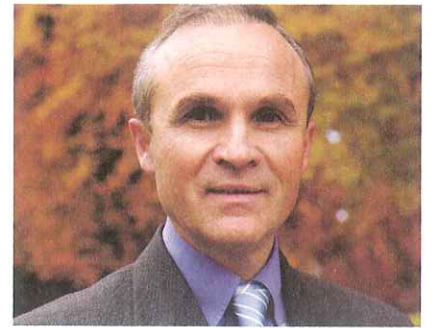




The CRPM team answers the call; Company director Lorenzo Pestalozzi



The finishing touch

For 30 years, CRPM has been the sole provider of French-language management training services for managers in the Suisse Romande, helping to foster their professional advancement. Company director Lorenzo Pestalozzi speaks with *Swiss News* about the new, English-language offerings, and what makes CRPM unique.

By Kati Clinton Robson | Before the company was founded in the 1970s, there simply were no French-language management training courses locally available, where men and women already employed at the management level could go to sharpen their management skills. So in 1978, the Suisse Romande Chambers of Commerce joined up with universities, business schools and key local businesses to fill the void. The result was the inception of CRPM.

CRPM's aim is to "provide overall management training for leaders and managers in all business sectors" with a focus on middle-to-upper management, company director of six years, Lorenzo Pestalozzi, tells *Swiss News*.

"As a leader, you have to have impact," he says.

The training centre offers open workshops, as well as tailor-made, in-house courses for companies. The two main types of programmes cover 'soft skills' like communication, self-development and leadership, and 'hard skills' such as marketing, project management and finance.

Courses tackle the specific challenges managers face in a short format of two to four days, with a focus on interactive, practice-oriented learning methods, Pestalozzi explains.

Responding to demand

"Globally, the demand for management

training workshops has doubled in the last eight years," he says.

CRPM responded this year by adding English-language management courses to the 50-plus topics already available in French. And, along with the offerings in English came a new training facility in the international lakeside district of Lausanne-Ouchy.

Many of CRPM's courses focus on two classic areas – people management and leadership, and influence or negotiation – which provide 80 per cent of the company's turnover. Catching up in popularity are the psychology of communication and project management, Pestalozzi adds.

Standing out from the crowd

Setting CRPM apart from other management training centres is its time-honoured emphasis on reliability. "We join [management] fashion once it becomes a trend. We do not take risks with our courses," Pestalozzi says.

CRPM's most important values are long-term relationships with client companies, respect for the individual, and autonomy from specific methods and schools of thought, he says. In other words, "we have no structural links with any kind of Big Brother," he adds with a laugh.

Pestalozzi expands to say CRPM's

trainers and speakers are not pure academics, but specialists with experience in their respective fields. For example, someone leading a workshop on negotiation training is someone who regularly conducts negotiations in everyday life, he notes.

Because CRPM offers such a wide variety of courses – with over 200 sessions available per year – it is able to attract many interesting participants who can share and discuss on-the-job experiences.

At your doorstep and tailor made

CRPM's established reputation precedes it, allowing it to benefit from connections with local and international companies, many of which request tailor-made, in-house seminars for their employees. Some of CRPM's clients include Nestlé, Nespresso, the Kudelski Group, Merck Serono, Johnson & Johnson, CIO, UEFA, Novartis, Romande Energie, Migros and La Poste.

Both Nestlé and the Ecole Polytechnique Fédérale de Lausanne (EPFL) have outsourced an important part of their soft skills and general management training for Swiss-based employees, middle management and staff to CRPM, as well.

For individuals, the cost of an open, two-day workshop is around SFr 1,500, and the centre's in-house workshops are competitively priced, Pestalozzi says.

For more information go to www.crpm.ch.