

# General Electric Training Effectiveness

The screenshot shows the EssayPro website homepage. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a pen holder. Text on the banner includes 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A blue 'Write My Essay!' button is present. A 'Calculate the price' calculator is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', with 'Writing' selected. It also shows 'Essay (any type)', 'College', '2 weeks', '1 page / 275 words', 'Double spaces' selected, and a price of '\$11.4' with a 'Write My Paper' button. At the bottom of the banner, it says 'NO MORE SLEEPLESS NIGHTS... 100% PLAGIARISM-FREE ESSAYS. ANY TOPIC OR DIFFICULTY CAN BE HANDLED!'.

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The Leadership Development GE-Style case study offers a glimpse in to the management and leadership training provided by General Electric to its seasoned executives (Kreitner, 2008). The history of General Electric dates back to the days of Thomas Edison, with the formal company forming in 1892 (GE, 2010). [General Electric](#) is a successful company, which spans a history of over a century of time. They have grown from a company primarily concerned with electricity to one that competes globally in diversified markets such as finance, television production, aircraft engines, medical imaging, and power generation (GE, 2010). In addition, they employ roughly 300,000 people in over 100 countries (GE, 2010).

Accomplishing such success requires a diverse [management](#) team knowledgeable in the different aspects of their product and production lines. The John F. Welch [Leadership](#) Center at Crotonville provides General Electric the avenue for grooming its managers to meet the changing goals of the company. Whether GE's approach to teaching leadership, as described in this case study, is effective or not is truly dependent upon application. If the application applies internally, within the GE organization, GE runs a very successful leadership-training program. However, whether the same training practices are successful outside GE's application seems to be a topic of controversy. What works for one may not

work for all.

First, let us look at GE from an internal perspective. In the article, Bob Corcoran: The Power of GE Education, Corcoran is quoted as saying, "The DNA of any organization rests with its leadership and talent pipeline, and what better way to strengthen how we operate and work in the world as a responsible corporate c...

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...ol of business, some of its content also works externally. GE has trained many S&P 500 executives. I think Jeffrey Immelt, current Chairman, and CEO of General Electric sums it up pretty well when he says, "Our whole system is to educate people for the GE system, not any other company's [system]. When executives leave the GE bubble, it's up to them to figure out what travels and what doesn't" (Kratz, 2005).

#### Works Cited

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