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Lawrence Tech launches a new Professional Development Center

Lawrence Technological University is launching a new Professional Development Center to provide coaching, consulting, and know-how on business acceleration.

The target is assisting individuals and businesses in keeping ahead of changing market demands and keeping business functions competitive.

Lawrence Tech President Lewis N. Walker said the PDC will help Michigan companies remain competitive so they can maintain and expand their employment levels in the state.

The PDC's director is Benjamin B. Benson, who teaches in the MBA program at Lawrence Tech's College of Management and specializes in entrepreneurship, business acceleration, and business readiness. He has more than 20 years of experience consulting for large companies like Caterpillar, La-Z-Boy, and State Farm, as well as with small businesses and entrepreneurs launching new businesses.

"Most clients have strong core skills in areas such as manufacturing and engineering, but need fine-tuning in areas such as supplier management, project management, finance, strategy, IT, and human capital," Benson said. "The same is true for the employees we coach. They need a little bit more skill and exposure and they are ready for the next level. That's what we provide."

According to Benson, the PDC's mission aligns well with Lawrence Tech's and the state's goal of jump-starting innovation and business renewal.

Looking for the missing skill set is key, according to Tim Meloche, the PDC's program manager.

"We have a number of clients we have helped already. They describe their current challenge and we zero in," he said.

Existing programs already developed to meet industry needs include leadership development, entrepreneurship, lean and Six Sigma, program and project management, product lifecycle management, insurance studies, and international business.

The PDC also designs and delivers credit and non-credit certificate programs, professional coaching, seminars, and workshops for people seeking professional enhancement or a career change.

These services can be delivered at Lawrence Tech's main campus in Southfield, at one of the university's off-campus learning centers, at the workplace, online, or through a combination of venues.

For more information about Lawrence Tech's PDC, contact Meloche at (248) 204-4055 or meloche@ltu.edu, or visit www.ltu.edu/pdc/.