



Electro-Federation Canada's **Training Module**



Electrical Industry Playbook: An Introduction to the Market, its Players and the Business

Manager's Guide

The Electrical Industry Playbook is an online training module for your new employees to help jump-start their understanding of the electrical market so they can successfully navigate the industry. This module is also an important resource for existing, tenured employees to help further sharpen their skillsets and advance their industry knowledge.

Empowering your team with training resources, such as this module, provide tangible benefits to you and your team, and ultimately, to your partners and customers.

The Electrical Industry Playbook includes a complete toolkit of resources:

- 60-minute online training module with interactive activities featuring key takeaways
- Glossary of important terminology
- Discussion guide for learning customization

Essentially, your employees receive a learning tool, a reference tool and a customization tool – all for one price! (see pricing details at electrofed.com/efc-training-modules)

The online module covers the following three parts:

- Chapter 1: The Electrical Ecosystem (market segments, channel players)
- Chapter 2: Project Types and the Bidding Process (the project and specification process for new construction; in-plant industrial automation; renovation market)
- Chapter 3: Selling Through Distribution

Important Details:

- This module will take 60 minutes to complete, so be sure your employee(s) have allocated sufficient time to go through the entire module.
- Upon logging into the module interface, employees will have access to a Glossary and a Discussion Guide to help guide their understanding of important concepts introduced in the module.

Upon Completion of the Module:

Once your employees have completed the module, you're encouraged to continue supporting their learning through these next steps:

1. Schedule a one-on-one meeting

It's important to circle back with your employee(s) soon after they've completed the module, so you can help align your company's market strategy with their learning experience.

2. Use the Discussion Guide

All users have been provided with a glossary of common terms and a discussion guide to help shape their understanding of key concepts introduced throughout the module. It's important that you allow the employee to lead the discussion and to answer the questions in the guide as best they can. To review the employee discussion questions prior to the meeting, go to

<https://www.electrofed.com/efc-training-modules/>

Sample Critical-thinking Questions:

The following are other suggested questions you might want to ask the employee during the meeting:

1. What surprised you most about the electrical ecosystem and how it operates?
2. Were there any areas that were unclear, or that you'd like to know more about?
3. Now that you understand the full landscape, can you think about any opportunities that could expand our products/services to address our market?

If you have any questions about the training module or reference material, please contact EFC at info@electrofed.com.