Train-the-Trainer Roles

Coordinators – Create promotion plan and execute across regions through selected channels and methods. The coordinator oversees who coaches which businesses, ensures the overall program in their region is running smoothly, and provides support for each coach as needed. This individual is an administrator, a facilitator. This person also handles training for their regional team (they are the trainers who train).

Business Advisors/Coaches – The business advisor role provides advice and support to businesses, going through scorecards, calculator, and developing "next steps." Business advisors do not need to be highly technical, but should have a good understanding of how online applications are used and their accompanying business benefits. It is more important to be able to talk about application benefits in the context of business needs rather than technology.

eAdvisors – These individuals are technical in the sense that they are the subject matter expert for one eSolution. It is the role and responsibility of these individuals to offer both one-on-one support and regional resources for the State. They assist business in selecting the most appropriate implementations and defining requirements for solutions.