

## SIMPLIFYING THE ART OF COMMUNICATIONS THROUGH ONLINE LEARNING

**ABOUT THE STANDARD GROUP.** The Standard Group is a premier print management and marketing logistics company located in Reading and Lancaster County, Pennsylvania. Standard Group partners with customers to streamline and automate processes, facilitate ordering, improve quality, manage inventory and reduce obsolescence. The company leverages innovative technologies execute multi-channel communication strategies to reach audience, drive engagement, increase revenue, reduce cost and raise compliance.

**THE CHALLENGE.** The Standard Group needed to enhance their current processes and protocols for workforce education, hoping these updates would help achieve a competitive edge in the global marketplace. For help the company contacted MANTEC, part of the Pennsylvania MEP and the MEP National Network™.

**MEP CENTER'S ROLE.** The Standard Group first engaged with MANTEC in 2021 on a leadership training project. Since that time MANTEC has provided project management training tips and an introduction to Tooling U-SME, an employee development tool offering online learning content. The online learning program allowed The Standard Group the ability to teach workers in a remote or classroom setting. The convenience and flexibility the system provided were invaluable during a pandemic in which large gatherings and training sessions were limited. This allowed them to continue to upskill worker knowledge when others could not train.

**"The Standard Group used MANTEC for training for mid and frontline managers. We used a combination of online training and roundtable discussions. It was a great experience and our managers walked away with training on communication, coaching, and general management practices."**

-Sue Overly, Director of Human Resources

## RESULTS



10 jobs retained, 5 jobs created



\$25,000 in labor cost savings

## CONTACT US



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