



Professional Development and Business Skills Training Descriptions

COMMUNICATION & CUSTOMER SERVICE

Grammar for the Business Professional

Instructor: Patrice Williams

Format: 8 hours

Description: This training will provide a refresher on the rules of grammar/punctuation to help employers and employees be successful in business environments that demand clear, concise, and correct e-mails, memos, letters, and reports. Participants will learn how to avoid making common errors in daily writing.

Specific topics to be covered include the following:

- Agreement
- Capitalization
- Commonly Confused Words
- Consistency of Tense
- Parallel Structure
- Punctuation Marks

Effective Communication: Enhance Your Visibility, Relationships & Results

Instructor: Tracy Louthain, APR

Format: 4-6 hours

Description: Effective communication strategies are critical to the success of a business, yet communicating effectively is often one of the most challenging tasks. How you say it, when you say it and to whom are all important pieces of the communications puzzle. This workshop includes strategies and practical tactics that businesses may adopt to communicate successfully with internal and external audiences, ultimately enhancing your corporate reputation and bottom line. Participants will learn:

- The importance of effective communications
- How to identify target audiences: customers, employees, influencers, stakeholders, community, media and the most effective channels for reaching them
- Strategies to uncover what are your stakeholders are thinking and what is important to them
- Determining what to say and how to say it in a way that resonates with your audience
- Guidelines for determining frequency of communication
- Strategies for effective internal communications

- How to maximize your website for your audiences and SEO
- Strategies for overcoming common barriers to communication
- Practical tools and tips
- Use of case studies to show effective communications approaches that work
- Interactive session also includes a breakout session in which participants work in small groups to determine how to apply my strategies, procedures, and methods.

Target Audience: Marketing Professionals or Small Business Owners

Selling You Way to Success – Advanced Sales

Instructor: Shane Moody

Format: 8 hours

Description: Nothing happens in the business world until someone sells something. It's the basis for all successful businesses. This session is designed for experienced sales professionals or those just beginning their careers. It's also for anyone in your company or organization, because, after all, we're all in sales in some fashion or another. This thought-process driven session will teach:

- Critical self-evaluation tools to judge your effectiveness as a salesperson
- Learning how to think like your prospects and customers
- Bringing your customers thought processes in line with yours
- Using customer needs to effectively sell your product
- Learn the keys to needs-satisfaction selling
- Learn to use key words and phrases that create a positive selling situation
- Participate in exercises that improve your process

Negotiation Techniques

Instructor: Anita Skipper

Format: 4-7 hours

Description: The ability to successfully negotiate is an essential life skill. This training will provide the ability to recognize effective negotiation practices, learn new negotiation skills, and develop self-awareness during a negotiation process. The aim of win-win negotiations is to find a solution that is acceptable to both sides.

Learning Objectives:

- Develop a plan for a negotiation
- Assess and evaluate the opposition
- Selecting a method of negotiation for success
- Use verbal and non-verbal language and props effectively
- Take advantage of timing in negotiations
- Ask the right questions during a negotiation
- Goal of a "win-win" negotiation

Public Speaking

Instructor: Ronnie Stanley

Format: 6-8 hours

Description: Learn the art of public speaking and communicating your message in an effective and persuasive manner. You will develop the necessary skills to present your content in a clear and memorable manner while learning how to reduce nervousness and engage the attention of your listeners. Participants will develop and organize presentation content and learn the benefits of rehearsing in front of an audience. Gain the confidence needed to deliver an impressive presentation during this training.

The Power of Positive Communications

Instructor: Dr. Susanne Gaddis

Format: 6-8 hours

Description: During this energizing and interactive presentation you'll learn how small changes in your communications behavior can have a huge impact on how you developing healthy relationships with colleagues and clients.

Participants will learn:

- How to become a Master of Your Moments
- Techniques for Becoming Positively Visible
- How to Build Trust and Enhance Rapport
- How to Choose the Best Channel of Communication
- How to Assess the Value of Information
- How to Use Communication Check-ins and Debriefings to Stay on the Same Page
- How less is more -Shortening Your Messages for Greater Impact
- Tools for Constructing E-mails that Pack a Powerful Punch
- How to Use Communication to Engage Colleagues and Customers
- And much, much more.

Conflict Resolution: Surviving and Thriving When You're Surrounded by Emotional Vampires

Instructor: Terri Fedonczak

Format: 4 hours

Description: Conflict resolution is not just reserved for the boardroom; emotional vampires can drain you of joy, energy and productivity. Dealing with negative people is a survival skill that is important in both your work and family life. This class will provide tools that run the gamut of short circuiting the nasty co-worker to teaching your teenager to handle the "mean girls".

We will use life coaching tools to introduce the difference between your emotional self and social self and how they both affect how you communicate. Among the tools you will learn is how to conserve your energy by staying in your own business, because as Dr. Wayne Dyer said, "What other people think of me is none of my business. One of the highest places you can get is to be independent of the good opinions of other people."

Together we will cure your approval junkie, so that you can get along with anyone...even your mother-in-law! You will also learn how to use the Thought Work of Byron Katie to manage the negative thought shrapnel of emotional vampires. Finally, you will learn how to develop a gratitude practice that fills your soul, thereby providing a joy shield to protect you from negative energy and to create a positive environment that nourishes you and everyone around you.

The Art of Persuasion

Instructor: Professor Ronnie Stanley

Format: 4-6 hours

Description: Persuasion and other political skills are strong predictors of performance ratings of employees, often outstripping both intelligence and personality traits. Research has shown that people with strong social skills command higher fees and salaries than equally talented but less socially adept colleagues. Persuasion is particularly important in times of organizational change and uncertainty. Is your organization going through turmoil after a merger or reorganization? Are you having trouble getting the attention of a critical decision maker? Does the budget process always turn into a war—or a game of hide and seek?

The Art of Persuasion will cover the following topics:

- Credibility and Power
- Developing a persuasive message.
- Motivation and Influencing
- Strategies for Influencing others

Dealing with Difficult People

Instructor: Dr. David Schjott

Format: 4-6 hours

Description: The presentation title is “The Sky is Falling: Dealing With Difficult People.” Real world scenarios will be presented and suggested strategies to use when confronting a difficult situation. Participants will engage in exercises that will identify excuses people use and developing ways to overcome those excuses.

