillotson is recognized as one of the nation's top universities in several key categories and is recognized as the number one HBCU in Texas!

POWERFUL COMMUNITY IMPACT!

When employees earn certifications on the HT platform, the university donates soft skills scholarships to local high schools. Paying it forward has never been easier!

WHY CHOOSE HT?

- Workforce Centric Training Platform
- Video Based & Self Paced Courses
- Budget Friendly Pricing
- Customizable Course Content

YOUR FUTURE IS CALLING.
ANSWER IT AT HUSTON-TILLOTSON.



CHAPTER TWELVE

A MESSAGE FROM THE PRESIDENT AND CEO

vi·sion·ar·y /'viZHə nerē/

Adjective: (especially of a person) thinking about or planning for the future with imagination or wisdom.

Thank you for investing the time to review our plan for enriching the workforce of today while equipping the workforce of the future. As the world evolves, employee development must evolve as well.

Our goal as an institution of higher learning is to be of greater value to you, the decision makers and leaders of companies who are bold enough to innovate yet wise enough to evaluate the needs of your team. Our systems are **proven**. Our brand is **respected**. Our commitment to you is **unwavering**.

Just as families have entrusted us with the great responsibility of preparing their sons, daughters, siblings and grandchildren for success in the workplace for 150 years, we hope you will give us a similar vote of confidence when it comes to elevating the critical social, emotional and workplace competencies of your team.

We want to partner with you. We want to elevate communities with you. We want to play a role in enhancing your bottom line while adding immense value to your staff.

All we ask is for the opportunity to earn your business. It is our goal to sit down with you to discuss the investment we have made in our world class training programs that are unmatched in the industry.

Lastly, our desire is for your company to experience holistic employee development from the most historic brand in Austin, Texas. Thank you in advance for choosing us to serve the needs of your team. You will be impressed.



Dr. Melva K. Wallace
The Seventh President and CEO
Huston-Tillotson University





CUTTING EDGE
WORKFORCE DEVELOPMENT



HTU.EDU



SCAN THE CODE & LEARN
HOW YOUR COMPANY CAN
PARTNER WITH HT