



Bulletin

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Idealliance Launches Three New Initiatives

Idealliance is launching three new initiatives to help company executives manage their businesses with maximum effectiveness and advance an industry in transition: The Idealliance Institute for Strategic

Research, Institute for Strategic Leadership, and WorkPLACE® industry development program.

“Our initiatives will focus on three areas that are critical to business success in the months and years ahead,” Idealliance President and Chief Executive Officer David Steinhardt told attendees at a press conference during the PRINT 17 trade show in Chicago last month. The key areas include:

- **Strategic research**, which will give company leaders the data and insights to make profitable decisions.
- **Strategic leadership**, which will provide them with the management skills to deal successfully with new opportunities and threats while developing new talent for the next generation of industry growth.
- **Workforce development**, which positions the industry as a viable career choice and offers resources for staff training.

Institute for Strategic Research

The Idealliance Institute for Strategic Research will be a new division within the Association focusing on expanded statistical and observational studies of key issues affecting the industry during transition. Research will be led by Idealliance Chief Economist Andrew Paparozzi, who will continue to oversee the State of the Industry Series and Capital Investment Report program, both sponsored by Canon. Veteran economist Joe Vincenzino has joined the Idealliance team to support its work as a Research Associate.

Institute for Strategic Leadership

The institute, which officially launches in January 2018, will house expanded versions of Idealliance’s CEO Roundtable for company leaders and NexGen Leadership Development Program for up-and-coming employees. It will also be home to a new Leadership Institute training program with curricula

developed for individual tracks such as sales, finance, and operations. Idealliance is reaching back to NAPL’s highly successful Management Institute for inspiration for other relevant new programs. “Whether it is identifying and encouraging young professionals, strengthening and expanding the skills of middle managers, or bringing top executives together to address common management issues, the Idealliance Institute for Strategic Leadership will have a program specifically designed to help,” said Steinhardt.

WorkPLACE® Development Program

“Finding and training employees to meet the needs of today’s industry companies, both in traditional skills and new specialties such as data management, marketing, and integrated media, is a paramount concern for management,” said Steinhardt, “and it is one that Idealliance is moving to address through its multifaceted WorkPLACE Staffing Development Program.” Among the program’s components:

- Leading an advocacy initiative to attract talent for the next generation of employees.
- Expanding Idealliance’s Young Professionals group to encourage and attract talent to the industry and mentor new employees and help them develop their capabilities.
- Creating WorkPLACE® training programs and materials to help employees improve basic skills.
- Introducing training modules and blended learning to complement and reinforce the recently introduced programs around sales development (SalesPro and SalesPro Digital), human resources (HirePro), brand supply chain management (BrandQ), and color management (ColorPro).

“The dynamics of our industry have changed drastically over the last few years and especially during the digital revolution of the last decade,” said Steinhardt, “and it is imperative that we change as well, as an industry, as company leaders, and as an association serving our industry. These new programs are important steps in making changes and adding resources that will enable our industry and our members to remain competitive and enjoy even greater success in the years ahead.”