



THE CENTER FOR
EMERGING BUSINESS

COURSE CATALOG
2018

A WORD FROM OUR CEO

Dear Prospective Student,

The mission of The Center For Emerging Business (TCFEB) is to create innovative learning opportunities for entrepreneurs, so we feel that it is extremely important to provide services that help local businesses become more successful through the facilitation of lending avenues, business support from local private organizations, mentoring opportunities, and targeted business education. Whether you are a new entrepreneur or one with a lot of experience under your belt, we seek to bring workshops and business training solutions to you that will meet your needs and exceed your expectations.

If you intend to do business with the federal or state government, we offer classes and workshops that take you step by step through the sometimes confusing process of getting your business certified to do so. If your business needs a certain skill set or you need to understand a certain aspect of management, we offer the soft skills education to help you succeed.

It is our goal to become the leading effort to build up our community through the way we help prospective entrepreneurs and businesses succeed. We exist to accelerate the successful development of entrepreneurial companies by providing an array of business support resources and services. Towards that end, we have created this catalog to show you the many educational opportunities that we offer.

It is my distinct pleasure to introduce the courses available through us for 2018.



Diana Potts

**Congressional Medal of Distinction
for Environmental Efforts**

**Congressional Order of Merit for
Disaster Response**

National Leadership Award

**Businessperson of the Year for
North Carolina**

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CONSTRUCTION

The construction field is unique in the challenges it faces on a regular basis. Whether you are facing the often daunting task of interpreting complex contract documents or just want to get some tips and tricks to help make your construction projects more profitable, we have a class for you.

Construction Bond and Contract Provisions

Learn how to control risk with contract provisions and construction bonds. You have hired a contractor, but what are the most important contractual provisions to have in your contract and should your contractor have a bond? Understanding the difference in contract clauses and bond forms will help you manage risk on a construction project. This topic will help you understand the basics of bonding and common contract provision that impact almost every construction contract and disputes on a project.

Construction Contract Bid Errors

Don't let a bid error cost you a job. In competitive bidding, it is not uncommon for a mistake to be made by a bidder. More often than not, this occurs in the rush to put the bid together before the public bid opening. Sometimes the mistake is the result of simple miscalculation; other times the mistake is the product of poor judgment. Whatever the cause, a defective bid may subject the contractor to potential liability, resulting in substantial monetary damages. This topic helps owners, prime contractors and subcontractors understand consequences of a defective bid and potential remedies in both public and private projects. The topic also explains the various bid bonds available.

Construction Documentation: Preparing Effective Job Records

Although the term "papering the file" is often associated with increased documentation efforts in preparation for litigation after a job has gone bad, it shouldn't be. Effective communication and accurate recordation of those communications can keep the parties - and the project - on course and out of litigation. Should an irreconcilable dispute nevertheless arise, thorough project documentation facilitates the efficient resolution of that dispute. This information will help you to not only recognize the significance of various project documents, but also the true importance of the information recorded. The topic will also

explain what to document, when and how to record it, and who should take responsibility for preparing various project files. This information will arm you with vital information on how to prepare and maintain a proper and complete job file.

Construction ROI – Make Your Projects More Profitable

Technology makes you more profitable! ...Yes—you have heard that before. And it was a hopeful statement then; but full of bloated, anticipatory ideas. Now, after years of experience in implementing tech and diving into the data, we can talk more intelligently about technology and profit. You'll have real reasons to believe that technology will impact your profit margins. Join us as we walk through the keys to protecting your fees, increasing your fees and enhancing the overall health of your company's profit margins.

Construction Scheduling – What You Need to Know

Just as a bid is an estimate of the costs needed to construct a project, the schedule is an estimate of the time needed to construct a project. The first step of properly managing your project time is planning your project and then working your plan. In order to manage your project using the project schedule, you will need to ensure that the project schedule represents your construction plan. Properly managing your project time also includes managing project risks, which includes managing added work, changes to the project, and dealing with unanticipated events.

The benefits of this timely topic includes an experienced instructor who can provide the perspective of both the contractor, who is typically responsible for developing and updating the project schedule, and the owner, who is typically responsible with reviewing and accepting the project schedule and evaluating requests for additional time. We will also discuss how project schedules are used and misused to support a

party's position.

Cost-Plus Contract Fundamentals

Both commercial clients and government entities are increasingly using cost-plus contracts. Therefore, it is useful for contractors and owners to understand the various aspects of cost-plus contracting. This class begins with a discussion of the key differences between fixed-price and cost-plus contracts, and provides insight into the various types of cost-plus contracts as well as industry and government standard agreements. Next, we provide a detailed examination of cost of the work, general conditions, and fee allocation. This class then highlights common issues in cost-plus contracting, including: establishment of budget and owner approval of costs, change order negotiations, liquidated damages and loss of fee, contract close-out requirements, and audits. By clarifying the complexities associated with cost-plus contracting, this class prepares both contractors and owners for a better project experience.

Fixed Price vs. Cost-Plus: How to Choose and Use Project Delivery Methods in Light of Fraud and Collusion

This topic is designed for both new and experienced contract professionals. It explains the fundamentals of fixed price and cost-plus contracts, which dominate the field of project delivery methods. We will explore the incentives, risks, and administration-specifics associated with each type. We then will examine how these methods enable collusion, kickbacks, and fraud, and we will engage in a short case study of well-known projects demonstrating these issues. The topic will provide advice and practice considerations for avoiding these pitfalls.

The primary objective of this topic is to provide contract professionals with a competent understanding of these project delivery methods, their implications, and the current legal landscape, all to help better carry out their projects.

Understanding Legal Issues with Construction Subcontracts

Understand the risk to better evaluate the desirability of bidding upon or taking a specific job, and how to protect you from loss. This topic will provide you with information and knowledge on legal and contractual issues affecting subcontracts that are commonly encountered, such as changes and extras, pricing, termination, dispute resolution, risk allocation, pay to be paid provisions and other common clauses. The information obtained will assist you in fully comprehending the risk you are assuming in a contract. Knowledge of the risk will allow you to better evaluate the desirability of bidding upon or taking a specific job, and how to protect yourself from unforeseen or unanticipated loss.

Understanding the Legal Principles Applicable to DOT Construction Good and Workmanlike Manner

This class will provide references to various requirements in major construction contract documents, and the basic decisions in contested claims of workmanlike performance, and the various decisions which define the legal requisites and proof for workmanship claims.

This will provide you with detailed information and understanding of the basic legal principles applicable to construction workmanship, including: contract terms, standards, customs, usage and practices. These important legal distinctions can implement dispute avoidance and assist in resolving claims early, even before mediation, arbitration, or litigation in the courts.



GOVERNMENT CONTRACTING

Regardless of the size of your business, government contracting can pose serious challenges to overcome. Here at the TCFEB, we bring in some of the most experienced instructors in the United States to show you, step by step, how to pursue those government dollars.

Basic Contracting 101

Topics to be discussed are methods of procurement, socio-economic small business programs for which you may qualify, registration and codes required to work with the government. This class will provide information to businesses desiring to attain a higher level of understanding for finding business opportunities online with the federal government. We will learn how to read and understand opportunity notices, as well as understanding the requirements for submitting a bid or proposal.

The session will include information about: How the government buys and where your business fits in; Socio-economic and small business programs in federal government contracting; Registering as a government contractor: know the language, know the steps; Identifying and pursuing prime and subcontract opportunities; Teaming in government contracting: you don't have to go it alone; Marketing your business to government buyers and prime contractors;

Basic Contracting 102

Attend this seminar and find out how your existing business can sell its products and services to federal government agencies including DOD, EPA, USDA, Homeland Security, VA and others.

Content includes: The difficulties associated with market entry; Types of contracting vehicles; Commitment to sales; and how to search for and uncover opportunities.

DOD Federal Contracting Fundamentals: Small Business Programs & Business Development Tools

Review/overview of: the federal procurement system; federal procurement processes; eligibility, application and advantages of federal small business programs; steps to engage (or increase engagement) in the federal marketplace; leveraging business development resources for the federal market; and identifying federal/DOD contracting customers for your business. Purpose is to provide a common baseline to all Academy participants on federal procurement.

Federal Contracting Marketing Plan - A Lead Development Workshop

Attendees of The Center for Emerging Business's "Federal Contracting Market Plan," learn how to play the "federal contracting game." The most expedient way to begin uncovering opportunities is to approach the agencies best suited to buy what you sell. Once you have selected your target agencies you are in a position to dig deeper and find the warm leads that will populate your "Federal Contracting Marketing Plan." The Center's lead development workshop will walk you through the task of populating a customized lead list to assist your government sales team in closing business sooner than later.

After this class you will be ready to: Uncover the decision makers inside the federal government who buy and use your product/service; Modify and adapt your current action plan into a living document which can be amended quickly based on changes in the marketplace, changes in the purchasing behavior of your targeted agencies or any other unique situation your sales team may uncover in their regions; Develop legacy data in each territory - Once you have a plan in place you may use it as a coaching and focus tool to communicate with sales as the sales executive progresses. If your current sales executive should leave, this tool will facilitate the training of your new sales executive.

GSA Advanced Workshop

The GSA Schedules Program serves as the catalyst for billions of dollars in federal spending, helping meet procurement needs for eligible users, including all branches of the federal government. Find out how to write the GSA and e-file and leverage the effectiveness of your schedule.

Leveraging Non-Competitive Acquisitions and Sources of Supply: General Service Administration (GSA), Ability One, Federal Prison Industries (FPI).

Introduction to federal sources of supply other than competitive commercial acquisitions; analyzing GSA

to determine applicability for a small business, GSA schedules, www.gsa.gov website and commercial services and products; capabilities of and the opportunity to team with and sell to Ability One (NIB/NISH) agencies and FPI for products and services procured by federal agencies through these sources.

Rules of the Road: Federal/DOD Source Selection and Contract Processes in Competitive Acquisitions.

