

*Based on our successful joint-service Portable Career & Virtual Assistant Training Program™ for active-duty spouses, Staffcentrix now presents a Train-the-Trainer Program for the Spouse Employment Professional. As you'll see below, our "T3" Program not only helps you develop a host of comprehensive, in-depth skills in the critical field of Entrepreneurship, but empowers you to train an unlimited number of spouses as self-employed Virtual Assistants, or "VAs."*



**The Staffcentrix  
Train-the-Trainer Program™  
for U.S. Military Spouse  
Career Focus & Employment Professionals**

## **What is a “VA”? And how do Spouses Benefit?**

Here are some highlights of the Virtual Assistant career option, and how it benefits spouses.

### **What is a VA?**

- VAs are **not** employees, but are self-employed (“independent contractors”).
- VAs typically provide office-support services to smaller businesses. They use email, phone and fax to accept and transmit work.
- VAs work from **home**, and set their own hours.
- VAs work from **anywhere**, for clients who also may be located **anywhere**.

### **How do Spouses Benefit?**

- NO COMMUTING.
- Reduced or eliminated childcare and transportation costs.
- CLIENTS PCS WITH THE SPOUSE. No career or economic interruption.
- Isolation or economic situation of base NOT A FACTOR.
- VAs receive far above minimum wage, and in a PROFESSION (not a “service job” or “temp” position).

Advances in telecommunications and the evolution of corporate outsourcing toward the “virtual” model—as the burgeoning Virtual Assistant industry illustrates—have converged to create a viable “portable career” choice for the transient military spouse: the Military Spouse Virtual Assistant, or MSVA.

## **The Staffcentrix Train-the-Trainer (T3) Program™**

The Staffcentrix T3 Program™ is designed for Spouse Employment Professionals who are already engaged in career counseling and training. (*For reference’s sake, a train-the-trainer program is one in which those trained in the **primary course** will later teach the core material to others in **secondary courses**, usually at the T3 trainee’s own facilities.*)

Staffcentrix facilitators will train Spouse Employment Professionals to facilitate, in their turn, the Staffcentrix Portable Career & Virtual Assistant Training Program™ to their military spouse clients.

The T3 Program is intended primarily to enable the Spouse Employment Professional to directly and effectively assist spouses who wish to pursue self-employment as Virtual Assistants (and who have demonstrated a threshold aptitude for this option). Secondly, the Program is expected to significantly enhance the entrepreneurship-related skill sets of Spouse Employment Professionals, who are often called upon to advise or counsel spouses wishing to start a home-based or other business (i.e., home-based child care, kitchenware sales, event planning, etc.), but feel ill-equipped to discuss or explore the initial issues.

### *Benefits of the Train-the-Trainer Model*

The T-3 approach has a number of advantages over the base-by-base training model:

- Scalability—far greater numbers of spouses can benefit from training.
- Reduces by approx. 75% the cost of training per spouse.
- Family center personnel may teach the Staffcentrix Portable Career & Virtual Assistant Training Program™ at any time, with classes of any size, according to their clients’ needs.
- On-site training offers benefits to spouses that cannot be provided in an online forum.
- Spouses will have an on-site trainer to whom they will be accountable for their “deliverables” throughout the training.
- The family center is better able to track the progress of the individuals trained and the impact of the Virtual Assistant career option generally.

## **Program Overview**

The objective of the Staffcentrix T3 Program™ is to transfer to Spouse Employment Professionals (Trainers) the knowledge and expertise necessary to effectively facilitate the Staffcentrix Portable Career & Virtual Assistant Training Program™ (the Program) to their military spouse clients.

## **Stage I - Program Familiarization – Pre-Training Preparation**

Duration: Self-paced, to be completed prior to Stage II  
Materials: Videotape and written materials that will introduce Trainers to the program they will be learning to facilitate.