Workplace success depends on understanding those you work with and knowing how to communicate with them in an effective manner.

Succession Planning... Building Sustainable Organizations

Instructors: Stephen and Joan Carter, MA

Format: 4-6 hours

Description: In the past, succession planning was something companies did to plan for the worst-case scenario--replacing senior leadership due to retirement or sudden death. Most succession planning processes used ‘replacement planning’ for key executive positions. In today’s world, more successful businesses are embracing succession planning to deepen their talent pool and ensure top talent at every level of the company. This proactive process will ensure the continuity of leadership by cultivating talent from within the organization through planned development initiatives. These succession planning principles apply to small businesses and nonprofits as well as larger business entities.

In this training you will learn:

- Why succession planning is a hot topic today
- The business case for spending the time and energy on succession planning
- Approaches to integrate strategic plans and succession plans
- Characteristics of effective succession planning programs
- Life cycle of succession planning
- Chief difficulties encountered with succession planning
- Benefits from good succession management

DiSC for Personal Growth and Improved Communication

Instructor: Jody Bicking

Format: 3-4 hours, depending on group size

Description: The first step to true understanding of other people is to first understand oneself. The *Classic DiSC* is an easy to interpret tool, which can enable a person to understand their basic personality and tendencies. With that valuable knowledge, a participant will have a foundation for interpreting how others perceive and react to the world. Having this perspective, participants will learn how to modify their personal actions, based upon the situation, thus improving and making interpersonal communication more effective.

This program offers valuable insight and applicability for business as well as all other relationships. The program is 3 ½ hours and includes a DiSC Profile and an accompanying personalized 30 page detailed report. The program is fast-paced, action oriented, with exercises developed for adult learning engagement. Participants can expect to have fun while gaining invaluable insights which are guaranteed to improve communication capabilities.



Professional Development and Business Skills Training Descriptions

LEADERSHIP/MANAGEMENT

Leadership Development... From the Inside Out

Instructor: Stephen and Joan Carter, MA

Format: Two 4 hour sessions

Description: Leadership is a critical competency that can be applied in business, government, nonprofits, and community for greater impact. Have you wonder how you are perceived as a leader? You will go through a leadership-360, develop a Leadership Development Plan, learn about leaders of the future, and determine your leadership brand. In this dynamic session, Steve and Joan Carter will help you to discover your true leadership potential. In this training you will learn:

- Why leadership is important
- Definition of leadership
- Qualities of great leaders
- Basic leadership styles
- Situational leadership model
- Leadership brand
- Leadership-360 assessment results
- Leadership Development Planning
- Generation X & Y leaders

The Change Cycle: A Blueprint for a More Balanced Work and Personal Life

Instructor: Terri Fedonczak

Format: 4 hours

Description: Do you feel stuck in a dead end job/relationship? Are you searching for a way to add more meaning to your life? In this economic environment, there are no more “sure things.” As Martha Beck advises in her bestseller, Finding Your Own North Star, “The only security lies in adapting to constant change.” As a Certified Martha Beck life coach, Terri Fedonczak will demonstrate how to use the Change Cycle tool to balance your life. Join Terri to learn how to navigate all four squares of the Change Cycle in order to facilitate everything from finding a new job to finally losing those last 10 pounds.

Rising Stars: A Workshop for Emerging Managers

Instructor: Karen Valaitis

Format: 4 hours

Description: Ambitious people are actively seeking new opportunities. A new manager will have many new challenges and responsibilities. These might include gaining credibility from people who were peers but who are now subordinates and earning the trust of superiors. In order to be successful, new managers must learn to balance their new role with the need to maintain positive relationships. The key to this success will lie in their ability to effectively communicate, delegate and motivate. This workshop will prepare your rising stars for a new role in management. Key topics will include: 1) Effective Negotiation Skills, 2) Dealing with Difficult Conversations, 3) Powerful Meeting and Presentation Skills, 4) How to Delegate and 5) Managing People for Better Performance.

Supervision I

Instructor: Dr. David Goetsch

Format: 4 hours

Description: This course will help supervisors and future supervisors learn how to lead teams in ways that ensure peak performance and continual improvement. Participants will learn how to lead, communicate, motivate, coach, resolve conflict, make decisions, and handle employee complaints among other things.

Ethical Issues in the Workplace

Instructor: Dr. David Schjott

Format: 2-6 hours

Description: This topic illustrates the importance of ethics and moral responsibility by employees and companies alike. Example will be discussed where ethics were clearly violated, and other will be discussed where a violation may not be so clear. This topic is an inter-active discussion, with common sense examples and sharing of ideas to make the workplace a more vibrant and responsible entity. Types and categories of ethics will be addressed and the role they play in our work culture will also be discussed.

Leading in a Changing Environment

Instructor: Dr. David Goetsch

Format: 4-6 hours

Description: A seminar for executives, managers, supervisors, and team leaders who want to make diversity an asset in their organizations. Participants will learn:

- What diversity is and what it isn't
- Diversity-related concepts including prejudice, stereotyping, labeling, discrimination, and tolerance
- Why prejudice is a learned behavior that can be un-learned
- Un-learning prejudice and embracing diversity
- How to help others in the organization un-learn learned prejudices and embrace diversity
- How to lead diverse teams
- How to turn diversity into a productivity-enhancing asset

Equipping Your Team for Success

Instructor: Sean Aland

Format: 4-6 hours

Description: The seminar would be derived from the Developmental Leadership text book by Dr. David Goetsch. The seminar would revolve around the best practices of Teamwork and Conflict management. The goal would be to instruct leaders on how to become an effective team builder and team leader while teaching employees to become good team players. It would also focus on the enemy of teamwork Conflict and Conflict management by instructing leaders on how to become proficient at managing conflict while helping their employees to develop conflict management skills via lecture and exercises.