Information on: federal opportunity notifications; productive responses to opportunity notifications; marketing a small business and small business status to federal customers and prime contractors; federal source selection processes and federal contract types (including Government Purchase Cards, simplified acquisition procedures, firm fixed price, time and

materials, indefinite delivery, indefinite quantity and cost plus contracts, sole source acquisitions, etc.).

Teaming Arrangements, Joint Ventures, Mentor-Protégé Programs and Limitations on Subcontracting.

Review and comparison of the four major team building strategies and relationships; assessment of the pros and cons and differences of each; review of various federal agency mentor protégé programs; processes to develop strategies to team successfully with companies that can help you win work; understand the limitations on subcontracting and the requirements for performance by the prime contractor in various teaming relationships and for various types of small business acquisitions.

SALES, SELLING & CUSTOMER SERVICE

Without sales, it can be very difficult for a business to thrive. The Center for Emerging Business focuses on the skills and knowledge you, and your business, need to compete in today's fast-paced and ever-changing marketplace.

Best Practices in Commission Pay Plans

Make sure your commission plan is effective in retaining and attracting key employees and how you can improve it.

There are few management tools that work as well in recruiting, directing, motivating and retaining sales people as a strong commission plan. This is critical because sales people are often highly paid, remote from headquarters and entrusted with customer relationships (very valuable assets). A properly designed commission plan clearly and personally communicates the strategy of the organization to resources that have direct impact on financial performance. The design and deployment of a new commission plan can create 5-10 percent uplift in revenue in a single year. However, mistakes in commission plan design are quite common and can have disastrous effects on performance. Help your company avoid sales force turnover, dissatisfied customers, runaway expense and in worst cases, litigation, by understanding the core elements and decisions in commission design, management and optimization.

Call Center Training

Phone skills are a highly valuable tool to have in an employee's skill-set, and Call Center Training will help provide those skills. This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current clientele. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Call Center Training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential, and to keep their skill-set at a high level.

Contact Center Training

For many people, the term Contact Center relates to sales calls and telemarketers. There are so many avenues that a contact center can be of assistance within a company that do not pertain to sales calls. A

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contact center can provide customer support, information technology support, and much more. The key to having a great customer experience using a contact center is in the training. A well trained contact center can be the difference between gaining more customers and losing customers. Customers want a well-educated agent when they contact a business. They want to know that the person answering their questions knows what they are talking about. Training your staff, and giving them the information that is needed to effectively assist your customer base is paramount.

With our "Contact Center Training" workshop, your participants will discover the basic elements of being an effective employee of a contact center.

Creating Loyal Customers with Great Customer Service

In this class, you will gain a greater understanding of the difference between organizations that are product vs. customer focused, as well as the initiatives and accountabilities involved in developing and executing a customer focused strategy.

Through insight into your customers' view of service you will learn how to apply a three step model that will enable you to continue to improve your organization's day-to-day service delivery. You will be encouraged to develop a personal follow through, improvement plan for enhancing your customers' degree of loyalty.

Customer Service

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

The Customer Service workshop will look at all types of customers and how we can serve them better and improve ourselves in the process. Your participants will be provided a strong skill set including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

Handling a Challenging Customer

Customer service is a necessary position in the job world today. It helps companies give customers what they want and what they need. Although many customers can be difficult, with the right training, skills, and knowledge, any difficult customer can be handled properly and effectively. With a positive attitude, your employee can effectively deal with the most difficult customers and both parties can end the

conversation satisfied.

With The Handling A Challenging Customer workshop, your participants will learn how engaging customers properly can benefit both the employee and customer. Effective customer service can change a company's reputation for the better. Through this workshop, your participants will gain a new perspective on how to react to negative customers and leave the customer satisfied and as a returning customer.

How to Cross Train Sales and Customer Service to Increase Revenue and Customer Satisfaction

Gain an understanding of how to pair features and benefits to your customers' needs and wants.

Service after the sale often prepares customers for more sales. It's all about asking the right questions, listening to the answers, and discovering new opportunities using existing resources. People buy from people they trust. It's time to harness the information they learn from listening. Recent surveys have indicated that over 70% of all cross-selling efforts because customer service professionals do not consider themselves salespeople. Learn the basic skills for up selling, understanding how to add value, overcoming resistance, creating incentives, and gaining commitment from your customer service team.

How to Sell Services and Products to the U.S. Government and Military

Demystify the federal contracting process and learn a step-by-step process to increase sales to the U.S. federal government.

Many business people want to sell their services and products to the federal government but find the process confusing and filled with dead ends and frustrations. Contracts worth hundreds of millions of dollars are being awarded every day, but getting through to decision makers can seem impossible. Responding to bids that fail is a waste of valuable time and resources. Failing to understand the key differences between corporate and federal sales is a critical error business people make in this market. This mistake has cost businesses thousands, hundreds of thousands and even millions in lost contracts.

This topic demystifies the federal contracting process and identifies a proven step-by-step process to increasing sales to the U.S. federal government. Identify how to find the agencies, offices and people who buy specific services and products. Learn the mandatory tools needed as door openers, how to sell to the military and civilian agencies, and how the government actually buys - from credit card purchases, through bids, contracts and grants. This information is critical for large and small companies that want to successfully enter the federal marketplace.

It's Called a 'Customer Return' Policy for a Reason- WOW Them Instead of Why Them

Store returns are a fact of retail life. No matter what you sell, people will want to return things. You want customers to return? Your customer return policy should have one goal: to get the customer to return. WOW them instead of why them.

When was the last time you received exceptional service? Can you remember the last time you returned a product and didn't have to answer lots of questions? When was the last time you were delighted by a company going beyond your expectation and made you feel special? When was the last time you had a WOW experience?

A great customer return policy is Wondrous - Outstanding - Worry-Free. Make the return process straightforward and simple, and turn it into a WOW experience rather than an unfriendly process, and you will not only keep customers but also encourage them to spread positive word-of-mouth about your business - a truly positive bottom line.

What is the right return policy? If your goal is to bring the customer back, it's simple: give them what they want. WOW them. Problem is that many companies need to eliminate the inquisition, endless questions, reasons for the return, etc. Treat them like appreciating assets. It costs 91% to attract a new customer than to retain an existing one (Wall Street Journal survey).

Leveraging Sales Force Compensation to Drive Change

Learn how to build, improve, and maintain a strategic sales compensation plan that will push reps to focus on strategic priorities.

For senior executives and sales leaders alike, effectively aligning the interests of the sales force with evolving business priorities is an ongoing challenge. Because the sales force is, for most organizations, an overwhelmingly important key to go-to-market effectiveness, ensuring that the sales team remains in sync with those evolving strategic priorities is crucial. That is where leveraging sales compensation as a communication and change management tool comes in. However, when faced with the task of considering a change to the comp plan, many confounding questions tend to arise, such as, "We just changed the plan a year ago; should we really be doing this again?" "Who should own the process and who should be involved?" "How do we know if our plan is competitive?" This on-demand webinar is directed at the leaders and managers entrusted with the task of leading the design of sales compensation plans for their respective organizations, and will focus on delivering practical insights and how-to steps that can be employed immediately.

Motivating Your Sales Team

Everyone can always use some inspiration and motivation. This workshop will help your participant's target the unique ways each team member is motivated. Finding the right incentive for each member of your sales team is important as motivation works best when it is developed internally. Harness this through better communication, mentoring, and developing the right incentives.

Motivating Your Sales Team will help your participants create the right motivating environment that will shape and develop their sales team with right attitude and healthy competition. Instilling that unique seed which grows the motivation in your team will ensure an increase in performance and productivity. Have the best sales team you can have through better motivation.

Multi-Level Marketing

Multi-level marketing, also known as MLM, is a business marketing strategy that many companies use in order to encourage current agents to perform while at the same time growing the team by recruiting and training new agents. This tactic of marketing helps boost the company's sales force not only from the sales of the primary agent, but also from the sales and profits of the agents they have recruited.

With our "Multi-Level Marketing" workshop, your participants will discover the specifics of how multi-level marketing works and how to effectively source agents. For many companies, it can prove to be a valuable tool for not only building revenue, but also for building their marketing and networking circles.

Overcoming Sales Objections

Experiencing a sales objection can be a disheartening event. Through this course your participants will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down, and learning how to overcome these denials will be of great benefit.

Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.

Sales Fundamentals

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete – something that merits

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spending some of their hard-earned money.

The Sales Fundamentals workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale. Your participants will become more confident, handle objections, and learning how to be a great closer.

Sales in Today's New Economy: Selling No Longer Has Anything to Do with Selling

The way customers buy, select suppliers, build relationships, and view sales people has dramatically changed with the internet. Yet, many sales organizations continue to sell as they did ten or twenty years ago. Learn about alternative sales strategies for your sales team that helps minimize commoditization, reduce long selling cycles, and decrease rampant sales force inefficiencies.

Selling to the Big Dogs: It Can be Done

Most entrepreneurs and sales professionals struggle to reach their sales goals on a monthly basis, usually getting stuck in the same place. However, when they release their limiting beliefs and begin to focus on their top 20% of clients, everything begins to shift for them. If you are ready to get to the next level - and let go of what's been stopping you from working with the "big dogs" - then get ready to make a change.

We share why sales professionals and entrepreneurs fail at selling to the "big dogs" and what you can do to reach them. Get ready to grow your sales.

Selling to the C-Suite

Get your foot through the door every time by getting noticed, making relationships and communicating value in a way the C-Suites can't resist.

It's noisy out there. The sales process is getting more complicated as high level decision makers are better informed and getting them to notice your solutions has become more difficult with amount of information they can get from both internal and external sources. We will cover how to get noticed, get through and

get in the door, how you can leverage new and old relationships to help you along your journey and how to have more productive conversations.

So how do you get through to these busy decision-makers? Selling to the C-Suite has changed dramatically in recent years.

Top 10 Sales Secrets

No one is born a sales person. No one has a special gift that makes customers buy products/services. Everyone can however, learn how to sell successfully. By learning to communicate with customers, build lead lists, and sell the company's services with authority, anyone can be a successful sales person.

