

IMPORTANCE OF TRAINING

For Organization



Wine Language

2013

- Wine Language was founded
- WSET programmes were introduced for the industry
- Wine workshops for consumers

2014

- The Whisky Ambassador programme and was introduced
- More themed workshops were introduced

2015

- Wine Language Thailand was founded

2016

- Programmes from Sake Service Institute Int'l were introduced
- Professional Sherry Course was introduced



Why Invest In Your Staffs

- **Staff Retention and Progression**
 - Staffs feel appreciated and they retain in the organization
 - Possible promotion pathway within the organization
 - Staffs feels more motivated and it boost morale!
- **Increased Productivity**
 - Trained = Better skilled / knowledge staffs require less supervision
 - Able to perform better in their work
- **Lower Cost**
 - Compared to re-hiring



Why Invest In Your Staffs (con't)

- **Creativity**

- Staffs equipped with better skills and knowledge are able to think-out-of-the-box and inject creativity to the work

- **Diversifying of Knowledge**

- If only one staff is equipped with skills and knowledge, difficult to find someone to re-coup the skills and knowledge when he / she leaves
- Getting more staffs equipped with skills and knowledge = diversifying your investment (skills and knowledge)



Why Invest In Your Staffs (con't)

- **Increase Customers' Satisfaction**

- When staffs are properly trained, they add value to your organization
- Increase customers' satisfaction

- **Increased Revenue**

- Increased customers satisfaction equate to returning customers and increased revenue

- **Staying Ahead Of Competition**

- You are always ahead of your competitors
- You set the standard for the industry





Emad Rizkalla [Become a fan](#)

Founder and CEO, Bluedrop Performance Learning



Not Investing in Employee Training Is Risky Business

Posted: 06/30/2014 4:33 pm EDT | Updated: 08/30/2014 5:59 am EDT

Starbucks recently announced what must be a coffeehouse first: low-cost college degrees for its employees, including part-timers. The caffeinated beverage giant is rolling out a program for employees who work at least half time to earn an online degree from Arizona State University. The tuition is deeply discounted, and employees can choose from a number of educational tracks. What's more, Starbucks does not require workers to remain at the company upon completion of their degree.

Starbucks is taking a risk here, but it is one that's calculated. Offering training of this type engenders goodwill, further solidifying the company's position as an employer of choice and attracting college-minded young people. Starbucks is betting that, for however long they have these employees, they will serve the organization well. And that some of them will actually stay with the company and move into management positions.

When it comes to employee training, some small businesses are torn. They want their workers to be well equipped and productive, but they fear that these newly trained folks will desert them for higher-paying jobs at larger companies. That's a narrow view, and a potentially dangerous one. Companies that fail to develop their employees could be doing damage not only to morale, but to the bottom line as well. *HR Magazine* reports that companies investing \$1,500 or more per employee per year on training average 24 percent higher profit margins than companies with lower yearly training investments. The American Society for Training and Development (ASTD) collected training information from over 2500 firms and found that companies that offer comprehensive training:

- Have 218 percent higher income per employee than those with less comprehensive training,
- Enjoy a 24 percent higher profit margin than those who spend less on training, and
- Generate a 6 percent higher shareholder return if the training expenditure per employee increases by \$680.

For those who remain unconvinced, IBM provides yet another potent example. The international firm recently did a study to examine the percentage of capabilities that companies lose over time. When internal and external turnover, new technology and changes in businesses were factored in, the results were staggering. The study found that a company loses 10 to 30 percent of its original capabilities every year. Within three years, each company loses 41 percent of its staff. By year six, only 24 percent remain. Any business that doesn't believe in training, evolving, and moving their people forward is paying a much steeper price than it realizes.



Professional Courses

Professional

Wine & Spirit
Education Trust

Consejo
Regulador
Sherry y
Manzanilla de
Sanlucar

Sake Service
Institute
International

The Whisky
Ambassador



Wine & Spirit Education Trust

The Wine & Spirit Education Trust (WSET) was founded in 1969 to provide high quality education and training in wines and spirits. It's Level 4 Award, Diploma in Wines & Spirits is viewed universally as the stepping-stone to the Master of Wine.

What we offer:

- **WSET Level 1 Award in Wines**
- **WSET Level 2 Award in Wines and Spirits**



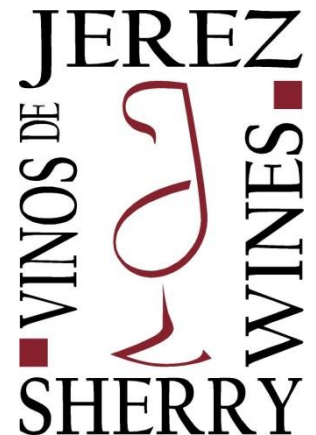
WSET

Consejo Regulador Sherry y Manzanilla de Sanlucar

Consejo Regulador Sherry y Manzanilla de Sanlucar, being the industry regulatory board, they tailor the course to give participants a good knowledge in Sherry. The programme will give you an insight on the history, production and various types of Sherries, that is available in the market.

What we offer:

- **Professional Sherry Course**



Sake Service Institute Int'l

Sake Service Institute (SSI) was founded in 1991. SSI conducts research on alcoholic beverages with a main focus on methods of providing Japanese alcoholic beverages, Sake and Shochu, to the world. In 2009, SSI founded SSI International to outreach to the international community.