Leader As Strategist And Mentor

Instructor: Dr. Frank Goldstein

Format: 4-6 hours

Description: This presentation is designed to provide an overview of theory and practice in the core area of a leader as a strategist. In today's business environment, an individual leader without strategic insight can easily confuse leadership knowledge as an end all too achieving success. The subsequent impact of that type of thinking will hurt their leadership potential and their business. The class takes an interdisciplinary behavioral science approach to the subject. In addition, it will cover strategic decision making leadership efforts and their relationship to business objectives and coherent purpose. The seminar offers a broad and general foundation in the terms and concepts of the strategic environment and leadership with specific suggestions for achieving both. It is also intended for the seminar to familiarize the student with major areas of study in the field. The seminar will provide students with the key skills associated with critical strategic thinking, analysis and actions to improve all aspects of the leader as strategist.

Change Management

Instructor: Dr. David Goetsch

Format: 4 -6 hours

Description: It is said that people do not like change, but research shows that it is how change is typically handled in organizations that people do not like. When organizational change is handled well—meaning it is done *with* employees instead of *to* them—people are much more supportive of change. Another factor that inhibits acceptance of organizational change is fear of the unknown. People are always more comfortable with the known than the unknown. The theme of this seminar is that there is only one justifiable reason for making changes in an organization. That reason is to make things better (continual improvement). If a change will not result in improvement, why make it? This seminar presents a comprehensive model organizations can use to ensure that their personnel buy into changes, support them, and cooperate in making them succeed. The model comes from the book *Effective Change Management* by David L. Goetsch.

Servant Leadership

Instructor: Dr. John Richard Hoskins, MPA, MA, DMIN

Format: 6-8 hours

Description: The phrase "Servant Leadership" was coined by Robert K. Greenleaf (former AT&T CEO). He said: "The servant-leader is servant first...servant leadership begins with the natural feeling that one wants to serve, to serve first." Servant leadership style has been practiced all over the world in many successful companies. Jim Collins, in his book *Good to Great*, modeled his "level five leader" on the leadership principles discussed by Robert Greenleaf. Fortune Magazine's annual list of the *100 Best Companies to Work For* identifies many servant leadership companies. Furthermore, five of the top *10 Best Companies to Work For* are companies practicing servant leadership. Listed below are just some servant leadership companies:

- SAS (#1 on the list of Best Companies to Work For)
- Zappos.com (6)
- Container Store (21)
- Whole Foods Market (24)
- Marriott International (71)
- Nordstrom (74)
- Starbucks (98)

Examples of historical servant leaders are Mahatma Gandhi, Mother Teresa, Abraham Lincoln, Martin Luther King, Jr., and Jesus of Nazareth. They are remembered because they affected the nations and the lives of thousands of people in their leadership positions. This course will enable you to understand the value of being a Servant-Leader in the marketplace by introducing you to:

- Servant-Leadership characteristics, models and principles
- Servant-Leadership for corporate professional development and for personal growth and transformation

Empowering Employees for Peak Performance

Instructor: Sean Aland/Dr. David Goetsch

Format: 4-6 hours

Description: The seminar would be derived from the *Developmental Leadership* text book by Dr. David Goetsch. The seminar would revolve around the best practices of Communication, Decision making, problem solving and Critical Thinking. The goal would be to instruct leaders on how to become effective communicators that can help employees develop good communication skills. It would also focus on becoming proficient at decision making, problem solving and critical thinking via lecture and exercises while learning to help employees develop their skills in these critical areas.

Leadership, Accountability, and Performance

Instructor: Jody Bicking

Format: 4-7 hours

Description: Create a business culture that instills personal accountability and sustained business performance by becoming the elite in your field. Learn to:

- Use methods that have been used throughout history but are rarely brought together in today's business environment.
- Clearly understand the business purpose and each individual's role within it.
- Better manage selection, formation, and maintenance of the team.
- Utilize values that solve those dilemmas not covered by policy.
- Cultivate new ideas for doing it better.
- Encourage consistency that leads to stability.
- Develop mutual respect that encourages a constant striving for perfection.
- Embrace the joy of work that makes a difference.

What's Your Leadership Style?

Instructor: Dr. David Goetsch

Format: 4 hours

Description: A seminar for executives, managers, supervisors, and team leaders who want to become better leaders who are able to inspire employees to perform at peak levels and continually improve. Participants will learn:

- What developmental leadership is
- The Eight Cs of developmental leadership
- Leadership styles (caring, character, communication, clarity, commitment, courage, credibility, and competence)
- Applying your leadership style to transform people and organizations

John Maxwell Leadership Training-Everyone Communicates Few Connect

Instructor: Peggy P. Brockman, Certified John Maxwell Team Speaker, Trainer & Coach

Format: 8 hours

Description: In leadership expert, John C. Maxwell's book *Everyone Communicates Few Connect*, we learn that connecting increases your influence in EVERY situation. Only one thing stands between you and success. It isn't experience; it isn't talent. If you want to succeed, you must learn how to connect with people. And while it may seem like some people are just born with it, the fact is anyone can learn how to make every communication an opportunity for a powerful connection.

If you can connect with others- one-on-one, in groups, and with an audience – your sense of community improves, your ability to create team work increases, and your influence skyrockets. People who connect with others have better relationships, experience less conflict, and get more things done than those who cannot connect. Leaders who have learned the art of connection are able to communicate their ideas persuasively, establishing buy-in and attracting followers. During this engaging, and sometimes life changing session, we will review Maxwell's book and you will learn and practice:

- The art and skill of connecting
- Why connecting is more important than just communicating
- How to get and keep the right people in your organization
- What it takes to be a high achiever versus a low or average one
- What the three connecting questions are
- The importance of words, tone of voice, and body language
- What the one thing is people will remember about your communication and why it is important.
- The four unpardonable sins of a communicator.
- John Maxwell's Connection Checklist
- The five things Connecting requires and how you rate on these
- What makes people listen to you
- The barriers and choices to finding common ground with someone
- The art of keeping it simple
- How to be interesting
- What The Inspiration Equation is and how to use it
- How to give yourself a credibility check-up and know what you need to work on

John Maxwell Leadership Training-Learning to Become A Person of Influence

Instructor: Peggy P. Brockman, Certified John Maxwell Team Speaker, Trainer & Coach

Format: 4 hours

Description: John C. Maxwell is a world renown author and speaker on leadership and personal and professional development. He was voted the #1 Leadership Guru in the World and recently received Toastmaster International's Golden Gavel award. This session is taken from John's book *Becoming a Person of Influence*. Whatever your vocation or aspiration, you can increase your impact on others by Becoming a Person of Influence. Learn simple, insightful ways to interact more positively with others, and watch your personal and organizational success go off the charts.