With our "Top 10 Sales Secrets" workshop, your participants will discover the specifics of how to develop the traits that will make them successful sales people and how to build positive, long lasting relationships with their customers!

Why Customer Service Reps Are Providing Poor Service and How to Stop It

Understand why customer service reps are providing poor service, and learn how to fix it to retain a favorable relationship with customers. Many organizations take for granted or jeopardize the existing customer relationships they have by delivering incredibly bad customer service. They do not understand how to manage client relationships by delivering exceptional customer service, which puts at risk the business they currently have with existing customers who will likely leave them for a competitor that delivers a higher level of desired service. This topic helps the persons responsible for delivering customer service in their organizations to deliver exceptional service that maintains business with existing customers while forging stronger relationships which leads to additional business as well as new business from existing customers in the form of referrals of new clients from their existing customers. The content also provides immediately actionable best practices for you to build a culture of exceptional customer care to deliver lasting competitive advantage in the markets you compete in.



MARKETING

You might be asking what the difference is between sales and marketing! Come and let our staff of highly experienced professionals explain it to you and show you how to find the perfect audience to sell your products to.

5 Easy Steps for Creating an Account-Based Marketing Strategy

Sales have been targeting contacts at key accounts for decades. On the marketing side, account-based marketing (ABM) has been gaining major traction and has become a key strategy to better align with sales and close quality deals. At its core, ABM is focused on personally connecting with your buyers. Having a deeper understanding of your buyers' goals and objectives and how your product or service can make a difference could help you win more business for your organization.

How to Create a High-Performance Marketing Plan

Not sure where to start with your marketing plan? As marketers, we often find ourselves on the dreaded execution treadmill. Running from campaign to campaign, and tactic to tactic, without understanding the impact we're having on the bottom line. A high-performance marketing plan can help you understand how your programs are doing, tie them back to revenue, and show you where you should be prioritizing your time.

Get started on your plan today with this six-step blueprint for developing a high-performance marketing plan that builds your brand, drives demand, and expands relationships with customers.

Marketing Basics

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the basic knowledge to your participants, and give them the ability to build

and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

Media And Public Relations

In this workshop, your participants will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope the more people knows you and offers you opportunities.

Prospecting and Lead Generation

Prospecting and lead generation is the method of making links which may lead to a sale or other promising result. The leads may come from various sources or undertakings, for example, via the Internet, through personal referrals, through telephone calls either by telemarketers, through advertisements, events, and purchase of lists of potential clients. These and other events can become more easily managed with this great workshop.

With our Prospecting and Lead Generation workshop, your participants will begin to see how important it is to develop a core set of sales skills. By managing and looking at the way people interact and seeing things in a new light, your participants will improve on almost every aspect of their sales strategy.



BUSINESS & FINANCE

Without a good foundation, any business venture is going to crumble. Part of that foundation includes being able to track and plan the use of money. Our staff of business professionals are here to put you on the right track and teach you what you need to know.

Archiving and Records Management

Records are in every organization. From purchasing receipts to tax documents to communications, they need to be identified and managed properly. The method of records management that a company uses should be tailored to fit the needs of the organization. There are, however, some basic concepts in most records management systems.

With our "Archive and Records Management" workshop, your participants will discover the basic elements of records management programs and different ways to manage records.

Basic Bookkeeping Skills

Numbers! Numbers! Numbers! Wherever you go, you are bound to see them. On addresses, license plates, phones, prices, and of course, money! Numbers connect us all to each other in many more ways than we might imagine. Essentially, our world revolves around numbers.

Some of us enjoy dealing with numbers while others may have a fear of them, or even a phobia. For those of you who have already recognized and appreciate the impact that numbers actually have on just about everything, you deserve a cookie. Welcome to Basic Bookkeeping!

Boot Camp for QuickBooks

Discover all that QuickBooks® can do and solve your toughest QuickBooks problems by spending time with a QuickBooks expert who can answer all your questions. Learn the foundation of QuickBooks the right way and discover much of what QuickBooks can do for you. Don't waste time by figuring it out yourself, make sure you're doing things right. Among other topics, understand the difference between QuickBooks editions, learn topics not covered in user manuals, including how to customize QuickBooks.

How to Develop an Effective Business Plan

Learn and identify where you should spend most of your time in preparing a business plan. Entrepreneurs

setting out to raise funds for their business need to go through the exercise of laying out their business concept, their path to growth, the dollars at stake, the dollars to be made and why they should play entrepreneur rather than just get a job somewhere and have weekends free. And while they are at it, entrepreneurs need to go through that exercise if they want to raise money from investors. This topic will show entrepreneurs how to pick a business plan format – long and VC-ish, short and mom and dad-ish, or something in between – that both tests the entrepreneur's assumptions and attracts capital. In other words, with a solid choice about format, and a solid plan, the entrepreneur can make investors listen and, in the bargain, he or she can understand, or understand better, what about this proposed venture is hard, what to watch for, and how to recognize, and when to expect, success.

Business Plan vs. Pitch Deck vs. Strategic Plan vs. Crowdfunding Video vs. Elevator Pitch vs. Banks vs. Somewhere Over the Rainbow (Last Two Being Redundant)

Key Ratio Analysis of Financial Statements

Don't overlook the ratio warning signs in your financial statements. Many users of financial statements struggle to grasp the full financial picture of the subject company. It is common for users of financial statements to overlook key warnings signs of unfavorable trends in the financial health of a company. This topic assists in applying techniques to summarize the information in a company's financial statements to assess its financial health in a concise, useful, and easy to understand manner. This information is critical for individuals looking to understand the basics of financial ratio analysis and how to interpret these important indicators of a company's financial health.

Managing Personal Finances

There are millions of American citizens struggling with debt. A lot of debt can be alleviated if you have the right tools. This workshop will provide you with the tools you need to reduce or eliminate debt, and give you the financial stability you need. The guide teach-

es you the benefits of having a budget and how to build a budget that fits your needs, and lifestyle. You will discover how you can cut costs, pay off debts, and live within your budget.

Reading and Understanding the Balance Sheet

Learn how to break down and understand the balance sheet section by section.

Many people may have financial statements in front of them but they do not know what they should be looking for. The financial statements can be seen as a maze as there is so much information and people do not know where to start looking first. Learn where you can find the balance sheet information they need and then depending on their needs (are they looking to invest in the firm, be employed by the firm, consider giving them a loan or extending them a line of credit) how to break down the balance sheet section by section, do comparisons, calculate ratios, and make a final decision. Gain the tools needed to

do everything mentioned above and make sound decisions for your organization.

Reading and Understanding the Income Statement

Learn how to understand and navigate your way around the Income Statement. Many people may have financial statements in front of them but they do not know what they should be looking for. The financial statements can be seen as a maze as there is so much information and people do not know where to start looking first. This topic will show people where they can find the income statement information they need and then depending on their needs (are they looking to invest in the firm, be employed by the firm, consider giving them a loan or extending them a line of credit) how to break down the income statement section by section, do comparisons, calculate ratios, and make a final decision. This topic will provide you with the tools needed to do everything mentioned above and make sound decisions for your organization.



SOCIAL MEDIA & EMAIL MARKETING

Social media marketing, and to a lesser extent e-mail marketing, represent the most powerful ways to talk with your customers and spread the word about your products. We feel that knowing how to properly use them is essential to the success of any modern business.

How to Use Facebook® as an Effective Sales Tool

Cold calling is becoming less and less effective. It has become harder than ever to reach potential customers using traditional means of communication. Phone calls are guarded by caller ID, voice mail and gatekeepers that are reluctant to allow sales related calls through to buyers and emails quickly find their way to a trash folder.

With over 800 million active users Facebook® is quickly becoming the destination of most Internet users. Companies looking to develop and increase sales can use Facebook to pinpoint and engage prospects that are most likely going to buy their products and/or services.

Internet Marketing Fundamentals

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate. The Internet is a marketer's dream come true, especially with Social Media, as you have a low cost marketing tool that can reach a large audience.

Internet Marketing Fundamentals will provide your participants with a great set of skills to market your business online. Content is the king of Internet marketing, and your participants will need to know how to utilize your great content. If you want your business to grow then your participants need to understand Internet Marketing Fundamentals.

LinkedIn®: Marketing Techniques that Stand out from the Crowd

In this class, we discover the ins and outs of the LinkedIn® social media framework. We will cover the various ways to categorize the type of connector you might be, your credibility strategy, best practices for connecting and growing, and controlling your LinkedIn® experience.

Marketing with Twitter®: Tweet Strategies That Work

Everyone is talking about online social networking. People are using Twitter® to develop relationships and create sales opportunities. If you want to leverage social media to grow your business, you need to develop a strategy and a plan to connect and network on social networking sites.

You will learn how to use Twitter® to grow your business. These reference materials will cover tips and strategies to build a following on Twitter and generate leads online. You will learn exactly what to post and how often to post it in order to create value for people, encourage viral marketing and attract clients. You will leave with new ideas on how to use Twitter authentically to increase sales and maximize your profits.

Prioritizing the Right Social Media Channels for Your Organization

The social media landscape is becoming more complex and crowded every day. It feels like marketers need to be everywhere in order to have a brand presence and gain awareness among the fast-growing social media audience. But sometimes you need to step back and prioritize your many digital marketing initiatives and focus on where you can have the greatest impact. If you are like most marketers, you have limited resources and bandwidth. We will go through clear steps in identifying the right social channels for your organization, whether B2C or B2B. We'll delve into key questions, such as: Where is your target customer spending time? Where are your competitors? And what channels are driving the greatest traffic and conversion? We will also provide best practices for the leading social networks.

Social Media Intelligence: Measuring What Matters

One of the first steps in executing your social media strategy is actively listening to customers and translating this information into actionable insights. While

many companies have recognized the importance of social media intelligence and have applied it successfully, there still remains confusion about what actually defines social media intelligence – is it monitoring? Is it responding? Or is it customer service? In this course, you will learn how to leverage social and marketing intelligence through social media listening insights by integrating social and business data to make smarter marketing decisions.

