

INDUSTRY TRENDS

The International Sign Association



INTERNATIONAL SIGN ASSOCIATION

MARCH 2018 EDITION

4 Ways to Learn to Grow Your Business



LEARN More...

ISA International Sign Expo is March 22-24, with pre-conference workshops on March 21. All are at the Orange County Convention Center in Orlando, Fla.

For the listing of education courses, visit www.signexpo.org/education

For the listing of Lounge & Learn sessions on the tradeshow floor—free with tradeshow admission—visit www.signexpo.org/lounge

For webinars and other online training, visit www.signs.org/education.

The year is already approaching the end of its first quarter. How are those goals you set for 2018 looking? If there is a gap between where you want to be on Dec. 31 and where your company is now, learning may be the answer.

Targeted education—designed to fill the biggest needs for today's sign, graphics and visual communications companies—can provide insight. It might identify the next generation of leaders. It could fill a knowledge gap for existing personnel. Or it may be a way to move the entire business in a new direction.

Not sure where to start? ISA's education has something for every need.

IGNITE A SPARK IN LEADERSHIP.

Leaders can get stuck in a rut doing things the same way for years. Yet our industry—as well as business in general—is rapidly changing. The old ways of doing things no longer work. It's not too late to attend ISA International Sign Expo 2018 later this month. The Game Changer sessions are designed to provide a creative spark in your leadership skills and help you stay ahead of business trends. This year, one of our Game Changer speakers will help you find opportunities in generational differences in the workplace—instead of focusing on the obstacles that these differences create. Another will help you tap in to hidden business aptitudes, and a third will inspire you to lead in the most challenging of environments.

SPEND A DAY DIVING DEEP.

Two pre-conference workshops, held in conjunction with ISA International Sign Expo 2018, are designed to provide deep insights into two of the most pressing needs for sign, graphics and visual communications companies: raising up new leaders and capitalizing on opportunities in print.

The SalesPro: Print session, hosted in conjunction with Idealliance, will help sales professionals get up to speed on wide format and digital print. They will learn how to sell wide format to new customers while delivering comprehensive and creative solutions for existing customers. Attendees will learn the delicate balance of selling the product at a price that leads to repeat orders.

STATS • FACTS

Training is one of the top non-financial motivators for employees to stay with your company. Some 76 percent of employees say they want



A day-long Executive Boot Camp, produced by Florida State University College of Business, will help sign, graphics and visual communications company leaders master crucial skills, including financial acumen, change management and organizational performance.

Both sessions occur on March 21. The Executive Boot Camp begins at 8:30 a.m. and SalesPro is a half day in the afternoon.

INVEST IN YOUR PEOPLE THROUGHOUT THE YEAR.

With the record low unemployment, finding workers may mean that we no longer can rely on finding workers with industry experience. That means we must train them to the nuances of the sign, graphics and visual communications industry. ISA has 58 online

learning courses designed to improve skills, including marketing, sales, fabrication, installation and project management. A number of courses have been approved for continuing education credits—necessary to maintain installer licenses in some states—by the International Code Council (ICC).

You also can assess skills through the ISA Digital Badge. This can be ideal for determining who is ready for a promotion or raise or to test prospective employees. Learn more at www.signs.org/digitalbadge.

GROOM THE NEXT GENERATION OF LEADERS AND WORKERS.

There is no doubt that it is a job-seeker's market. We have a great opportunity to draw in exciting new blood in a couple of ways.

First, the ISA Elite program brings together up-and-coming leaders for networking and education. The 2018 class will meet later this month at ISA Sign Expo. But it's not too early to start looking around your offices and at your Affiliated Association events to consider who you want to nominate for 2019's class. Applications will open later this year at signexpo.org/elite. This program has been a major hit for ISA—and for the industry. Past participants are serving in leadership roles at ISA and ISA Affiliated Associations and they're making their marks in their companies. After meeting with ISA Elite participants for the past few years, I can confidently say that our industry's future is in great hands. | 