In this session we will learn practical and easy principles to apply to everyday life:

- Obtain a better understanding of influence
- Ten ways to increase influence with others
- Managers will see their employees respond with new enthusiasm
- Parents will connect with their children on a deeper level
- Coaches will see players blossom
- Pastors will reach more people
- Sales people will break records.
- Community leaders will create a united team effort in their committees
- Four mistakes often made by people in the middle of the pack

- Five integrity issues for influencers
- Climbing the LADDER to better listening

John Maxwell Leadership Training-Leadership Gold

Instructor: Peggy P. Brockman, Certified John Maxwell Team Speaker, Trainer & Coach

Format: 8 hours

Description: In John C. Maxwell's book *Leadership Gold*, we learn that few people are successful unless a lot of people want them to be. He condenses a lifelong journey of studying and practicing leadership into 26 simple lessons. The underlying message within each lesson is simple: leadership matters. Growing as a leader maximizes your talents, leverages your relationships, and magnifies your successes. In this essential training, you will be introduced to the biggest, most important principles John uncovered about influence. Leadership Gold wastes no time wading through peripheral issues. Instead, the program cuts to the heart of what it takes to attain influence and to lead with excellence. Lessons covered include:

- If it's lonely at the top, you are not doing something right
- The toughest person to lead is always yourself
- The best leaders are listeners
- Don't send your ducks to eagle school
- Keep your mind on the main thing
- Your biggest mistake is not asking what mistake you are making
- Don't manage your time, manage your life
- People quit people, not companies
- Leaders distinguish themselves during tough times

John Maxwell Leadership Training How to Be a REAL Success

Instructor: Peggy P. Brockman, Certified John Maxwell Team Speaker, Trainer & Coach

Format: 4 hours

Description: SUCCESS is: knowing your purpose in life; growing to your maximum potential; sowing the seeds that benefit others. It is a rather simple recipe yet requires awareness, study, practice and mentoring to achieve. Earle Wilson says "Success is simply a matter of luck. Ask any failure!" This John C. Maxwell leadership program covers four main elements to success:

- **Relationships** – The only relationship in your life that is continual and therefore most important, is with yourself. The first person you must learn to get along with is YOU!
- **Equipping** – Great leaders grow their vision from "ME" to "WE". Recognizing and building on the leadership potential in those around you and applying teamwork laws will help you take others to a higher level by equipping them with the proper skill sets.
- **Attitude** – Our attitude is a choice. Improving it through daily practices, understanding the affect it has on you and others, and adopting an attitude that makes challenges easier to overcome is your key to success.
- **Leadership** – Leadership takes time and energy to develop. We overestimate the event and we underestimate the process. The secret to becoming a successful leader is discovered in your daily agenda.

Zig Ziglar Leadership Training - Building the Best You

Instructor: Cynthia Kennedy

Format: Can be delivered in a 30-minute keynote up to a full-day interactive workshop

Description: Is it really possible to be happy, healthy, and prosperous? Can you really expect to have solid family relationships, peach of mind and a feeling of security? Is there hope for a better tomorrow? The answer is a resounding "YES!"

This workshop will tell you how you can take control of your destiny. Your future is not determined by other people or circumstances. In fact, regardless of your circumstances there is one undeniable freedom; the freedom to choose your attitude toward those circumstances.

You can take charge of your life by climbing the stairway to success. It is possible to make radical changes in your life by taking small, consistent action steps. You will discover that you have everything already necessary to make your life better. You will leave with an action plan to take your life where you want it to go.

In the *Building the Best You!* course you will learn:

- The qualities successful people possess (and how you can possess them, too)
- The power of relationships and to build strong, healthy, winning ones
- Learn how to get more of the things money will buy and all of the things money won't buy
- The importance of your attitude and how to keep it positive
- How to keep yourself motivated and striving towards your goals
- The importance of the words you choose
- The power of taking the first step

Zig Ziglar Leadership Training – Goal Setting and Achievement

Instructor: Cynthia Kennedy

Format: Can be delivered in a 30-minute keynote up to a full-day interactive workshop

Description: Do you have a target or goal in life? Unless you have definite, precise, clearly set goals, you are not going to realize the maximum potential that lies within you. What about you and your goals? Are they clearly in focus, or still pretty fuzzy?

You will learn the power of goal setting and the easy steps it takes to guarantee you can achieve any goal you set using the goal setting formula. People like to complain about lack of time when the lack of direction is the real problem. Time can be an ally or an enemy. What it becomes depends entirely upon you, your goals, and your determination to use every available minute.

The dictionary says a goal is an aim or purpose. It's a plan. Something you expect to do. Whoever you are, wherever you are and whatever you do, you should have goals. Mothers should have goals. Sales people should have goals. Student, doctors, business people, athletes should have goals. With definite goals you release your own power, and things start happening!

In the Goal Setting and Achievement course you will learn:

- The 4 basic reasons people don't set goals
- The power of dreaming
- How to qualify your dreams so you are working on the most important ones first
- How to identify specific goals
- The 7-step formula for setting goals
- Achieving goals
- The power of commitment

Zig Ziglar Leadership Training – Building Winning Relationships

Instructor: Cynthia Kennedy

Format: Can be delivered in a 30-minute keynote up to a full-day interactive workshop

Description: Relationships are extremely important. How well you get along with your boss, your customers, your friends and your family members can determine the accomplishments you achieve in life.