This stage takes place prior to the start of on-site classes. Here, Trainers will observe portions of the Staffcentrix Portable Career & Virtual Assistant Training Program™ (the Program) that they themselves will later be facilitating. This is accomplished by having the Trainer view, on videotape, segments of the Program being presented to an actual class of military spouses. This permits the Trainer to focus on learning the skills of the course before learning how to lead Program workshops. In this stage, Trainers experience the Program from the spouse's point of view—a critical perspective for leading the Program.

## **Stage II - Trainer Briefing Day**

Duration: 6.5 hours  
Materials: Facilitation Guide, Facilitation Videos, CD including PowerPoint slides for the Program

During this first day of on-site training, Staffcentrix facilitators review the flow of the overall Staffcentrix Portable Career & Virtual Assistant Training Program™ and the layout of the Trainer materials. Trainers will take an in-depth look at entrepreneurship and the qualities commonly found in successful entrepreneurs, and will learn how to assess a client's readiness for this type of self-employment. Time will be allocated for an extensive Q & A to address Trainers' needs and concerns.

## **Stage III - The Program Components**

Duration: 6.5 hours

The second day of training consists of a comprehensive review of each component of the Program. Staffcentrix facilitators will walk Trainers through the most important points to be taught in each component of the Program, sharing with them the best methods for transferring that information to their clients, the types of questions clients will likely ask, and how to test for client knowledge and understanding of Program material.

## **Stage IV – Putting it All Together**

Duration: 5.5 hours  
Materials: Five (5) full student material kits for Trainer distribution at the first Program training at their base

During the third day, Trainers develop and integrate the workshop skills they will be teaching. In this stage, each Trainer will present portions of the workshop either to the entire group or to a smaller group. Staffcentrix facilitators will coach each Trainer on his or her presentations.

This format allows Staffcentrix to ensure the performance quality of the Trainers before sending them back to their bases to facilitate the Program. At the end of this stage, Staffcentrix facilitators certify that the Trainer has met Staffcentrix' delivery standards for the Program.

## **Results**

Once Trainers have completed the T3 pilot program, they should:

- Understand the characteristics of successful entrepreneurs and how to evaluate the entrepreneurial potential of their clients.
- Be able to help clients who do not demonstrate an entrepreneurial aptitude to recognize this before they undertake a self-employment venture.
- Have a solid understanding of startup issues for Virtual Assistants.
- Be prepared to effectively facilitate the Program to groups of up to ten (10) spouses.
- Be aware of the impact that home-based businesses may have on the families of entrepreneur-spouses.
- Be familiar with the unique challenges entrepreneurs face and the methods for helping them “help themselves.”
- Know various methods for guiding MSVAs toward clients, and clients toward MSVAs.
- Understand their role as Trainer in the client's venture (e.g., how much support is “too much” support?).

Additionally, Trainers will have the flexibility to conduct the Program again as needed, at their own facility and per their own schedule.

## The Investment

### After the Pilot Phase - \$849

When the Pilot Program is done, the Staffcentrix T3 Program™ will be made available to Spouse Employment Professionals generally, with each participant receiving three full days of on-site training and facilitation, at a fee of only \$849 per individual. If more than one Spouse Employment Professional from the same base will be attending the T3 Program within a 12-month period, additional participants will receive a discounted fee according to the following schedule:

First participant from one base.....	\$849
Second participant from the same base within a 12-month period.....	\$799
Each additional participant from the same base within a 12-month period..	\$750

### What is Included?

The investment includes all Staffcentrix facilitator costs (i.e., time, travel, per diem, accommodations), as well as a comprehensive set of Trainer materials for each paid participant. These materials include:

- A videotape and written materials that will introduce Trainers to the program they will be learning to facilitate;
- A Facilitation Guide;
- Facilitation Videos to be used in the Trainer's on-site training sessions;
- Templates for all spouse participant handouts;
- A CD containing a comprehensive PowerPoint presentation for support of the Program; and
- Five (5) full student kits\* for distribution at the first Program the Trainer facilitates at his/her base.

