

## Nordstrom and Effectiveness Institute People Skills Partners for Over 15 Years

Fifteen years ago, Vickie Woo and two colleagues stepped into a classroom at the Effectiveness Institute. Vickie, surprised to see her old high school teacher there, delightedly asked, "Mr. Champoux, what are you doing here?" She discovered that not only Mr. Champoux but also her high school principal, Dr. Maynard were the co-founders of the Effectiveness Institute. "Mr. Champoux was just like he was in school, there was no difference at all," remarks Vickie (who still calls him Mr. Champoux.) After experiencing her first People Skills workshop that day, Vickie knew that the information was perfect for Nordstrom. As a leader in Learning and Development, she introduced People Skills to the entire Nordstrom organization. "People Skills has become part of our Nordstrom culture," says Vickie. "In fact, the concepts and philosophy were always perfectly aligned with the Nordstrom culture of taking care of employees and treating each other with respect."

Nordstrom now offers three workshops derived from the two-day People Skills workshop: People Skills, Handling Style Differences, and Teams that Work. At the Seattle corporate headquarters, workshops are offered every four weeks and are always full. Nationally, the classes are taught by Nordstrom's fifteen instructors about once a quarter or every six weeks. Although an optional course, the People Skills series is always among the top three workshops in demand. In the beginning, the workshops were offered to Leadership. Now anyone in the organization can attend. Managers also request People Skills workshops for their intact teams. "The Effectiveness Institute has been exceptional in customizing the materials so they fit our world better," says Vickie. EI's service levels are just what we try to deliver at Nordstrom. We expect that in our partners and they are exceptional at it."

*Delivering measurable  
improvement in the  
way individuals,  
teams and  
organizations perform*

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