If you can build a winning relationship then you will have taken a huge step towards the success in life that you seek. A balanced life requires relationships with other people. Learning how to build winning relationships is a key to achieving a successful life.

Learn the four steps you can take to build healthy relationships in your family and at work. Strengthen your network of contact and see opportunities open up that you never thought possible.

In the Building Winning Relationships course you will learn:

- The 4 steps to build strong, healthy relationships
- The ONE thing you can do to turn around any relationship
- The power of responding
- The consequences of blame
- The power of service
- How to develop the good in others
- And much, much, much more!

Strategic Planning ... Planning for the Future

Instructors: Stephen and Joan Carter, MA

Format: 4 hours

Description: All organizations will benefit from creating a ‘road map’ or strategy for their future. As was once said, ‘If you don’t know where you’re going, you might end up someplace else.’ The first steps in strategic planning is to create or critique the organization’s mission, vision, and values. With a good mission, vision and values in place, the key stakeholders can define a ‘three year vision’ for the business or organization. Once the ‘three year vision’ is defined, annual goals and objectives can be determined. Measurements and tracking of the goals will allow everyone to make sure progress is being made. Finally, the activities and accountabilities needed to execute on these annual goals are defined in an action plan complete with who is responsible, and what deadline is assigned for every activity. This process will allow the strategic plan to become actionable with all stakeholders having a role in the future success of the organization.

In this training you will learn:

- Why strategic planning is critical to your organization’s future
- The business case for spending the time and energy on strategic planning
- Creating a strategy team
- Mission
- Vision
- Values
- Three year vision
- Annual goals and objectives
- Measures and tracking mechanisms
- Action (execution) plans
- Balanced Scorecard
- Benefits from good strategic planning

Time Management

Instructors: Terri Fedonczak

Format: 2-6 hours

“I don’t have time for that” is a phrase we hear a lot in this hurry scurry world of Not Enough. This is especially true in the land of not-for-profit, when the things you “don’t have time for” are often exactly what you need to make your journey through your one precious life joyful and rewarding. After all, if you can’t find time to help yourself, how will you be able to help others? This is not your mama’s time management class, because time management is really emotion management. When you can clean up your thoughts about time, you will stop the

time sucking duo of overwhelm and lack-based decision making. Using life coaching tools, we will tame your ToDo list and bring clarity to your day. You will be able to choose what you want to do with your time, because (spoiler alert) we all have the same amount of time...it's all in how you choose to spend it.

Do you have Curb Appeal – Business Etiquette?

Instructor: Julie Cotton

Description: Your outward appearance is critical to creating a lasting impression. The old clique of “you never get a second chance to make a first impression” is still alive! Learn what your clothing and body language portrays about your image and your business. Networking is key to business and understanding the rules of conversations as well as social media dos and don'ts. In this training you will also learn the art of business dining. Ever been confused about with bread plate and drink glass is yours? Managing your personal brand starts and end with you, now is the time to invest in your personal brand.



Professional Development and Business Skills Training Descriptions

COMPUTERS & TECHNOLOGY

Microsoft PowerPoint

Instructor: Professor Heidi Gentry-Kolen

Format: 4-8 hours

Description: This Introduction to PowerPoint 2013 training class is designed for students who are interested in learning the fundamentals needed to create and modify basic presentations using Microsoft Office PowerPoint 2013. Students will explore the PowerPoint environment and create a presentation. Students will format text on slides to enhance clarity and add graphical objects to a presentation and modify them. Students will also add tables and charts to a presentation to present data in a structured form and then finalize a presentation.

Class Goals

- Identify the components of the PowerPoint 2013 interface.
- Create a presentation.
- Format text on slides.
- Add graphical objects to a presentation.
- Modify graphical objects in a presentation.
- Work with tables in a presentation.
- Add charts to a presentation.
- Prepare to deliver a presentation.
- Pointers on delivering a presentation.

Microsoft Access 2013

Instructor: Heidi Gentry-Kolen

Format: 8 hours

Description: This Introduction to Microsoft Access 2013 training class starts by covering basic database concepts. Students will then learn to design and create databases and tables, query those tables, and create forms and reports.

Class Goals

- Learn basic database concepts.
- Learn to design and create databases.
- Learn to create and manage tables.
- Learn to write queries to generate reports and to insert and modify data.
- Learn to create and customize forms.

Microsoft Outlook 2010

Instructor: Michelle Cook and Heidi Gentry-Kolen

Format: 4 hours

Description: This course will provide the student with the necessary skills needed to start sending and responding to email in Microsoft® Office Outlook® 2010, as well as maintaining a Calendar, scheduling meetings, and working with tasks and notes. Students will compose and send email, schedule appointments and meetings, manage contact information and tasks, and use notes. Students will also customize the Outlook environment, Calendar, mail, folders, and also track, share, assign, and quickly locate various Outlook items. As well as, personalize email, organize Outlook items, manage Outlook data files, share and link contacts, save and archive email, create forms, and work offline and remotely.

Microsoft Word 2013, Introduction

Instructor: Michelle Cook and Heidi Gentry-Kolen

Format: 8 hours

Description: Microsoft Office Word 2013 delivers innovations that can help you easily create professional-quality documents, control distribution of sensitive information, and collaborate with others.

In this first series of Microsoft Word 2013, you will create, edit, and enhance standard business documents using Microsoft Office Word 2013. The intended audience for this Word 2013: Level 1 Course is the individual who wants to gain very basic knowledge of working with Word 2013.

Microsoft Word 2013, Advanced

Instructor: Michelle Cook and Heidi Gentry-Kolen

Format: 6-8 hours

Description: In this advanced level word course you will learn to work with more complex documents. Topics include: Collaborating on documents, managing document versions, securing documents, creating a table of contents and bookmarks, creating and applying styles in documents, as well as, insert, size, position and edit graphics and use WordArt. You will also learn how to create document templates, create and edit macros, add footnotes and endnotes, create form letters and labels using mail merge.

This Advanced Word course is aimed at users who need to manage long documents, collaborate with others, format, design, and secure documents. Students should have already completed basic word or have the equivalent experience prior to attending this class.