Techniques for Integrating Social Media and Mobile Marketing

Mobile phone adoption is at 5 billion globally. The app industry is exploding in correlation. Social media is the norm and garners high brand expectations from consumers and clients alike. So how do you, as a brand marketer take advantage of the mobile-social opportunity and at the same time do it right and align effective resources?

This will teach you how to create a mobile-social marketing strategy that works for your business. You will gain a strong understanding of how to align your assets and customer expectations to mobile through social. You will learn how to leverage the multiple opportunities customer engagement and viral marketing in this sphere through such tactics as QR code campaigns, in-app promotions, and customized business apps for your brand, in-venue penetration, SMS to social lead generation and more.

The Evolution of Email Marketing

Email marketing is one of the oldest digital marketing tactics, yet it continues to deliver a higher ROI than just about any other online strategy. But this is not your father's email marketing anymore. That's right: this strategy has matured, and if you haven't revisited how you create email content since the early 2000's, you're most likely missing out on the major ROI and benefits of email. This topic takes an in depth look into six key areas of email marketing and how each has evolved. It's time to update your old email marketing strategy and move it to 2016 and beyond.

Using Pinterest® to Connect with Your Customers, Get More Traffic and Make More Sales

Are you looking for a new way to connect with your customers, drive traffic to your website and make more sales? If so, you'll want to find out more about Pinterest® – the hottest new social media tool to hit the Internet in the last two years! Most businesses have heard of Pinterest, but they don't really know how to use this visual marketing tool in smart ways. They've heard how incredible Pinterest is — and what a powerful marketing tool it has become — but they're struggling with how to really make it work as a marketing tool.



BUSINESS SOFT SKILLS

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10 Soft Skills You Need

With our 10 Soft Skills You Need workshop your participants will begin to see how important it is to develop a core set of soft skills. By managing and looking at the way people interact and seeing things in a new light, your participants will improve on almost every aspect of their career.

Administrative Office Procedures

With our Administrative Office Procedures workshop, your participants will understand how an Administrative Office Procedure binder demonstrates professionalism and efficiency in an organization or office setting. It is also a marvelous instrument for quick reference and utilization. Strategies and procedures are a vital connection between the company's vision and its everyday operations.

Administrative Support Skills

In the Administrative Support course, participants will learn the core skills that will help them use their resources efficiently, manage your time wisely, communicate effectively, and collaborate with others skillfully. The practices presented in this course may take time to be a part of your daily work routine. However, making the commitment to consistently apply the concepts every day is the key to changing and adopting new behaviors in a short amount of time.

Anger Management Skills Workshop

Anger can be an incredibly damaging force, costing people their jobs, personal relationships, and even their lives when it gets out of hand. However, since everyone experiences anger, it is important to have constructive approaches to manage it effectively. The Anger Management workshop will help teach participants how to identify their anger triggers and what to do when they get angry.

Appreciative Inquiry

Organizations can be thought of as living beings made up of the individuals working within it. Appreciative Inquiry has the ability to change the whole organization by changing the people. Through positive questioning people will be directed to move in a positive direction. Recognizing the strengths and values of what works as opposed to what's wrong will transform the individuals and thus transform the organization.

Appreciative Inquiry is a shift from looking at problems and deficiencies and instead focusing on strengths and successes. It is a tool for organizational change and it will strengthen relationships. Who doesn't like to share good positive stories and events? Think about it.

Assertiveness & Self Confidence

Self-confident and assertiveness are two skills that are crucial for success in life. If you don't feel worthy, and/or you don't know how to express your self-worth when communicating with others, life can be very painful. These skills will provide opportunities and benefits to your participants in their professional and personal lives.

The Assertiveness And Self-Confidence workshop will give participants an understanding of what assertiveness and self-confidence each mean (in general and to them personally) and how to develop those feelings in their day-to-day lives. These skills will encompass many aspects of your participant's lives and have a positive effect on all of them.

Attention Management Skills

A distracted employee is a less effective employee. Employees who do not pay attention to their work can waste valuable time and make careless mistakes. Your participants will be more efficient at their job, make fewer mistakes, and overall be more

productive.

Attention Management is a useful skill that allows managers to connect with their employees on an emotional level and motivate them to focus on their work and how to reach their personal and company goals. Your participants will gain valuable insight and strategies into what it takes to be more attentive and vigilant.

How to Become a More Likable Boss

Becoming a more likeable boss can sometimes be a difficult process to describe. It can be one characteristic that facilitates great communication and great employee relationships. It can be the special way that you show confidence in among your team. These and other events can become more easily managed with this great workshop.

With our How to Become a More Likeable Boss workshop, your participants will begin to see how important it is to develop better managerial skills. By managing and looking at the way people interact and seeing things in a new light, your participants will improve on almost every aspect of their career.

Body Language Basics Skills

Can you tell if someone is telling the truth just by looking at them? It is a skill that a lot of people do not have. Through Body Language Basics you will be given a set of tools to use to your advantage. These tools can be utilized in the office and at home. Understanding Body Language will provide you a great advantage in your daily communications.

Body Language Basics will provide you with a great set of skills to understand that what is not said is just as important than what is said. It will also give you the ability to see and understand how your own Body Language is being seen. You will be able to adjust and improve the way you communicate through non-verbal communications.

Budgets And Financial Reports

Money matters can be intimidating for even the smartest people. However, having a solid understanding of basic financial terms and methods is crucial to your career. When terms like ROI, EBIT, GAAP, and extrapolation join the conversation, you'll want to know what people are talking about, and you'll want to be able to participate in the discussion.

The Budgets And Financial Reports workshop will give you a solid foundation in finance. We'll cover topics like commonly used terms, financial statements, budgets, forecasting, purchasing decisions, and financial legislation.

Business Acumen

Through our Business Acumen workshop your participants will improve their judgment and decisiveness skills. Business Acumen is all about seeing the big picture and recognizing that all decisions no matter how small can have an effect on the bottom line. Your participants will increase their financial literacy and improve their business sense.

Business Acumen will give your participants an advantage everyone wishes they had. The workshop will help your participants recognize learning events, manage risk better, and increase their critical thinking. Business Acumen has the ability to influence your whole organization, and provide that additional edge that will lead to success.

Business Ethics Skills

A company's ethics will determine its reputation. Good business ethics are essential for the long-term success of an organization. Implementing an ethical program will foster a successful company culture and increase profitability. Developing a Business Ethics program takes time and effort, but doing so will do more than improve business, it will change lives.

A company's ethics will have an influence on all levels of business. It will influence all who interact with the company including customers, employees, suppliers, competitors, etc. All of these groups will have an effect on the way a company's ethics are developed. It is a two-way street; the influence goes both ways, which makes understanding ethics a very important part of doing business today. Ethics is very important, as news can now spread faster and farther than ever before.

Business Etiquette

This course examines the basics, most importantly to be considerate of others, dress/appearance, the workplace versus social situations, business meetings, proper introductions and 'the handshake', conversation skills/small talk, cultural differences affecting international business opportunities, dealing with interruptions, and proper business email and telephone etiquette. Have you ever been in a situation where:

- You met someone important and had no idea what to say or do?
- You spilled soup all over yourself at an important business event?
- You showed up at an important meeting under or overdressed?

Let's face it: we've all had those embarrassing etiquette gaffes. Our Business Etiquette workshop will help your participants look and sound their best no matter what the situation.

Business Succession Planning

The loss of valuable leadership can cripple a company. Business succession planning is essentially preparing successors to take on vital leadership roles when the need arises. It is essential to the long-term survival of a company. Every company should have a form of succession planning in its portfolio as it is not the expected absences that can cripple a company, but the unexpected ones.

Whether it is preparing someone to take over a position of leadership in a corporation, or the sole proprietor of a small business Business Succession Planning will teach you the difference between succession planning and mere replacement planning. How you prepare people to take on the responsibilities of leadership so that the company thrives in the transition is just as important as picking the right person for the job.

Business Writing

Writing is a key method of communication for most people, and it's one that many people struggle with. Writing and communication skills have degraded with more and more people communicating through email and text messaging. Developing writing skills is still important in the business world as creating proper documents (such as proposals, reports, and agendas), giving you that extra edge in the workplace.

The Business Writing workshop will give your participants a refresher on basic writing concepts (such as spelling, grammar, and punctuation), and an overview of the most common business documents. These basic skills will provide your participants with that extra benefit in the business world that a lot of people are losing.

Change Management

Change is a constant in many of our lives. All around us, technologies, processes, people, ideas, and methods often change, affecting the way we perform daily tasks and live our lives. Having a smooth transition when change occurs is important in any situation and your participants will gain some valuable skills through this workshop.

The Change Management workshop will give any leader tools to implement changes more smoothly and to have those changes better accepted. This workshop will also give all participants an understanding of how change is implemented and some tools for managing their reactions to change.

Civility In The Workplace

While a training program on workplace manners and courtesy may seem like overkill, the reality is: rudeness is an epidemic costing industry millions a year.

Indeed, what society seems to be gaining in terms of both knowledge and technological advancement, it's losing out on basic social values that directly impact the bottom line.

To address the growing problem of incivility in the work setting, this workshop introduces the concept of civility, its importance to a company, as well as its typical causes and effects. Skills needed to effectively practice civil behavior, as well as different ways organizations can systematize civility in the workplace will also be discussed. The benefits to Civility In The Workplace are countless and will pay off immensely in every aspect of your job.

Coaching and Mentoring

You are in your office looking over your performance report and it happened again. Your low performing employee failed to meet quota this month even after you spoke with them about the importance of meeting goals. This employee has a great attitude and you know they can do better. You just do not know how to motivate them to reach the goal. Money used to work, but that has worn off. You are baffled and you know being frustrated makes matters worse. What do you do?

The Coaching And Mentoring focuses on how to better coach your employees to higher performance. Coaching is a process of relationship building and setting goals. How well you coach is related directly to how well you are able to foster a great working relationship with your employees through understanding them and strategic goal setting.

