

KAREN FITZ RITSON

Training professionals for global competitiveness

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“ONE OF our responsibilities is to prepare corporate professionals for the next level of global competitiveness.”

This is no idle statement. Karen Fitz Ritson, director of Fitz Ritson & Associates (FR&A), knows her formula works as over 40 per cent of the over 600 professionals trained by her company have earned promotion after certification.

Now the name Fitz Ritson is not unknown in Jamaica, as the family has distinguished itself in the community through service in education and politics. Of note, her great grandmother, Mrs. Beryll Murray was the proprietor of the famed Blake Prep School.

Yet, early in her career, Ms. Fitz Ritson went into the financial services sector and eventually took Sigma Unit Trust (now Pan Caribbean Asset Managers) to the number one position in 1999.

But by 2001, Ms. Fitz Ritson took



a different path and started her company, which merged her experience as a financial analyst with teaching.

“Teaching is part of my family traditional and I believe that I have just come full circle,” she says.

And so five years ago FR&A was born as a partnership with, “all our stakeholders including the major financial institutions that send staff for training.”

The company currently specialises

in programmes geared at training individuals in the concepts of money management and critical/strategic thinking.

She explains it this way, “The business environment is dynamic so the rules of the game constantly change. We train people to keep up with the times. Remember that Jamaica is playing against the world.”

Five years ago when we started, we focused on how to manage existing financial products. Now, based on global trends, we track the shifts that are relevant to our environment in order to meet current needs. For example, we teach new hybrid investment products and dynamic management trends. Plus, we have also formulated Eastern strategies (Gung Fu) that compliment our local culture.

And it appears that methodology has borne fruit.

Ms. Fitz Ritson notes that, “For example, in our Strategic Financial Management course held in 2004, 75 per cent of our students were promoted in their organization. This means what we teach works.”