Microsoft Excel 2013, Introduction

Instructor: Michelle Cook and Heidi Gentry-Kolen

Format: 8 hours

Description: Microsoft Office Excel 2013 - Level 1 teaches students how to work with worksheets and workbooks to analyze data using a variety of features to create, modify and format common business reports such as budgets, inventory reports, invoices, and charts. This course is designed for students who desire the skills necessary to create edit, format, and print basic Microsoft Office Excel 2013 worksheets and manage and audit numerical reports. The intended audience for this course is the individual who desires to gain the necessary skills to create, edit, format, and print basic Microsoft Office Excel 2013 worksheets.

Microsoft Excel 2013, Intermediate/Advanced

Instructor: Michelle Cook and Heidi Gentry-Kolen

Format: 8 hours

Description: Microsoft Office Excel 2013 – Level 2 Primary focus is on using the analysis components within the application to budget and manage financial expenses. Attention is also devoted to summarizing large amounts of data rapidly, performing *what-if* analyses, and working problems back to find variables when a desired outcome or scenario is known. You will learn more advanced concepts such as working with data ranges, linking multiple workbooks and saving spreadsheets as Web pages. You will also learn to manage workbook data, use tables, analyze table data, automate worksheet tasks, enhance charts, share Excel files and incorporate Web information. Learn to analyze data with Pivot Tables, exchange data with other programs, customize Excel and advanced worksheet management, and program with Excel.

Social Media - Facebook, Twitter, Blogs

Format: 8 hours

Description: Through a hands-on, interactive approach, this introductory workshop teaches businesses how to strategically leverage social media to build dynamic, engaged online communities to increase SEO ranking and position, build brand awareness and loyalty and develop new relationships.

Workshop Topics

- Social Networking 101
- How to Use What You Already Know About Facebook for Your Business
- Every Business Must Tweet
- Grow Your Business Like a Weed with LinkedIn
- Heads Up! Are You on Google +
- Start a Blog on Wordpress
- How to Develop a Comprehensive Social Media Marketing Strategy
- Lose the Jargon and Find Your Unique Social Media “Voice”
- How to Build Community and Engage Your Followers
- Is the Latest Social Media Du Jour Right for You?
- Time Savers: Trust Me, You’ll Thank Me For This Later

Facebook Marketing FAQ

Instructor: Ashley Ribando

Format: 2 hours

Description: Not sure if Facebook marketing is right for you or your industry? Or, have you noticed a dip in your Page reach or lack of fan engagement? Join the discussion as we customize this session around Facebook marketing answers you seek. Ask your questions and get the expert advice you need to maximize your online presence. An overview of the advantages of Facebook marketing will be presented, and then the floor will be open for your questions. **Please bring your laptop or mobile device along with two prepared questions for this session.**

Facebook

Format: 8 hours

Description: With over 800 million people on Facebook, it is critical that your business have a Facebook page. In this Facebook crash course, you will learn how to:

- Create a business Facebook page.
- Develop compelling content to build engagement.
- Increase "Likes" and build community.

- Launch a lively Facebook contest with a 3rd party app.
- Target marketing efforts with Facebook Ads.
- Measure the success of your Facebook marketing.

Facebook: The Rules of Engagement

Instructor: Ashley Ribando

Format: 2 hours

Description: Learn to market your business or nonprofit like the pros! Discover the secrets behind creating engaging Page content that your fans will love. Avoid the common Facebook marketing mistakes, guarantee your posts are seen, and start getting measurable results. The world of Facebook marketing changes constantly, so recent updates and strategy shifts will be discussed. Get ready to build your brand's community, engineer campaigns, and broaden your social media strategy. **Prerequisite: Must have an active Facebook company or organization page.**

Creating Web Presence: An Overview of the Design and Development of Your Company Website

Instructor: Heidi Gentry-Kolen

Format: 8 hours

Description: With continuous growth of the Internet and E-Commerce many businesses struggle with determination of online presence. A business website helps create a positive brand image of your business in the minds of your sites visitors, who can eventually turn into your customers. This 8-hour short course will walk the learner through an overview of the conception, design, development, deployment and maintenance process of a business website.

Course Overview

- Determining business web presence needs, goals and audience
- Determine options for web presence
- Privacy and security considerations
- Monetize
- Steps in development process
- Publication of site
- Search Engine Optimization
- Maintenance

Web Design with Dreamweaver

Instructor: Heidi Gentry-Kolen

Format: 7 hours

Description: This training will show you how to create a responsive HTML5 web site step-by-step with Adobe Dreamweaver. The responsive HTML5 web site will work across multiple browsers and devices, will include rich imagery and text, a robust portfolio, video content and a contact form.

Website SEO and how to monetize your website

Instructor: Professor Heidi Gentry-Kolen

Format: 6-8 hours

Description: SEO can potentially improve and bring traffic to your site. But, did you know that SEO can also damage your site and reputation? This course will help you understand SEO, the advantages and potential damage that irresponsible SEO can do to your site. The following topics will be covered:

- SEO: What is it?
- Understanding your Site and structure.
- Technical advice on Site development (in regard to SEO)
- Online business development campaigns
- Keywords
- SEO Exercises
- Advice on how to get your Site “to the top”

Developing an Android Application, Beginner

Instructor: Heidi Gentry-Kolen

Format: 6-8 hours

Description: The Android App beginner training will provide an overview of the process of building applications for Android devices using the Java programming language. The training will begin with an overview of the required developer tools, including Eclipse, and will end with the using having developed a first Android application! The training will walk the user through introductory topics including the following:

- How to build a user interface (XML)
- Working with local data
- Activities
- Intents
- Security and permissions
- Debugging an App
- Frame-by-frame animations
- Menus and Dialogs

Developing an Android Application, Advanced

Instructor: Heidi Gentry-Kolen

Format: 6-8 hours

Description: The Android App Advanced Training will provide a continuation to the Android App Beginner Training. This training will provide learners with advanced topics in Android development including:

- Advanced Menus and Dialogs
- Notifications and Toast
- Working with Media
- Data Storage – SQLite database
- Locations and Maps

Prerequisite: Participant must have taken the Beginner Android App Training before registering for this course.