Coaching Salespeople

Coaching is not just for athletes. More and more organizations are choosing to include coaching as part of their instruction. Coaching salespeople, when done correctly, will not only increase sales, it will have a positive impact on the community and culture of a company. The benefits of coaching salespeople are numerous and worth exploring

With our "Coaching Salespeople" workshop, your participants will discover the specifics of how to develop coaching skills.

Collaborative Business Writing

Writing and communication skills have degraded with more and more people communicating through email and instant messaging. Developing writing skills is still important in the business world as is creating proper documents (such as proposals, reports, and agendas) giving you that extra edge in the workplace.

The Collaborative Business Writing workshop will give your participants the knowledge and skills to

collaborate with others and create that important document. Your participants will touch on the types of collaboration, and ways to improve them through certain tools and processes. These basic skills will provide your participants with that extra benefit in the business world that a lot of people are losing.

Communication Strategies

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give your spouse when they are talking to you, or the look you give the cat, it all means something.

The Communication Strategies workshop will help participants understand the different methods of communication and how to make the most of each of them. These strategies will provide a great benefit for any organization and its employees. They will trickle down throughout the organization and positively impact everyone involved.

Conducting Annual Employee Reviews

An annual review can help you keep your employees happy, engaged, and focused. It is human nature to want to succeed. Giving your employees feedback on their positive and negative attributes is part of the pathway to success. A poorly designed annual review can have the reverse effect.

With our Conducting Annual Employee Reviews workshop, your participants will discover how to conduct a well-designed employee review. By determining the categories for an annual review and understanding how it affects employee compensation, an overall increase in performance should be seen throughout your organization.

Conflict Resolution

Wherever two or more people come together, there is bound to be conflict. This course will give participants a seven-step conflict resolution process that they can use and modify to resolve conflict disputes of any size. Your participants will also be provided a set of skills in solution building and finding common ground.

In the Conflict Resolution workshop, participants will learn crucial conflict management skills, including dealing with anger and using the Agreement Frame. Dealing with conflict is important for every organization no matter what the size. If it is left unchecked or not resolved it can lead to lost production, absences, attrition, and even law suits.

Contract Management Workshop

It is easy to overlook the importance of contract management because it seems to be a boring, mundane topic. Contracts, however, are the basis of most business relationships. If contracts are managed well, business relationship will flourish. If they are not, companies face financial loss, relationship harm, and damaged reputations.

With our "Contract Management" workshop, your participants will discover the specifics of how contract management works and how to effectively source agents.

Creating a Great Webinar

Webinars are a great inexpensive way to reach a large number of people. Webinars are great tools if you want to market a new or improved product, train employees, demonstrate a new task, or have a meeting with employees located throughout the globe. Being an interactive form of media, Webinars provides a great environment for these activities and so much more.

Creating a Great Webinar is all about providing a great interaction between the presenter and the audience. Your participants will develop the skills needed to promote, host, or facilitate a great Webinar for your company. Sharing your passion and knowledge with a Webinar is the best way to reach many with the power of one.

Creative Problem Solving

In the past few decades, psychologists and business people alike have discovered that successful problem solvers tend to use the same type of process to identify and implement the solutions to their problems. This process works for any kind of problem, large or small.

The Creative Problem Solving workshop will give participants an overview of the entire creative problem solving process, as well as key problem solving tools that they can use every day. Skills such as brainstorming, information gathering, analyzing data, and identifying resources will be covered throughout the workshop.

Crisis Management

Crisis management is as important as finance management, personnel management, etc. Having a clear and effective program and plan for an event is critical not only to your survival, but critical to the profitability and possibly the survival of the company. Being able to identify risk, assess the situation and respond appropriately is important, and requires not only training, but practice.

2018 Course Catalog

Cyber Security Workshop

Every organization is responsible for ensuring cybersecurity. The ability to protect its information systems from impairment or even theft is essential to success. Implementing effective security measures will not only offer liability protection; it will also increase efficiency and productivity.

With our “Cybersecurity” workshop, your participants will discover the fundamentals of cybersecurity as well as the methods that should be implemented to make sure their computer systems are protected.

Delivering Constructive Criticism

Delivering Constructive Criticism is one of the most challenging things for anyone. Through this workshop your participants will gain valuable knowledge and skills that will assist them with this challenging task. When an employee commits an action that requires feedback or criticism it needs to be handled in a very specific way.

Constructive Criticism if done correctly will provide great benefits to your organization. It provides the ability for management to nullify problematic behaviors and develop well rounded and productive employees. Constructive feedback shows an employee that management cares about them and will invest time and effort into their careers.

Developing a Lunch and Learn

Crating a Lunch and Learn session is a low cost training option. It is a great way to introduce a topic or give a small demonstration on a new product or service. Your participants will be shown the criteria involved in creating a great Lunch and Learn environment. They are usually voluntary, thus attendance can sometimes be an issue. With this workshop you will be given the knowledge work through this issue and others.

Our Lunch and Learn workshop will give your organization a quick and useful tool to add to its training department. Your participants will be able to use it as a follow-up or refresher to a previous training session. It doesn't have to be just about a learning event, it can also involve collaboration, networking, or sharing best practices between employees.

Developing Corporate Behavior

With this workshop your participants will be able to develop a business environment that reflects a positive set of values and ethics. Aligning these characteristics with the standards of conduct is what makes a business stand out and be a leader in the business

world.

Through our Developing Corporate Behavior workshop your participants should see improved team building, better communication, and trust. By realizing the benefits of corporate behavior and developing a successful plan your participants should see a reduction in incidents and an increase in team work and loyalty.

Developing Creativity

Children have an innate creative ability when they are born, but for some reason adults can lose it along the way. Your participants will move out of the mundane, be more curious, engage, and explore new ideas. Recognize creativity and be ready when it happens.

With our Developing Creativity course your participants will learn how to remove barriers that block or limit their creativity. They will improve their imagination, divergent thinking, and mental flexibility. Participants will learn mind mapping, individual brainstorming, and when to recognize and look for what inspires them to be more creative.

Developing New Managers

Management must be effective for the success of any business. Unfortunately, it is all too easy to overlook the training and development of new managers. When you provide your managers and employees with the skills and tools they need, you will greatly boost morale and strengthen your organization.

With our Developing New Managers workshop, your participants will understand the value of investing in employees and developing management. By focusing on development opportunities, your participants will establish a culture that retains top talent and improves succession planning.

Digital Citizenship

Our Digital Citizenship course will give your participants the guidance needed in the ever changing digital world. As our lives are lived more and more online we all need to translate our social skills into the virtual world.

Digital Citizenship allows us to connect, collaborate, and share by using technology appropriately. In person meetings are on the decline which makes it necessary to engage people digitally. Being a good digital citizen means you have a set of skills to work in the digital world.

Emotional Intelligence

Emotional intelligence describes the ability to understand one's own feelings, and that of groups, and

how these emotions can influence motivation and behavior. The concepts of Emotional Intelligence have been around since at least the 1900's, but the term was first introduced by Wayne Payne in 1985.

As a result of the growing acknowledgement by professionals of the importance and relevance of emotions to work outcomes, the research on the topic continued to gain momentum, but it wasn't until the publication of Daniel Goleman's best seller *Emotional Intelligence: Why It Can Matter More Than IQ* that the term became widely accepted by mainstream media.

Employee Motivation Workshop

When you think of staff motivation, many things may come to mind: more money, a bigger office, a promotion, or a better quality of life. The truth is, no matter what we offer people, true motivation must come from within. Regardless of how it is characterized, it is important to get the right balance in order to ensure that you have a motivated workforce.

The Employee Motivation workshop will give participants several types of tools to become a great motivator, including goal setting and influencing skills. Participants will also learn about five of the most popular motivational models, and how to bring them together to create a custom program.

Employee Onboarding

Employee Onboarding is an important and vital part of any companies hiring procedure. Hiring, training, and bringing new employees on board cost a lot of money and are major investments. Onboarding is a secure investment that will assist newly hired employees in developing and keeping their skills, knowledge, and value within the company. It will stop highly skilled workers from being lured to a competitor, which makes your company stronger within the market.

Through Employee Onboarding you will find it lowers costs related to employee turnover. It will increase productivity and produce a happier and more skilled workforce. The new hire phase is a critical time for the employee and company and having a structured set of procedures will make this time run smoother and produce a greater chance of success.

Employee Recognition

Recognizing employees through various recognition programs is a fantastic investment. Being appreciated is a basic human feeling and reaps great rewards. Praise and recognition are essential to an outstanding workplace and its employees.

Through our Employee Recognition workshop your participants will recognize the value of implementing

even the smallest of plans. The cost of employee recognition is very minimal in relation to the benefits that will be experienced. Employee recognition programs have been shown to increase productivity, employee loyalty, and increased safety.

Employee Recruitment Workshop

Many companies simply wait for talent to come to them. Simply advertising an open position and hoping that you find the right talent does not guarantee that you will find the best people for the jobs in your organization. Actively seeking out qualified candidates is the best way to ensure that you find the talent that you need. Recruitment is essential to the success of your business.

Hiring a new employee is one of the largest investments you can make in business. That is why hiring the correct employee is so important. Hiring the right employee is more important than ever, as training can be very expensive. Employee turnover costs companies a lot of money each year. This course will provide the Employee Recruitment that your hiring department need to help them interview and recruit the right employee for you.

Employee Termination Processes

Having to fire an employee is never an easy task. Sometimes, despite attempts of open communication and encouraging performance, an employee will need to be terminated from the company. One of the hardest aspects of preparing to fire an employee is to separate the emotions from the facts. Firing an employee should always be a last resort, so it is important that the manager has covered all other avenues possible before moving forward.

With our Employee Termination workshop, your participants will begin to see how important it is to develop a core set of skills when they find themselves in a situation where they have to let an employee go.

Entrepreneurship

Would you to be your own boss? Have you ever dreamed of starting your own business? Don't know what to do about your great business idea? If you have ever thought about these situations then you need our entrepreneurship workshop.