What we offer:

- **International Kikisake-shi (Certified Sake Sommelier)**
- **Sake Navigator**
- **Shochu Navigator**



The Whisky Ambassador

The Whisky Ambassador is a uniquely designed course teaching the history, mystery and the up-selling opportunities that Scotch Whisky offers. It's the UK's only accredited whisky training programme for the licensed trade. This programme is also recognized by The Scotch Whisky Association.

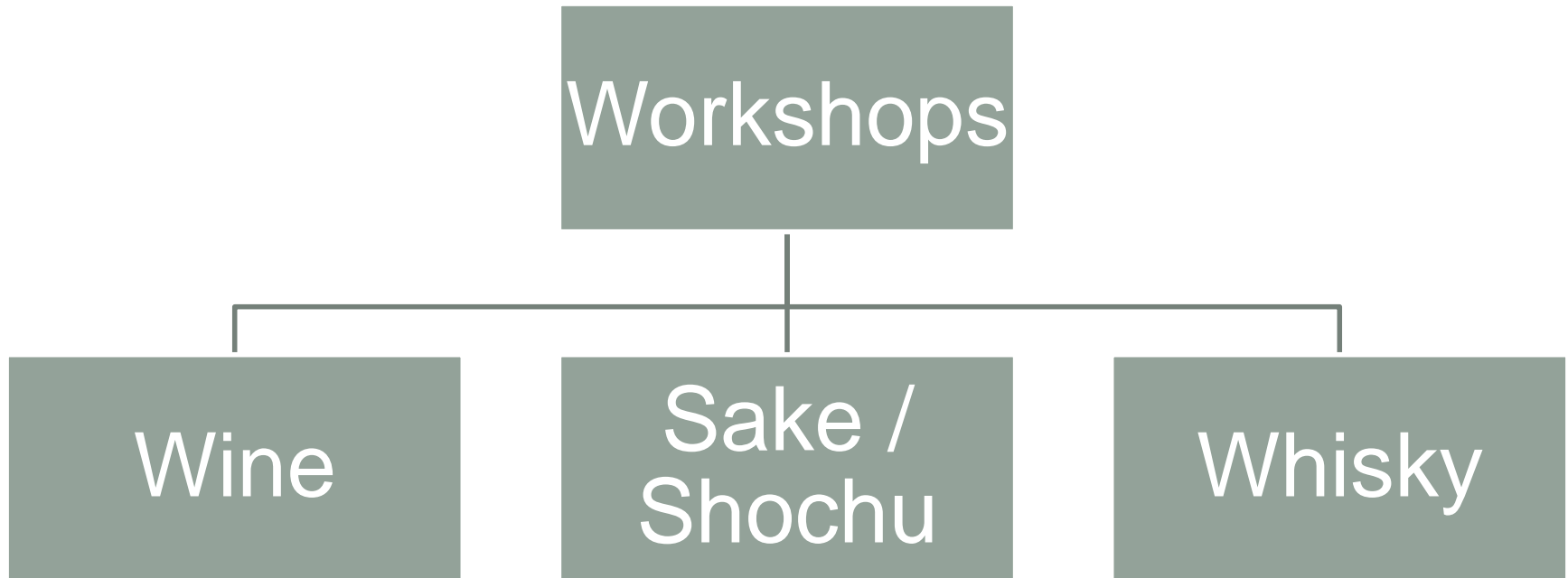
What we offer:

- **The Whisky Ambassador**



**WHISKY
AMBASSADOR**

Workshops



Wine Workshops

Wine Language develops its own curriculum for their workshops. In its process, both professionals from the industry and consumers are taken into considerations. Our workshops are ideal for everyone!

What we offer:

- **Sell & Up-Sell Wines and Other Beverages Workshop**
- **Wine Knowledge Workshop**
- **Sparkling Wines Workshop**
- **Fortified and Sweet Wines Workshop**
- **Labels, Service and Pairing Workshop**



Sake & Shochu Workshops

In recent years, we see the bloom of Sake and Shochu in the market. More consumers are beginning to consume Sake and Shochu. We see the need for everyone to understand and appreciate them better!

What we offer:

- **Sake Appreciation Workshop**
- **Sake & Food Pairing Workshop**
- **Shochu Appreciation Workshop**
- **Shochu & Food Pairing Workshop**



Whisky Workshops

Whisky consumption are increasing every year. Do you know that 90% of Scotch whiskys are exported out every year? In fact, we as consumers drink so much that the Scotch whisky industry are running low on age statement whiskys!

What we offer:

- **Whisky Appreciation Workshop**
- **Whisky & Food Pairing Workshop**



Corporate / Customized

We understand that every organization do have different needs. We are able to customized training according to your needs. We have experience in this and we do receive constant positive feedbacks!

Our past clients include organizations from:

- **Retail Chain / Specialty Shops**
- **Restaurants / Bars / Hotels / Cafes**
- **Non-hospitality industry**



Subsidy For Singapore Market

Most of our professional courses are supported by WDA or e2i. Singaporeans and/or PRs may receive up to 95% subsidy, subject to terms and conditions. Why wait? Take advantage of these subsidy and invest in your staffs!

WDA supported courses:

- **WSET Level 1 Award in Wines**
- **WSET Level 2 Award in Wines and Spirits**

e2i supported courses:

- **The Whisky Ambassador**





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