

## REFERENCES – QUALITY TRAINING JOUNI ORTJU

### *Fields of expertise, experience and references of Mr. Jouni Ortju:*

#### 1. Quality coaching

Jouni Ortju has worked as a quality coach in the Finnish Tourist Board-operated and owned national Quality Programme called Quality1000 (Laatutonna) since 2001. The programme is aimed at tourism companies and is implemented by Haaga-Perho, who focuses on service branch and research & development of its companies.

Quality Training Jouni Ortju has a co-operation agreement in acting as a Quality Coach in Quality1000 (Laatutonna) programme.



#### 2. Marketing and Sales training

Northern Satakunta Vocational Institute hosted a project called “Exemplary Tourism” (Mallikasta matkailua). They organised training sessions in Marketing & Sales in 2006 - 2007. Following themes (e.g.) were covered: Marketing Mix, Customer Segmentation, Sales-, Marketing- and Action plan, Product Card rehearsals and Planning & Implementation of Sales Process.

Customers who participated in the training sessions gave e.g. following feedback:

*“Thank you for a spectacular and most interesting training session. It had a very good quality (I refer to the lecturer’s company name). Good examples hit straight to the point! Exceeded my expectations and gave strength to the future → now it is up to me to do these things!”*

*“I attended as I had heard someone praise the coach. He was better than I expected. Themes handled were so extensive that one day training session was too little.”*

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**Employment and Economic Centre of Pohjois-Savo** (Pohjois-Savon TE-keskus) used Quality Training Jouni Ortju when they implemented ‘I – an entrepreneur?’ -courses marketing section in Spring and Autumn 2005-2006. Co-operation continues in 2007.

#### 3. Productization, product development and networking

The University of Kuopio organised in Oct-Nov 2007 a course on how to build products on the basis of demand from Reaktioketju (Reaction Chain) project’s female entrepreneurs. The acquisition was put through a competitive bidding which was won by Laatukoulutus (Quality Training) Jouni Ortju Ky from Kuopio.

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**The Continuing Education Centre of the University of Joensuu** hosted a project called ‘MatkailuSampo’ in 2004 – 2007 in North Karelia. Major emphasis of the project was in building new products and networking. Quality Training Jouni Ortju was chosen as an expert through a competitive bidding.

Following actions (e.g.) were carried out during the project:

- networking methods training days (aimed at project's management personnel)
- guidance of tourism companies networks (four networks, 13 meetings)
- coaching of provincial Marketing & Sales company's Karelia Expert Ltd. sales personnel

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#### 4. Strategic planning

Haaga Research commissioned Quality Training Jouni Ortju to update Saariselkä Tunturi Hotel's (in Lapland) strategic planning process in 2006. Four-day-process was implemented together with company's managing director and operative managers. Working method used was to have each time a tailor made, in advance planned day-long session.

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#### 5. Customer service training

The University of Kuopio organised customer service training course on the basis of demand from Reaktioketju (Reaction Chain) project's female entrepreneurs. The acquisition was put through a competitive bidding which was won by Quality Training Jouni Ortju.

Participants evaluated the training e.g. as follows: (question; what was best in the training)

- *interaction and assignments with fellow students, co-operation*
- *conversations, sharing experiences*
- *product card assignment, videotaping*
- *inspiring training material and interactive training methods*

Training coordinator of the project, Mrs. Eeva Keski-Orvola from the University of Kuopio, Centre for Training and Development, decided to present this training to be published on an international best practice publication, which is to be collected as a result of the Reaction Chain –project's international I ME WE co-operation.

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