Let our Entrepreneurship workshop help you achieve your dreams. Being an entrepreneur can be full of risks. These risks are minimized through drafting a business plan, knowing your competition, and successful marketing. All these and more can be found in our Entrepreneurship workshop.

Event Planning

Successful event planning starts with possessing good communication skills, being highly organized, and having the ability to follow up with vendors until completion. Preparation before, during, and after is crucial in helping reach your desired objectives.

With our Event Planning workshop, your participants will learn how to anticipate and solve common planning issues for any small event such as informal gatherings, up to complex meetings. Effectively troubleshooting will help insure a happy and enjoyable event.

Executive and Personal Assistants

Being an Executive or Personal Assistant is a unique position that requires a variety of skills. Whether you are updating schedules, making travel arrangements, minute taking, or creating important documents all must be done with a high degree of confidentiality. Confidentiality is one of the most important characteristics for every assistant.

Our Executive and Personal Assistants workshop will show your participants what it takes to be a successful assistant. Participants will learn what it takes to effectively manage a schedule, organize a meeting, and even how to be a successful gatekeeper. Being an Executive or Personal Assistant takes a special skill set and this workshop will provide your participants with the necessary tools.

Facilitation Skills

Facilitation is often referred to as the new cornerstone of management philosophy. With its focus on fairness and creating an easy decision making process. Creating a comfortable environment through better facilitation will give your participants a better understanding of what a good facilitator can do to improve any meeting or gathering.

The Facilitation Skills workshop can help any organization make better decisions. This workshop will give participants an understanding of what facilitation is all about, as well as some tools that they can use to facilitate small meetings. A strong understating of how a facilitator can command a room and dictate the pace of a meeting will have your participants on the road to becoming great facilitators themselves.

Generation Gaps

While having various cultures in one workplace can present communication problems and conflicts, the benefits of such a variety in the workplace outweigh it. The workplace can present challenges to management in terms of handling the different generations present. As older workers delay retiring and younger workers are entering the workforce, the work environ-

ment has become a patchwork of varying perspectives and experiences, all valuable to say the least.

The Generation Gaps workshop will help participants understand the various generations present at work, and understand what motivates them and dealing with them on a daily basis. Both the young and older worker will have many ideas to offer, which will help the organization thrive in the marketplace. Learning how to deal with the Generation Gaps at work will help you become a better manager or co-worker.

Goal Setting and Getting Things Done

Goal Setting is one of the most basic and essential skills someone can develop. What makes a good goal? We touch on goal characteristics, time management, making a to do list, and what to do when setbacks occur. This workshop will provide the knowledge and skills for your participants to complete more tasks and get things done.

Our Goal Setting and Getting Things Done workshop will cover strategies to help your participants overcome procrastination. These skills will translate into increased satisfaction in their professional and personal lives. Your participants will learn the Goal Setting characteristics of successful people and in turn will become happier and more productive individuals.

Health and Wellness at Work

A healthy employee is a happy and productive employee, and that is a goal for every organization. Through our Health and Wellness at Work program your participants will experience the benefits of a healthier lifestyle and workplace.

Our Health and Wellness at Work course will be instrumental in creating a "Culture of Wellness" within your organization. Your participants will touch on common issues such as smoking cessation, nutrition & weight loss, and preventative care. Health and Wellness is the responsibility of everyone in an organization so take the positive step and create a program at your organization.

High Performance Teams (Non-remote Workers) Workshop

High Performance Teams (Non-remote Workers) are organizations, teams or groups working inside an office environment that are focused on achieving the same goals.

With our High Performance Teams (Non-remote Workers) workshop, your participants will begin to see how important it is to develop a core set of high performance skills while working in an office locale. By knowing and managing the way people interact in an office setting, you will be positioning your high performance teams for great success!

High Performance Teams (Remote Workforce) Workshop

High Performance Teams (Remote Workforce) are organizations, teams or groups working in a virtual environment that are focused on achieving the same goals. Bringing team members together through a virtual environment can be a challenge task. This workshop identifies these challenges and helps your participants push through to success.

With our High Performance Teams (Remote Workforce) workshop, your participants will begin to see how important it is to develop a core set of high performance skills, while working remotely. By knowing and managing the way people interact in a remote environment, you will be setting up your high performance teams to accomplish any task.

Hiring Strategies

Successful companies are made up of great employees, so why not hire great employees? Hiring and training employees is an expensive venture. Be sure to hire the right person for the right position. Hiring the right person is more about skills and abilities; it is about finding the right combination of skills, attitude, and fit for your organization's culture.

Hiring Strategies will save your company time and money as you will be recruiting and hiring the right candidates. Your hiring department will benefit from this workshop as it prepares them to seek out that great candidate and make sure they are a fit for your company. Your participants will obtain the necessary tools required in finding that diamond in the rough.

Human Resource Management

In recent years, tasks that were originally thought to fall under the responsibility of the human resources department have become a part of many managers' job descriptions. The sharing and diffusion of these tasks throughout the organization has had an impact particularly on those that are not equipped with the skills or knowledge to deal with these issues.

The Human Resource Management workshop will give managers the basic tools to handle numerous human resource situations such as interviewing, orientation, safety, harassment, discrimination, violence, discipline, and termination. This workshop will provide your participants those skills and assist them with certain Human Resource situations.

Improving Mindfulness

Mindfulness is a term that is frequently used but rarely defined. Practicing true mindfulness encourages living in the present while it addresses the danger of distorted thinking. Staying in tune both mentally and emo-

tionally improves perspective to enhance personal and professional success.

With our Improving Mindfulness workshop, your participants will begin to identify their own patterns of thinking. As they learn to practice mindfulness, they will cultivate positive emotions that will have a dramatic effect on the work environment.

Increasing Self Awareness

Self awareness is an important part of everyday life. It transfers over to your personal, social, physical and work life. It can help one gain a better understanding of themselves, and how to live a better, more fulfilling life. When working to deepen one's own self awareness, it is important to fully engage yourself. One should take the time and proper steps, to fully become self aware.

With the Deepening Self Awareness workshop, your participants will learn how beneficial becoming more self aware can be. A highly self aware person will become more equipped to deal with daily life and its challenges. Through this workshop, your participants will gain a new perspective on themselves and their emotions, and become a valuable member to society.

Increasing Your Happiness

Increasing one's happiness can be done through the power of positive thinking. That is one skill that this workshop will touch on to teach your participants how to be happier. Happiness will spread throughout your organization, and have a positive effect on everyone.

With our Increasing Your Happiness workshop your participants will engage in unique and helpful ways to increase their happiness. This will have a robust effect on their professional and personal lives. It will improve their communication skills, increase productivity, and lesson absenteeism.

Interpersonal Skills

We've all met that dynamic, charismatic person that just has a way with others, and has a way of being remembered. Your participants will identify ways of creating a powerful introduction, remembering names, and managing situations when you've forgotten someone's name.

The Interpersonal Skills workshop will help participants work towards being that unforgettable person by providing communication skills, negotiation techniques, tips on making an impact, and advice on networking and starting conversations. They will also identify the skills needed in starting a conversation, moving a conversation along, and progressing to higher levels of conversation.

Job Search Skills

Searching for a job can be intimidating. How do you know what job you're best suited for? How do you build a winning resume and cover letter? Where can you find job leads? How do you network without feeling nervous? What happens when you land an interview? And most importantly, where do you find help when you need it?

The Job Search Skills workshop will give you the answers to all these questions, plus a plan to get you to a new job within a month. After completing this program, you'll be more than ready to start your search for your perfect job. Identifying the purpose for working and the assessment of skills can help determine the types of jobs your participants should apply for.

Knowledge Management

The Encarta Dictionary defines knowledge management as the organization of intellectual resources and information systems within a business environment. Sounds pretty simple, right? Take a moment, though, and think about all the information that each person has in their brain. That's a lot of knowledge!

The Knowledge Management workshop will give participants the tools that they will need to begin implementing knowledge management in your organization, no matter what the size of the company or the budget. Wherever there are humans working together for one goal, there is knowledge to be harvested, stored, and dispensed as needed.

Leadership & Influence

They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Often, simple people who have never had a leadership role will stand up and take the lead when a situation they care about requires it. A simple example is parenting. When a child arrives, many parents discover leadership abilities they never knew existed in order to guide and protect their offspring.

Once you learn the techniques of true Leadership And Influence, you will be able to build the confidence it takes to take the lead. The more experience you have acting as a genuine leader, the easier it will be for you. It is never easy to take the lead, as you will need to make decisions and face challenges, but it can become natural and rewarding.

Lean Process And Six Sigma

Six Sigma is a data-driven approach for eliminating defects and waste in any business process. You can compare Six Sigma with turning your water faucet and experiencing the flow of clean, clear water. Reli-

able systems are in place to purify, treat, and pressure the water through the faucet. That is what Six Sigma does to business: it treats the processes in business so that they deliver their intended result.

Our Lean Process And Six Sigma workshop will provide an introduction to this way of thinking that has changed so many corporations in the world. This workshop will give participants an overview of the Six Sigma methodology, and some of the tools required to deploy Six Sigma in their own organizations.

Life Coaching Essentials

Many people often mistake a life coach for a mental health professional, such as a psychiatrist or a therapist. This misconception often leads people to believe they do not need a life coach since they feel as though nothing is wrong with their mental health. However, a life coach is designed to help improve a person's professional and personal life by working with them to achieve their goals.

With our Life Coaching Essentials workshop, your participants will discover the meaning of life coaching and how life coaching services can be utilized to achieve their goals.

Manager Management

With this course you will be able to provide the skills, guidance, and empowerment to your team of managers. They will then be better suited in leading and motivating their team and thus produce fantastic results. To be a successful manager means having a wide range of skills. Through this workshop you will be able to disperse your knowledge and experience throughout your leadership team.

Manager Management takes a special type of leader. This workshop will expand your participant's knowledge and provide a way for them to teach and lead new and experienced managers. As every manager knows that learning never stops, this workshop will have something for everyone.

