

114: Green PR and employee training strategies

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 20 November, show host, Warren Harding was joined in studio by Ivanna Granelli, Founder of Can!Do Consulting, to talk about how strategy, not technology, should drive how organisations approach training their employees.

Many companies are beginning to develop a more sophisticated understanding of the strengths and weaknesses of e-learning as the market matures.



We spoke about how company strategy should play a part in the overall training goals of an organisation, the role of e-learning and the links between theory and practical training within companies. We also look at the measurement of training and the setting of training goals.

[Check out Can!Do Consulting here.](#)

We then shifted our attention to sustainability and Green PR. We chat to Angela Barter ([@angelabarter](#)): Sustainable Communication Strategist about Green PR, the rise of Green initiatives and how to make the most out of your PR for sustainability.

With the rise of words like eco-friendly, earth-smart, natural, organic, eco-ventures, eco-estates, sustainability, renewable, recyclable and the term 'green' we find out what role communication has played in getting these messages through to the public?

We also look at the use of "GreenWashing" when it comes to organisations and the impact on the company.

[Check out Sustainable Communication here.](#)

Make sure you listen to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Bizcommunity.com launches Biz Trends 2015](#)
- [How social media marketing helps in boosting your business](#)
- [Loeries move to Durban ICC in 2015](#)
- [Why marketers should get personal with email](#)
- [Featured Job: Regional Sales Director](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (85.9MB) or [listen](#) to the podcast (44:47min).

Episode 114: Green PR and employee training strategies

Date: 20 November 2014 **Length:** 44:47min **File size:** 85.9MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR "Biz Takeouts"
- Email: biztakeouts@bizcommunity.com

For more, visit: <https://www.bizcommunity.com>