*\*When the Trainer conducts a Program subsequent to the first five-student Program included in the investment, the Trainer must purchase the necessary student kits separately at a rate of \$45 per student.*

*Bulk lots of student kits are available at a discounted rate.*

### The Savings

The costs of the Train-the-Trainer model quickly amortize as Spouse Employment Professionals deliver the Program at their location, resulting in considerable savings over base-by-base, outsourced Virtual Assistant training. For example:

#### After Training Just 50 Spouses

Cost of Training (includes 5 student kits):	\$ 849
Cost of Materials for 45 spouses (45x45):	<u>2,025</u>
Total Investment/ Divided by 50 Participants	\$2,874 / 50 = <b>\$57.48 per spouse!</b>

If you train 100 spouses, the cost will be just \$53.49/spouse (or \$45.99 if student kits are ordered in bulk).

If you train 150 spouses, the cost will be just \$50.66/spouse (or \$40.66 if student kits are ordered in bulk).

*As you can see, the cost of your T3 training is quickly recovered as your cutting-edge knowledge is distributed among spouses. And with each group you train, your per person cost is reduced even further.*

# STAFFCENTRIX CO-FOUNDERS & T3 FACILITATORS



**Michael D. Haaren, Esq.  
Co-Founder & CEO**

Michael Haaren, 53, is co-founder and CEO of Staffcentrix, LLC.

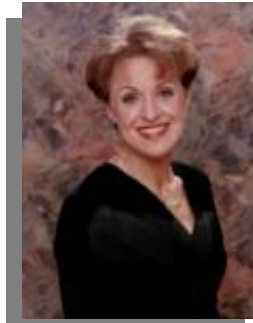
An Army veteran and the great-grandson of the Fifteenth Commandant of

the Marine Corps, Michael comes from a distinctively military family. His mother was a USMC Captain, his grandfather a career USMC officer, his brother a Vietnam and Gulf War veteran (USN), and his son served in the Submarine Service. His father served during WW II (USAAC), and his great-uncle, Marine Capt. Edward Fuller, was posthumously awarded the Distinguished Service Cross in WW I for action at Belleau Wood.

A former Wall Street attorney, Michael was the CEO of Catalytik, Inc., a management consulting firm based in Northern Virginia's Internet Corridor, before founding Staffcentrix. Working with some of the region's most gifted entrepreneurs, he guided a number of successful teams in venture funding, team- and boardbuilding, and international marketing initiatives.

Michael's international experience includes a seven-year stint in Paris, where he consulted on management issues to such French corporations as Dassault Aviation and Credit Lyonnais, and lectured at the University of Paris.

A nominee for Ernst & Young's prestigious Entrepreneur of the Year Award 2001, Michael graduated Phi Beta Kappa from Georgetown University and earned his JD at the University of Virginia. He is a member of the New York Bar, and makes his home in Woodstock, CT, with his daughter, Jazz.



**Christine C. Durst  
Co-Founder & COO**

Christine Durst, 40, and founder of the Virtual Assistant industry, is co-founder and COO of Staffcentrix, LLC.

Prior to founding Staffcentrix, Chris was the CEO of one of the

Internet's most successful Virtual Assistant practices, with clients drawn from the first wave of businesses in North America and Australia migrating to the Web. Her experience also includes independent management consulting in the Boston region, advising such Fortune 100 companies as Data General Corp., Kraft Foods, and 3M.

Chris has consulted extensively on corporate training programs, and has advised and mentored hundreds of successful entrepreneurs internationally. At ease among more conventional corporate leaders, Chris enjoys strong relationships with such companies and organizations as Microsoft, Ernst & Young, and the United Nations Development Programme.

As an international authority on Virtual Outsourcing, Chris appears often in the media, including Forbes, Business Week, INC. Magazine, Fast Company, the Singapore Straits Times, and the London Times.

Chris has been honored many times for her entrepreneurial leadership. Ernst & Young, Working Woman Magazine, and Chase Bank are among those who have recognized her achievements, and she was recently selected by Microsoft to appear prominently in INC. Magazine.