Photoshop for the Web Training

Instructor: Heidi Gentry-Kolen

Format: 6-8 hours

Description: Did you know images should be optimized for use on the Web? This course will help you learn the best ways to create and optimize your graphics for the Web. You will learn how to create exciting web graphics that maintain quality and download quickly. You will also learn how to use Photoshop to quickly mock up a web page. Course Topics include:

- Customizing Photoshop for Web Work

- Working with Color
- Optimizing Images for the Web
- Creating Web Backgrounds
- Creating Transparent Graphics
- Mocking Up a Web Page
- Slicing Part I

Email Marketing

Instructor: Ashley Ribando

Format: 2 Hours

Description: Take advantage of your most valuable marketing asset - your email list. Learn how to build your list, engage current and potential customers, and get results using email marketing. Seamlessly integrate your email campaigns with your social media profiles and website to maximum results. Ashley Ribando is Northwest Florida's only Constant Contact Authorized Local Expert and she will present these best practices as applied to Constant Contact's newest all-in-one platform.

SharePoint, Introduction for End Users

Instructor: Kevin Grohoske

Format: 7 hours

Description: SharePoint is widely used by companies of all sizes to manage information and to promote collaboration within organizations. During this course will highlight the uses, benefits, and features of SharePoint 2013 by performing walk-throughs and hand-on labs to demonstrate how get the most from your SharePoint 2013 site.

We will cover the following topics during this seven hour class:

- Overview of SharePoint 2013
- Discuss the versions of SharePoint Available
- SharePoint Security and Roles
- Changing the look of SharePoint
- Sites and Templates
- Adding and Managing Content in SharePoint
- Working with Lists
- Working with Libraries
- Document Management and Version Control
- Integrating SharePoint with Office

Security+ Certification Boot Camp

Instructor: Vy Nguyen

Format: 28 hours

Description: This comprehensive course prepares individuals to take and pass the CompTIA Security+ Certification Exam. Interactive demonstrations and numerous practice quizzes along with hands-on exercises reinforce the concepts and provide the framework for a personalized study plan for exam success.

Who will benefit from this course?

This course is beneficial to those who wish to obtain the CompTIA Security+ Certification Exam, including security professionals, government and military personnel, and civilian contractors who must fulfill the Department of Defense 8570.1 Directive. Security personnel and managers with previous technical skills or background, who are looking to enhance their careers through certification, will also benefit greatly.

CompTIA Security+ exam topics include:

- Network Security (21%)
- Compliance and Operational Security (18%)

- Threats and Vulnerabilities (21%)
- Application, Data and Host Security (16%)
- Access Control and Identity Management (13%)
- Cryptography (11%)

Our Security+ Boot Camp covers the following material during our Hands-On labs:

- Malware (Virus, Worms, Trojans)
- Key Logger
- Password Cracking
- Access Control
- Privilege Escalation
- Buffer Overflow
- Port Scanner
- Protocol Analyzer Software
- Hashing
- Encryption
- Penetration Testing

Network+ Certification Boot Camp

Instructor: Vy Nguyen

Format: 28 hours

Description: Our CompTIA Network+ Certification course is an instructor-led class, taught by an expert with real-world experience. It covers both lecture and hands-on learning, which will allow candidates to have training in the practical application of the course concepts without having to buy any additional software and will prepare them for success on the certification exam. This course also ensures that the successful candidate has the important knowledge and skills necessary to manage, maintain, troubleshoot, install, operate and configure basic network infrastructure, describe networking technologies, basic design principles, and adhere to wiring standards and use testing tools.

After completing this course, you will be able to:

- Describe the basic components and characteristics of a network
- Identify wired network-to-network connections
- Install LAN wiring components
- Differentiate between wired internetworking devices
- Configure the TCP/IP communication protocols for a wired connection
- Install wireless networking components
- Identify common security threats and mitigation techniques
- Secure operating systems and network devices
- Control access to the network
- Monitor network resources
- Troubleshoot the network.

Our Network+ Certification boot camp covers the following material during our hands-On labs:

- Configuring a network adapter
- Using Wireshark to capture packets
- Examining the IP configuration
- Performing a connectivity test
- Reconfiguring IP in Linux
- Reconfiguring IP in Windows Server

- IP addressing schemes
- Obtaining a new DHCP lease
- Observing the TCP handshake
- Using netstat
- Using Nmap
- Working with host names
- Working with the HOSTS file
- Testing name resolution
- Testing DNS
- Windows firewall
- Setting up a wireless network

Ethical Hacking Fundamentals

Instructor: Vy Nguyen

Format: 4 hours

Description: In this course, you'll learn what it takes to become an ethical hacker and the methods real attackers use to penetrate networks and computer systems. You will get a clear understanding of the mindset, techniques and terminology that are used in hacking and penetration testing. This course will also provide the fundamentals which will help you to become a better security professional and a more valuable asset to any security team.

Hands-On Experience Includes:

- Footprinting and Reconnaissance
- Scanning networks
- Enumeration
- System Hacking
- Hiding a message with image steganography
- Cracking passwords and escalating privileges
- Trojans and Backdoors
- Injecting a Trojan into a host
- Cryptography

NOTE

Nothing learned in this class is intended to teach or encourage the use of security tools or methodologies for illegal or unethical purposes. Always act in a responsible manner. Make sure that you have written permission from the proper individuals before you use any of the tools or techniques described within. Always obtain permission before installing any of these tools on a network.



Professional Development and Business Skills Training Descriptions

HEALTH CARE PROVIDERS

Certified Coding Exam Preparation

Instructor: Rosetta (Rose) Klemkosky, RHIT, CHA, CCS-P, CPC & AHIMA Approved ICD-10 CM/PCS Trainer

Format: multiple days

Description: A non-college credit course is being offered for people who completed a Medical Coding and Billing Training course of study or have been employed for at least 2 years in the coding field and who wish to become certified through the American Health Information Management

Association (AHIMA) or the American Academy of Professional Coders (AAPC).

