

From Aspiring to Global Entrepreneur

Effective Training Associates, Inc.

Building success from the ground up is not for the faint-hearted. Sue Smith, founder and president of Effective Training Associates (ETA), understands this better than most. She began her career as an elementary school teacher in Sunnyvale, California, before leaving to raise her two children. After seven years out of the workforce, Smith decided to dive back in, this time with a small training and consulting company. Her work there was the spark that ignited her entrepreneurial dream.

In 1986, Smith took a bold leap and established ETA out of her home. Today, ETA is a leading global provider of corporate training programs tailored to help employees master the business skills required for career, managerial and organizational advancement and success. These professional development skills range from business communication to



project management. ETA stands apart for its expertise in training for high-tech companies; since 1989, the company has been a preferred provider of public workshops sponsored by the Institute of Electrical and Electronic Engineers (IEEE) in the San Francisco Bay Area.

Now headquartered in the heart of Silicon Valley on Technology Drive, ETA has had the privilege to work with startups to Fortune 100 companies including Google, Amazon, Cisco Systems, IBM, Microsoft, Oracle, EMC, Johnson & Johnson, Abbott and Boeing. In 2006 and again in 2012, ETA was recognized

as one of the Top 50 Privately Owned Businesses in Silicon Valley by the *San Jose Business Journal*.

Smith's daughter, dot-com industry veteran Laura Hickerson, joined ETA in 2001. Hickerson's leadership skills and customer focus have been instrumental in growing the company to the next level.

"My mom has always been inspirational to me. She is passionate about her work, professional and innovative. She is also a caring and involved member of our community. I love being part of our fast-moving, fun and challenging business and industry."

—Laura Hickerson, Director of Sales and Account Management

Industry Experts Engage, Entertain and Unleash

ETA has more than 50 instructors providing classes and live webinar training programs worldwide. According to Smith, these instructors are some of the best in the training industry and a big driver of ETA's growing success. Smith travels the globe to screen potential trainers as the demand for international training in local languages increases.

"We stake our reputation on the caliber of our trainers," says Smith. "They must be engaging and entertaining subject-matter experts who can relate their industry experience to the participants' real-world challenges, translating those 'aha' learning moments into immediate results back on the job."

ETA'S MOST REQUESTED TOPICS

- Management Essentials
- Project Management
- Effective Presentation Skills
- Clear Business and Email Writing
- Interviewing and Hiring the Best Talent
- Managing Time and Multiple Priorities
- Getting Things Done Through Influence
- Transitioning to Manager



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Learn Today. Lead Tomorrow.

People Skills Training for Managers, Engineers, Developers, and Technical Professionals

Who Are We?

Founded in 1989 in Silicon Valley, Effective Training is a global management and professional development company serving high tech companies. Effective Training specializes in developing managers, engineers, developers, and technical professionals in six key skill areas required for career success and organizational advancement.

We provide a People Skills Roadmap to Success which can be delivered through onsite, public, and interactive live webinar formats and customized to meet specific objectives.

What Sets Us Apart?

- Training provider to the Institute of Electrical and Electronics Engineers (IEEE), Technology and Engineering Management Society (TEMS) for over 18 years
- Delivering over 60 instructor-led and interactive live webinar courses
- Engaging and entertaining subject-matter-expert instructors
- Partnering with clients as a one-stop soft skills training provider
- Geographic presence throughout the United States, United Kingdom, Europe, Asia-Pacific, and India



- Clients (partial list): Qualcomm • Juniper Networks • SRI International • Synopsys • Veritas • Google • Infinera • Cognizant Technology Solutions • Maxim Integrated • SAP • Microsemi • Amazon Labs 126 • Nest Labs • Thermo Fisher Scientific • Dell • BMC Software • Renesas Electronics • Intuitive Surgical • Think Surgical • Varian Medical • Bio-Rad Laboratories • Nvidia

Six Areas We Train and Develop



Management and Leadership



Presentation Skills



Writing Skills



Interpersonal Communication



Business Skills



Project Management