Chris is a member of the MIT Enterprise Forum of Cambridge, the National Association of Women Business Owners (NAWBO), and the Worcester Polytechnic Institute Venture Forum. She is a long-time resident of Woodstock, CT.

## **Staffcentrix in the News - Articles, Appearances, Awards & Recognition**

At Staffcentrix, one of our top priorities is to continuously gain high-profile exposure for the Virtual Assistant industry. We know the importance of **educating the marketplace of prospective hirers for the Military Spouses we work with**. So we strive for effective communication not only with the media but also with major corporations, government agencies and international organizations worldwide.

Below you'll find some of the results of our efforts. If you've seen Virtual Assistance in the media lately or heard the term used, chances are that Staffcentrix is behind it!

### ***Books Authored by Staffcentrix Founders -- Christine Durst & Michael Haaren***

"The Virtual Assistant's Pre-Launch Manual & Workbook" - Durst/Haaren

"The Virtual Assistant's 'Building Your Client Base and Marketing 101 Manual & Workbook'" - Durst/Haaren

"Transform Your Business Using Virtual Assistants—for Real Estate Professionals" - Durst/Haaren/Russer

### ***In the Media...***

Air Force Times	Army Times	Fortune Small Business	Inc. Magazine
BusinessWeek	Fast Company Magazine	USA Today	The Washington Post
MicroTimes Magazine	Realtor Magazine®	US News and World Report	BankRate.com
The Independent Wife	Office.com	Entrepreneur Magazine	Executary International
Home Business Magazine	Newsday New York	Air Force Link	Christian Women Today
Guardian Unlimited (UK)	The Straits Times (Singapore)	The Times (London)	Realty Times
Christian Science Monitor	The Washington Times	Staffing Industry Review	Career Magazine
Internet.Works Magazine (UK)	The Weekend Australian	La Nacion (Costa Rica)	Women Today
XTRA (New Zealand)	Puget Sound Business Journal	British Telecom	The Baltimore Sun
Mil. Spouses' Career Network	The Newark Star-Ledger	JobMonthly.com	The Morning Call
The Wall Street Journal			

### ***On the Air...***

WTNH-TV (Connecticut's ABC Affiliate)

Disability Radio Worldwide

Voice of America

CNET Radio

Living Life More Entrepreneurially

### ***At the Podium...***

2003 Department of Defense Spouse Employment Conference – *Portable & Virtual Careers for Military Spouses*

The United Nations - *Presentation to the Division for Social Policy and Development*

2001 National Association of REALTORS Conference - *Panel Experts & Introduction of Military Spouse VAs*

US Small Business Administration - *Experts for SBA Blue Ribbon Roundtables in 2000, 2001*

Chase Manhattan Bank - *Presentation on "Addressing the Needs of the Changing Workplace Through Virtual Assistants"*

President's Committee on Employment of People with Disabilities - *Presentation: Virtual Careers for Disabled Veterans*

Presidential Task Force on Employment of Adults with Disabilities - *Entrepreneurship options for people with disabilities*

Microsoft Corporation - *One of the original twenty companies in the Microsoft-founded Able to Work Consortium*

### ***Awards, Nominations, Recognition...***

Ernst & Young Entrepreneur of the Year® Award - *Nominees - 2000, 2001*

Working Woman Entrepreneurial Excellence Awards - *Finalist 2000, Nominee 2001*

Chase Manhattan Bank "Working Woman of the Month" - *October 2000*

2001 Outsourcing World Achievement Award (Sponsored by PricewaterhouseCoopers) - *Nominated 2001, 2002*

2001 Fast Company "Fast 50" Award - *Nominated*

2002 - Cited as industry experts in David Drucker's book, "Virtual-Office Tools for a High-Margin Practice" – *published by Bloomberg Press.*

## **FOR MORE INFORMATION CONTACT**

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