



**Training Proposal for:
Chopra Enterprises, LLC dba The Chopra Center**

Small Business

ET16-0316

Approval Date: December 21, 2015

ETP Regional Office: San Diego

Analyst: K. Campion

CONTRACTOR

- Type of Industry: Services

- Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 78
 - Worldwide: 78
 - Number to be trained: 78
- Owner Yes No
- Out-of-State Competition: Customers Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 15%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$49,764
- In-Kind Contribution: \$59,476

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100	Business Skills, Computer Skills, Continuous Impr.	78	8-60	0	\$638	\$15.93
				Weighted Avg: 29			

- Reimbursement Rate: \$22 SB Non-Priority
- County: San Diego
- Occupations to be Trained: Customer/Guest Services & Operations Staff, Accounting/Hr Staff, Administration Staff, Sales/Marketing Staff, Consumer & Digital Products Staff, Events Management Staff, Supervisor, Manager
- Union Representation: Yes
 No
- Health Benefits: \$2.39 per hour
- Commissions: Customer/Guest Services & Operations Staff and Sales/Marketing Staff may use commission income of up to \$3.08 per hour to meet the Post-Retention Wage.

SUBCONTRACTORS

- Development Services: Golden Goose Group (G3) in Lawrence, MA assisted with development for a flat fee of \$2,500.
- Administrative Services: N/A
- Training Vendors: To Be Determined

OVERVIEW

Chopra Enterprises, LLC dba The Chopra Center (The Chopra Center) is a destination center for well-being, which features meditation, yoga and Ayurveda (a holistic whole-body healing approach). Founded in 1996, and located in Carlsbad, The Chopra Center provides experiences, education, teacher trainings and products to consumers across the globe that improve the health and well-being of body, mind and spirit, including mind-body healing classes, programs, health products and massage therapies. Located on the grounds of the Omni La Costa Resort & Spa, Chopra Center's customer base spans worldwide. The Chopra Center is eligible for ETP funding as a "Destination Resort" competing nationally and internationally for business.

Need for Training

The Chopra Center representatives report that the Company has doubled its revenues in the last 5 years, due in part to the worldwide interest in yoga, meditation and Ayurveda. Yoga and meditation have now become mainstream and are highly sought after services in the global marketplace. Additionally, new social marketing automation systems and upgraded technology systems have allowed the Company to create a global outreach, which has resulted in a significant increase in demand for its services. Further, the integration of technology into mind-body and wellness products (e.g. “fitbits”, etc.) and other technology tools have resulted in both new and better informed customers with increased interest in well-being, preventative healthcare and new health care products.

The Chopra Center’s strategic goals are to continue on the path of growth and to double its revenues again in the next 5 years. To support this rapid growth, the Company must upgrade the skills of its frontline workers. This consists of executing a training plan to build internal and external communication skills, develop individual skills, and ensure consistent and optimized usage of its systems: Active Collab Project Management software and Sales Force Marketing.

Training Plan

The goal of this training project is to build connections between the Company’s mission and services (well-being, consciousness, etc.) and specific staff communication skills—promoting a “talk the talk and walk the walk” culture that will serve as the foundation to support operations and sales goals over the next five years. All training will be delivered via Class/Lab.

Business Skills - This training will be provided to all occupations. Trainees will learn how to build organization-wide consistency in communication skills to improve client relationships; develop consultative sales skills in the context of a mission of mindfulness and well-being; and improve business development techniques to increase sales and support customer loyalty and brand promotion. Trainees will also learn Accountability, Goal Setting and Time Management techniques for understanding goals and priorities from an organizational perspective.

Computer Skills - This training will be provided to all occupations based on job function. Trainees will learn application skills to navigate the Company’s Active Collab Management software and its new marketing automation software, Sales Force Marketing. Trainees will also receive Microsoft Office Application Skills.

Continuous Improvement – This training will be provided to all occupations. Trainees will learn how to define leadership and develop critical thinking skills. Trainees will also receive team building and team synergy skills.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab Hours

8 – 60

Trainees may receive any of the following:

BUSINESS SKILLS

- ✚ Accountability & Goal Setting
- ✚ Communication & Listening Skills
- ✚ Consultative Selling Skills
- ✚ Customer Service Skills
- ✚ New Product Knowledge Skills
- ✚ Problem Solving & Conflict Resolution Steps
- ✚ Time Management

COMPUTER SKILLS

- ✚ Active Collab Project Management Software Skills
- ✚ MS Office Application Skills
- ✚ Sales Force Marketing Automation Software Skills

CONTINUOUS IMPROVEMENT

- ✚ Leadership & Critical Thinking Skills
- ✚ Strategic Planning Skills
- ✚ Teambuilding & Team Optimization Skills
- ✚ Team Problem Solving
- ✚ Team Synergy

<p>Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.</p>
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