

# INVESTMENT & STRATEGIC ALLIANCE TRAINING

**W**ith the increasing importance of investment to both the global and Canadian economies, the TCS is increasingly called upon to perform investment promotion and servicing functions. This increasing responsibility for investment development has created new demands on officers, and intensified the need for professional skills development. Responding to this need, the department provided introductory investment and strategic alliance training in 1994 to posts in the U.S., Western Europe, and Japan. This course served to enhance awareness and understanding of the importance of investment and strategic alliances, and key issues related to program development and delivery.

Building on this foundation, the Investment Promotion and Services Division (TIS) will provide a second phase of investment training, to be delivered to officers at Headquarters and to posts in the U.S.,

Western Europe, and Asia-Pacific, as part of the umbrella training program for the TCS. This second phase of investment training is designed to provide "hands-on", techniques-oriented instruction, in order to enhance the practical skills required to undertake investment and strategic alliance promotion and servicing on a day-to-day basis. Course content will focus on two main themes: best practices in investor relations, and corporate intelligence and analysis. Participants will learn how to market Canada's investment advantages; undertake proactive investment promotion, corporate liaison and corporate aftercare programs; facilitate strategic alliances; and respond to investor inquiries. They will also learn how to gather, interpret, and analyze corporate and industry information, in order to understand target companies and their investment interests, strategies, and capabilities.

## OpinioNation Is Coming!

TRADE DEVELOPMENT OPERATIONS (TOO) has ventured into the new age of market research. It's called *OpinioNation* — a Canadian company based in Ottawa — which has the capability of conducting fast, electronic client surveys and evaluations using a touchscreen computer. These high tech, robotic "surveycentres" are respondent friendly. Once loaded with specialized software, questions can be programmed and respondents can reply by simply touching the screen. A normal 20 minute survey can be completed in two minutes, with results viewed instantly and transmitted via modem if required.

TOO has contracted *OpinioNation* for two site licences as well

as a software program which can produce customized survey questions and tabulate the survey findings. A Survey Feedback Action Team (SFAT) has been established, with Durban Morrow and Lucie Roy responsible for this operation. There are plans to conduct surveys and evaluations via these electronic means which will be extremely cost-efficient, quick, and quite painless. A more forthright response can also be expected because respondents are anonymous. An evaluation of the department's planned training initiatives is one area that is ideally suited to this new technology.

For further information on *OpinioNation*, please call TOO at 996-1831 or 996-2584.

*One of the discernable trends in the field of "Training" is the growing tendency to break down the barriers which have traditionally existed between learning and work. There is now a growing conviction about the need to bring learning to work, and work to learning.*



*When a man's education is finished, he is finished.*

**E.A. Filene**