

In today's highly competitive world, you have to be armed to the teeth with every development in your chosen profession to get ahead. Training plays a vital role in self development and growth. Good communication skills are essential to run an organisation. The fast-paced changes taking place in the area of organizational development demands of professionals to stay updated and informed. This is where Services for Professional Education and Enterprise Development (SPEED) come in. They offer quality training programmes for teachers and corporate professionals in English language proficiency and professional development. The training centers are well equipped with hi-end technology, facilities and trainers to provide cutting-edge services. Essentially aimed at developing Bangladesh's human resources in experience-based professions such as teaching, where their impact is often diminished by lack of necessary skills and/or knowledge, by providing training for managers, employees and teachers to develop their techniques in communication and dissemination of knowledge as well as consultation, the organisation plays a vital role. One of the most significant courses offered is the Cambridge international diploma for teachers and trainers (CIDTT), which enables teachers to sharpen their skills and knowledge to get better results in the classrooms. Established in 2005 by Yasmeen Murshed, it is run by her daughter and executive director Madiha Murshed. The executive director had this to say, "Our first objective was teacher training through CIDTT and it is by far the biggest and most developed programme that we have. Now we have branched out and have English language training, corporate professional development programmes on leadership and management development, training of trainers, pre-service certificate in teaching skills, education management certificates, IT training programmes as well as the Association of Chartered Certified Accountants (ACCA) programme and more." The company has trained and developed a large number of employees of different schools and corporations in Dhaka. "And our primary objective is to ensure that our trainings are rich and have 100% success rates. Our courses are now so well run that even private tutors have been motivated to take them."

The company is organizing a conference in 2011 to build ties between school teachers and educators, by bringing together experts in the field of education to share best practices. This will be an opportunity for school managements and teachers to connect and share their visions, success stories, ideas and enhance skills through networking. A second training centre is opening in Dhanmondi next month. When asked what the company's biggest achievement has been till date, she replied, "I believe we have established a good reputation in the market. We actively seek anonymous feedback from participants to ensure we maintain the highest quality by paying attention to their comments. We are very conscious of the need to maintain quality and that is why when it comes to expansion, we are not rushed."

Madiha Murshed and her team at SPEED are committed to help develop the nation's most significant resource, people by helping them learn and develop so they can be effective as leaders and teachers and that adds value to everything they do and to the people they work with and for. |

For more information, log on to  
[www.speed-bd.com](http://www.speed-bd.com).