Managing Workplace Anxiety

The workplace is one of the leading locations where people experience stress and anxiety. Every employee will encounter it sometime during their career. Everyone should be aware of the signs of anxiety and the tools needed to cope and deal with it.

Our Managing Workplace Anxiety workshop will provide your participants the important skills and resources to recognize and manage workplace anxiety. By identifying these symptoms and coping skills employees and managers will be better suited in dealing with these common situations. Through this workshop your participants will be better suited to the challenges that the workplace can bring.

Measuring Results From Training

Although we all know that training can have many amazing benefits, sometimes it can be hard to prove those benefits and attach a dollar value to training. Some topics, like sales training or time management, might have direct, tangible benefits. Other topics, like communication or leadership, might have benefits that you can't put a dollar value on.

Our Measuring Results From Training course, your participants will learn about the different ways to evaluate training progress, and how to use those results to demonstrate the results that training brings. Once the training has been evaluated the next step is to modify and update the curriculum to create a content that is better suited for the participants.

Meeting Management

This workshop is designed to give your participants the basic tools you need to initiate and manage their meetings. They will learn planning and leading techniques that will give them the confidence to run a meeting that will engage the attendees and leave a positive and lasting impression. Through this workshop your participants will learn the needed skills in planning and implementing a successful meeting.

The Meeting Management workshop will explore how to reduce waste and make meetings more efficient. This is a hands-on workshop and your participation will help make it a valuable experience. Use this time to begin the process of developing your skills along with other participants who share the same desire to improve their meeting management skills.

Middle Manager

Traditionally, middle managers make up the largest managerial layer in an organization. The Middle Manager is responsible to those above them and those below them. They head a variety of departments and projects. In order for a company to operate smoothly, it is essential that those in middle management be committed to the goals of the organization and understand how to effectively execute these goals.

It is crucial for businesses to focus on these essential managers and provide them with the opportunities to succeed. No matter the organization's structure or size, it will benefit from employing well-trained middle managers. Having a middle manager understand their role in the organization is very important. They are in communication with a very large percentage of the company, and will have a large impact throughout the organization.

Millennial Onboarding

Onboarding new employees is a secure investment that will assist newly hired employees in developing

their skills, knowledge, and value within the company. It will help match the technically skilled Millennial workforce with new and emerging needs of your company, which gives your company an advantage within the market.

Millennial Onboarding is a specialized type of employee onboarding. With Millennials we are seeing a need to tweak the onboarding process to better suit the needs of the company and new hires. It will increase productivity and produce a happier and more skilled workforce. The new hire phase is a critical time for the employee and company and having a structured set of procedures will make this time run smoother and produce a greater chance of success.

mLearning

Mobile learning, or mLearning, is defined as the delivery of learning, education or training on mobile devices, such as mobile phones, tablets, laptops or PDAs. MLearning allows training and support to be taken anywhere, making it flexible and convenient for companies to use.

With our mLearning workshop, you will begin to see the importance and usefulness of mLearning in any organization. By absorbing the ins and outs of utilizing mLearning, participants will possess the skills needed to take advantage of this new technology, in order to educate employees and clients more efficiently.

Negotiation Skills

Although people often think of boardrooms, suits, and million dollar deals when they hear the word negotiation, the truth is that we negotiate all the time. Through this workshop participants will be able to understand the basic types of negotiations, the phases of negotiations, and the skills needed for successful negotiating.

The Negotiation Skills workshop will give your participants a sense of understanding their opponent and have the confidence to not settle for less than they feel is fair. Your participants will learn that an atmosphere of respect is essential, as uneven negotiations could lead to problems in the future.

Networking (Outside the Company)

Networking – according to Merriam Webster is “the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business”. These and other events can become more easily managed with this great workshop.

With our Power of Networking (Outside the Company) workshop, your participants will begin to see how important it is to develop a core set of networking skills. By managing and looking at the way people interact

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and seeing things in a new light, your participants will improve on almost every aspect of their networking strategy.

The Power of Networking (Within the Company)

Networking has become a crucial part of the world today. Most people are aware of external networking and primarily focus on that. It is important to pay extra attention to internal networking, or networking within the company. To be truly effective, internal networking must be utilized throughout the company.

With The Power of Networking (Within the Company) workshop your participants will learn how internal networking is changing the workforce. Through this workshop, your participants will gain a new perspective networking, and what benefits can come from fully utilizing and making connections with internal networking.

Office Politics for Managers

You have likely experienced some form of Office Politics. Working with different personalities, opinions, backgrounds, and values is a challenge in any environment. It is an inevitable fact that when people are working together personalities can and will clash. No one is an island, so working together as a team is incredibly important for the organization and every employee.

Office Politics it is about creating and maintaining better relationships. It is about communicating and working with your peers and colleagues in a way that is mutually beneficial. Employees who understand the positive aspects of Office Politics are better team members and end up being more successful and productive.

Organizational Skills

Developing good Organizational Skill is an investment that will provide benefits for years. To be successful means to be organized. These skills will filter through all aspects of your participants professional and personal lives. Throughout this workshop your participants will be given the tools necessary in developing better Organizational Skills.

Through Organizational Skills your participants will encounter improved productivity, better management, and an overall increase in professional growth. Every day people waste numerous amounts of time looking for items. So stop looking for those important items, and start knowing where they are by getting organized.

Performance Management

Performance Management is making sure the employee and the organization are focused on the same priorities. It touches on the organization itself by improving production and reducing waste. It helps the employee or individual set and meet their goals and improves the employee manager relationship. The key in keeping an organization and employee aligned, which improves performance and productivity, is Performance Management.

When changes occur Performance Management helps the transition to be smoother and less hectic. It helps the organization and employee have a streamlined relationship which improves communication and interactions between the two groups. It will help close any gaps that exist in an employee's skill-set and make them a more valuable employee through feedback and coaching.

Personal Branding

Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. Understanding Personal Branding will provide advantages in your participant's personal and professional lives. Branding is a mix of how you present yourself and how others see you. It is important to be aware of how you are viewed.

With our Personal Branding course your participants will be able to share their vision and passions with others in your company. Utilize this knowledge through Social Media to define and influence how others see you. You are your brand so protect it. Live it.

Personal Productivity

Most people find that they wish they had more time in a day. This workshop will show participants how to organize their lives and find those hidden moments. Participants will learn how to establish routines, set goals, create an efficient environment, and use time-honored planning and organizational tools to maximize their personal productivity.

Personal Productivity is a goal most of us have. Through this workshop your participants will be on the right track in achieving that goal. Some people blame everything that goes wrong in their life on something or someone else, but through this workshop your participants will take ownership and begin to lead a more productive life.

Presentation Skills

Many studies have found that public speaking is the number one fear amongst most people, outranking flying, snakes, insects, and even death. Ironically, it is also one of the skills that can make or break a person's career. Your participants will be provided a

strong set of skills that will complement their current presentation skill set.

The Presentation Skills workshop will give participants some presentation skills that will make speaking in public less terrifying and more enjoyable. This workshop includes topics that participants can look forward to including: creating a compelling program, using various types of visual aids, and engaging the audience.

Project Management

In the past few decades, organizations have discovered something incredible: the principles that have been used to create enormous successes in large projects can be applied to projects of any size to create amazing success. As a result, many employees are expected to understand project management techniques and how to apply them to projects of any size.

The Project Management workshop will give participants an overview of the entire project management process, as well as key project management tools that they can use every day. Working with project planning documents, such as needs assessments, risk management plan, and a communication plan will provide benefits throughout your organization.

Proposal Writing

A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice. Your participants will explore the proposal writing process including the most common types of proposals.

The Proposal Writing workshop will take participants through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.

Public Speaking

According to a 1973 survey by the Sunday Times of London, 41% of people list public speaking as their biggest fear. Forget small spaces, darkness, and spiders, standing up in front of a crowd and talking is far more terrifying for most people. Through this workshop your participants will become more confident and relaxed in front of an audience which will translate into a successful speaking event.

However, mastering this fear and getting comfortable speaking in public can be a great ego booster, not to mention a huge benefit to your career. The Public Speaking workshop will give participants some basic public speaking skills, including in-depth information on developing an engaging program and delivering

their presentation with power.

Risk Assessment and Management

It is not possible to control or manage 100% of risk, but knowing what do before, during, and after an event will mitigate the damage and harm. Identifying potential hazards and risks and making it part of the day to day business is important. Safety should be the first priority as every business must face the reality of risks and hazards.

Through our Risk Assessment and Management course your participants will be aware of hazards and risk they didn't realize were around their workplace. Identifying hazards through proper procedures will provide your participants the ability to prevent that accident before it occurs. Limiting and removing potential dangers through Risk Assessment will be an incredible investment.

Safety In The Workplace

Workplace safety is the responsibility of everyone in an organization. Companies have legal obligations to meet certain safety requirements, but many go further than the minimum obligations. Safety standards and procedures must be put in place, and everyone needs to follow the standards in order for them to be effective.

Our Safety In The Workplace course will be instrumental in reviewing common hazards, safety techniques and after completion, your participants will have the tools to help them create a Safety policy for your work place. By identifying and anticipating hazards, employers can prevent injuries and keep employees safe.

Servant Leadership

Servant leadership can seem like a contradicting term, but it is becoming a very popular tool in many businesses. Servant leadership is a philosophy that involves focusing on others (i.e. your employees), and focus on their success, and in turn build better professional relationships that can benefit both manager and employee. Servant leadership shows that managers can be great leaders while boosting their employee's confidence and further their success at the same time.

With our "Servant Leadership" workshop, your participants will discover the specifics of how servant leadership works and how it can benefit both leaders and employees!

Social Intelligence

Social Intelligence is about understanding your environment and having a positive influence. Your par-

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Participants will become more confident in their social situations by learning how to express and interrupt social cues. They will create positive connections and increase their influence during social situations.

Increasing Social Intelligence will provide benefits throughout their professional and personal lives. It is a fantastic tool for coaching and development as people will learn "people skills". Improving social skills through active listening, understanding body language, and being more empathic will give your participants the advantage in their interactions. Social interactions are a two way street, know the rules of the road!

