



FRED PRYOR SEMINARS CAREERTRACK



CASE STUDY Midwest Energy

SITUATION

Midwest Energy is a customer-owned electric and natural gas cooperative, serving 93,000 customers in 40 counties in central and western Kansas. Its 280-employee base is made up of field technicians, mid-level managers and territory supervisors.

The recruitment and retention of talent is a key initiative for Midwest Energy. With this initiative, attracting and developing home-grown talent has proven to be a successful route for the company. Employees who have connection to the geographical location of central and western Kansas tend to stay longer and look for growth within the organization. As employees take advantage of the opportunities for growth within Midwest Energy, turnover is reduced, leaders emerge internally and a higher standard of performance is achieved.

SOLUTIONS

Midwest Energy helps develop its employees growth by partnering with Pryor Learning to provide a variety of live seminars and online courses on topics such as Microsoft® Office Suite programs, business writing, time management, new supervisory training and leadership development. The company has incorporated many of Pryor's courses into its voluntary Ultimate Leader program—a self-paced offering for anyone in the company who wants to sharpen

"With our employees spread out over a large geographic area, Pryor Learning online courses really help us level the playing field so all employees have an opportunity to grow and develop."

**- Ruth Bealer, Manager of
Organizational Development**



or learn new skills and seek advancement opportunities within the company. Last year, 81 people participated in the one-year program.

The organization also looks to Pryor Learning to fulfill internal requests. Recently the management team saw an opportunity for employees to become better at business and e-mail writing. Pryor Learning developed a customized program for more than 45 employees, handled all the logistics, prepared materials and offered an on-site class on two different days to accommodate employee's schedules. That type of turnkey solution was ideal for the already-busy organizational development group.

RESULT

Midwest Energy realizes a return on investment as employees take advantage of opportunities for growth. A recent success story is that of a high-potential employee who obtained her dream job. The individual held a position which was slated to be eliminated due to automation technologies (automated meter reading). The employee participated in the Pryor Learning curriculum offered through the company's voluntary, internal program which included online

and live leadership/management courses. An internal opportunity for advancement presented itself, and the individual applied and interviewed for the position and was the successful candidate! She later reported that her participation in the curriculum increased her business acumen and developed her soft skills. This knowledge helped her answer questions in the interview that were outside of her current position. Her demonstrated commitment to learning also presented her in a positive light in the selection process.

Pryor Learning not only helped Midwest Energy retain a high-potential employee, but helped that employee develop beyond the scope of her job. The Ultimate Leader program is now in its second year and has more than 60 employees enrolled.

"I can't say enough great things about the customer service we receive from Pryor Learning. They are an extension of our staff and always deliver above and beyond our expectations."

- Ruth Bealer, Manager of Organizational Development

ABOUT MIDWEST ENERGY

With headquarters in Hays, Kansas, Midwest Energy is a customer-owned electric and natural gas cooperative. Its 280 employees serve 93,000 customers in 40 counties in central and western Kansas.

ABOUT PRYOR LEARNING

Since Fred Pryor pioneered the one-day seminar in 1970, Pryor has helped more than 11 million people reach their career goals by offering comprehensive, affordable and convenient business, compliance and safety training. Staying true to Fred's mission to deliver the best and most cost-efficient continuous learning experience across the U.S. and Canada continues with Pryor Learning's true blended learning approach that includes more than 7,000 live seminars and more than 4,500 online courses.