Upon completion of the course students will demonstrate:

- Proficiency and understanding of the 9 Domains to prepare for the Certified Coding Specialist (CCS) Examination
- Speed with accuracy for coding all types of encounters.

Two required textbooks are available in the college bookstore for an additional fee: Current ICD-9-CM and CPT. HCPCS Level II is also required and available through various off campus vendors.

Lead by Example – Walk the Talk

Instructor: Karen Valaitis, MBA

Format: 4-6 hours

Description: Today, leaders need new skills and fresh outlook to build sustainable organizations. However, nothing builds and sustains credibility like a boss who leads by example. People are put into positions of authority, but it is up to the individual to earn the respect and trust of the team. Doing what you say, when you say it can inspire and motivate people, inspire and stimulate creativity, introduce a positive change and result in extraordinary results from your team or organization. Leading, and living, by example isn't as hard as it might sound. This course will cover useful strategies for modeling behavior that will inspire your employees to work hard, maintain loyalty, and help your organization grow.

Conflict Management for the Health Care Provider

Instructor: Karen Valaitis, MBA

Format: 4-6 hours

Description: Although conflict is inevitable, the results of conflict are not. Your actions, or lack of actions, play a large role in whether the conflict experience will be positive or negative. Potential conflicts can be identified early and strategies exist to help minimize adverse impacts to you and your organization. This course will help you learn to effectively manage conflict. Specifically, you will be provided skills to assist with conflict resolution; you will participate in a self-assessment of your conflict patterns; you will learn how to better manage conflict in your life; and you will develop specific conflict communication skills.



Professional Development and Business Skills Training Descriptions

CONSTRUCTION INDUSTRY

10-Hour Construction Industry

Instructor: Scottie Smith

Format: 10 hours

Description: This training program is intended to provide entry level construction workers information about how to identify, abate, avoid and prevent job related hazards on a construction site. The training covers a variety of construction safety and health hazards which a worker may encounter at a construction site. Training should emphasize hazard identification, avoidance, control and prevention, not OSHA standards. Instructional time must be a minimum of 10 hours.

The student will be able to:

- Identify major hazards
- Describe types of hazards
- Protect him/herself from these hazards
- Recognize employer requirements to protect workers from these hazards

The topic covered are:

1. Introduction to OSHA
2. Falls
3. Electrocution
4. Struck-By (e.g., falling objects, trucks, cranes)
5. Caught-In or Between (e.g., trench hazards, equipment)
6. Elective - 2 hours of training will cover a variety of the following topics.
 - a) Cranes, Derricks, Hoists, Elevators, & Conveyors
 - b) Excavations
 - c) Materials Handling, Storage, Use and Disposal
 - d) Scaffolds
 - e) Stairways and Ladders
 - f) Tools - Hand and Power



Professional Development and Business Skills Training Descriptions

BUSINESS & FINANCE

Protect Your Small Business from Fraud - 10 Simple Steps to Consider

Instructor: Tammy McGaughy, CPA, CFF, CFE

Format: 1 hour

Description: Small businesses are particularly vulnerable to fraud due to lack of resources to implement complete systems of internal controls (checks and balances) or separation of duties among limited staff. As such, it is important for owners to be aware of warning signs of fraud and ways employees can steal. The course will provide 10 simple fraud prevention and detection measures owners can implement to minimize fraud risks in their business.

Small Business Best Practices: Tax and Financial Considerations

Instructor: Tammy McGaughy, CPA, CFF, CFE

Format: 2 hours

Description: Small business owners have it rough. They're tasked with running their business, dealing with customers, maintaining solid employee relationships, maximizing profits, preventing fraud, minimizing taxes and more. Ever feel overwhelmed? This course will equip owners with the right tools (best practices) to consider in their small business, and will focus on hot topics as it relates to tax and understanding of financial statements.



Professional Development and Business Skills Training Descriptions

Personal Development Related to Business/Professionalism

Mental Preparation: Are you Ready for Retirement

Instructor: Dr. David S. Schjott

Format: 2 hours

Description: The focus of this lecture is to introduce participants to the realization that retirement is imminent for most of us, which begs the question: Are we prepared?

The purpose of this exploration is to examine the process of retirement, the shortfalls, the challenges, and the benefits. Emphasis will be placed on the need to have a solid foundation for retirement, including financial, personal, social, and emotional preparation. The workshop will be broken down into four critical areas:

1. Statistics – The focus of this presentation section is to introduce critical statistical challenges and changes during the past fifty years that may help one realize the value and challenges that accompany retirement. These statistical trends include an intriguing array of outcomes that may place stress on participants that include:
 - a. Increased age for retirement
 - b. Working after formal retirement
 - c. Financial consideration shortfalls
 - d. Financial security
2. Economic Uncertainty – This section of the lecture will focus on the changing tides of economic challenges that confront most Americans literally on a daily basis. These include considerations such as:
 - a. Recession
 - b. Changes in Social Security
 - c. Technology (Cyber-crimes)
 - d. Entitlements
3. Retirement Fears – This section of the lecture will focus on fears and concerns that most all of us will have in as we move forward to retirement. This concerns will include such issues as:
 - a. Recognition among peers
 - b. Healthcare
 - c. Boredom
 - d. Unexpected crisis

4. Healthy Tips – This section will be the real focus of the workshop. The critical considerations for transitioning to a healthy, vibrant retirement age will include many considerations, which will include:
 - a. Funds
 - b. Living within your means
 - c. Making sure all of your business is order
 - d. Health issues
 - e. Familial issues

The Learning Objectives for this workshop are:

Participants will be able to:

- a. Understand some of the critical statistical changes that may impact their retirement
- b. Recognize some of the economic, political, and social changes that may lead to retirement uncertainty
- c. Articulate some to the retirement fears that accompany transitioning to a healthy life after work
- d. Define several key issues in regards to preparation cues that may help to reduce emotional stress in retirement
- e. Analyze what they are currently doing that may need to be adjusted in order to reach a vibrant and secure retirement