Social Learning

Social Learning is an effective way to train your employees through modeling positive behaviors. It is a great way to promote cohesion and involvement as it builds a culture of learning. Your participants will learn the best way to conduct role plays, share best practices, and provide constant and immediate feedback.

With our Social Learning course your participants will be creating learning communities that benefit every aspect of your organization. They will learn new behaviors through observation and modeling and be instilled with a passion for learning.

Social Media in the Workplace

We are being flooded with Social Media invitations and updates. Web-based communication icons like Twitter, Facebook, YouTube, and LinkedIn are dominating the way we interact with each other. People are feeling the need to be updated at all times. It has become a time eater, and businesses are quickly becoming aware of the drain it can have on productivity. People love to share, but they need to know what is alright to share and what should not be sent out.

Understanding Social Media is about communicating the right way. We are beginning to communicate more through electronic means than face to face. Talking on a phone has been replaced more and more with SMS (texting.) Social media channels are becoming the main form of communication and your participants will realize how Social media and the Workplace can work together.

Stress Management

Positive and negative stress is a constant influence on all of our lives. The trick is to maximize the positive stress and to minimize the negative stress. Your participants will be shown how stress can be positive and

negative, and we'll look at the Triple A approach that will form the basis of this workshop.

The Stress Management workshop will give participants a three-option method for addressing any stressful situation, as well as a toolbox of personal skills, including using routines, relaxation techniques, and a stress log system. They will also understand what lifestyle elements they can change to reduce stress.

Supervising Others

Supervising others can be a tough job. Between managing your own time and projects, helping your team members solve problems and complete tasks, and helping other supervisors, your day can fill up before you know it.

The Supervising Others workshop will help supervisors become more efficient and proficient, with information on delegating, managing time, setting goals and expectations (for themselves and others), providing feedback, resolving conflict, and administering discipline.

Supply Chain Management

Supply Chain Management improves the coordination and relationship between Suppliers, Producers, and Customers. It must be kept at a high level of organization to be successful in today's global economy. Goods and services are now pieced together from all over the world, and this process can be hectic and complicated if not managed correctly.

With Supply Chain Management your company and employees will be on target to lower costs, improving efficiency, and increase customer satisfaction. This course will provide your employees with the understanding of how Supply Chain Management can improve and help almost any type of business.

Seeing and Taking Initiative

Taking the initiative is a crucial step in moving forward in our professional and personal lives. By showing initiative, it reflects us in a positive light to others as well as builds our own self-esteem. If we want something to happen, we need to make it happen. That is what initiative is all about. Take opportunities and run with them. Do not let excuses cause you to miss out on amazing opportunities. See what you want, believe what you want, and make it happen.

With our "Seeing and Taking Initiative" workshop, the class participants will learn what initiative is, how to take it on, the advantages of it, and when to know one's place. By enrolling in this class, participants will be taking the first step in making something positive happen for them! Now that is initiative!

Talent Management

Talent Management is an investment. Every company wants to have the best and brightest employees, and with Talent Management that can be achieved. The item that usually accounts for the highest cost for a company is its work force. With a company's work force being the highest cost to it, does it not make sense to invest in it? With Talent Management you are developing a more skilled workforce and attracting a higher caliber of new employee.

We all know that training and retraining costs money and Talent Management can reduce these costs. Recruiting the correct people, and keeping a talented workforce is a priority in today's business environment. Having a talented group of employees has always been a key to success; it will translate into cost savings and higher productivity. Talent Management is the investment that will pay dividends over the course of its use.

Team Building For Managers

Team building is an important part of the work experience. It is not only applicable to your work life, but also transfers over to your personal and social life. When working with a team, it is important to fully engage yourself. One should take the time and proper steps, to become the best team member they can be.

With our Team Building For Managers workshop, your participants will learn how important team building is and how beneficial it can be. Through this workshop, your participants will gain a new perspective on teamwork, and become a valuable member to any team they are placed in. Follow the information in this workshop and create a positive atmosphere within your company with the use of teams.

Teamwork & Team Building

For most of us, teamwork is a part of everyday life. Whether it's at home, in the community, or at work, we are often expected to be a functional part of a performing team. Having a strong team will benefit any organization and will lead to more successes than not.

The Teamwork And Team Building workshop will encourage participants to explore the different aspects of a team, as well as ways that they can become a top-notch team performer. Your participants will be given the details and concepts of what makes up a team, and what factors into being a successful team and team member.

Telephone Etiquette

The meaning of Telephone Etiquette can sometimes be difficult to describe. It can be a unique attribute

or characteristic that facilitates great communication, inside and outside the office. It can be the special way that you show confidence in any challenging situation. These and other events can become more easily managed with this great workshop.

With our Telephone Etiquette workshop, your participants will begin to see how important it is to develop better telephone communication skills. By improving how they communicate on the telephone and improve basic communication skills, your participants will improve on almost every aspect of their career.

Telework and Telecommuting

Working in a home office requires a unique set of skills. Teleworkers or virtual employees have additional challenges created by not being in a centralized office. Communication issues alone make it a challenging job, and recognizing these challenges will help your participants become great teleworkers.

Through Telework And Telecommuting your employees will see a great improvement in their performance and well-being. Being a teleworker does have the advantages of flexible schedules, no commute, and saving the company money. Your participants will establish the additional skills needed to be successful in their work from home environment.

Time Management

Personal time management skills are essential for professional success in any workplace. Those able to successfully implement time management strategies are able to control their workload rather than spend each day in a frenzy of activity reacting to crisis after crisis - stress declines and personal productivity soars! These highly effective individuals are able to focus on the tasks with the greatest impact to them and their organization.

The Time Management workshop will cover strategies to help participants learn these crucial strategies. Your participants will be given a skill set that include personal motivation, delegation skills, organization tools, and crisis management. We'll cover all this and more during this workshop.

Trade Show Staff Training

Deciding to attend a trade show is a large investment for any company. Preparation is essential: It's better not to go to a trade show than to go unprepared. Every person in your booth is an ambassador to your company, make sure they are prepared. Trade show attendees usually plan a list of whom they're going to visit before ever entering the convention center doors, make sure you are on that list.

Make sure your staff has the right tools to succeed with our Trade Show Staff Training course. A successful

trade show will benefit your company on many levels. The most basic statistic is that it can cost half as much to close a sale made at a trade show as to one obtained through all other means. Get your staff trained and get to that trade show!

Train the Trainer

Whether you are preparing to be a professional trainer, or you are someone who does a bit of training as a part of their job, you'll want to be prepared for the training that you do. Your participants will begin the process of becoming trainers themselves, and understand that training is a process where skills, knowledge, and attitudes are applied.

The Train-The-Trainer workshop will give all types of trainer's tools to help them create and deliver engaging, compelling workshops that will encourage trainees to come back for more. Skills such as facilitating, needs analyses, understanding participant's needs, and managing tough topics will give your trainees what they need to become a trainer themselves.

Virtual Team Building and Management

There are an estimated one billion virtual workers in 2012, and the number is expected to continue climbing well into the future. With a global workforce you are provided with a cost effective and talented pool of employees to draw from. With a virtual team you are given a Follow the Sun production environment.

With a virtual team you have the normal issues of a localized team, with the additional challenges of distance and cultural differences. Virtual Team Building and Management will give you participants the knowledge to work with these challenges and succeed in a growing global workforce.

Women in Leadership

In the United States today, women make up half of the workforce. Unfortunately for women, their male colleagues are promoted at a much higher rate. Women offer great work ethics, and bring something different from men to the workforce, but many times it goes unnoticed. In this workshop, you will learn about how organizations can develop women leaders, about the benefits of women in organizations, as well as advancements for the future of women. You will learn how women in the workplace cannot only benefit the women themselves, but also your organization as well.

With the Women in Leadership workshop, your participants will learn how women are changing the workforce. Through this workshop, your participants will gain a new perspective on the workforce, and what benefits can come from hiring and promoting women to higher positions.

Work-Life Balance

Having a balance between work and home life can be a challenge. With this challenge come great rewards when it is done successfully. By balancing a career with home life it will provide benefits in each environment. You will become healthier, mentally and physically, and you will be able to produce more career wise.

With a Work-Life Balance you will be managing your time better. Better time management will benefit all aspects of life; you will be working less and producing more. This workshop will show how to focus on the important things, set accurate and achievable goals, and communicate better with your peers at work and your family at home.

Workplace Diversity

With the world becoming more mobile and diverse, diversity has taken on a new importance in the workplace. Your participants will be able to use strategies for removing barriers and stereotypes, and to encourage diversity in the workplace and even through their community.

The Workplace Diversity workshop will help participants understand what diversity is all about, and how they can help create a more diverse world at work and at home. They will be instructed to use skills such as active listening to receive messages in a diverse population, employ effective questioning techniques, and communicate with strength.

Workplace Harassment

Harassment can be based on a variety of factors that differ from the one doing the harassment, such as race, sex, and disability. Experiencing uncomfortable situations in the workplace may be more than an offense against an individual. It can be a crime committed against the law, which is why this topic has become a very important for every organization.

The Workplace Harassment workshop will help give participants the tools necessary to recognize harassment in the workplace as well understand your rights and responsibilities under the law, with regard to safety in the workplace. Through this workshop your participants will recognize that it is necessary for everyone to help create programs that teach employees to identify harassment and exercise anti-harassment policies.

Workplace Violence

Workplace harassment is illegal and destructive to any organization. It is important to treat everyone in the workplace with respect and dignity. Workplace harassment must be identified, discouraged, and prevented in order to keep a hostile work environ-

ment from developing. Left unchecked, harassment can escalate into violence. Workplace harassment training is essential to the welfare of all businesses and their employees.

In order to prevent Workplace Violence, it is essential that managers and employees are able to identify in-

dividuals who could become violent and understand how to diffuse dangerous situations. This workshop will help participants to identify and address violence in the workplace, as well as giving them the tools to develop their own Workplace Harassment Policy.



MICROSOFT® APPLICATIONS

Our Microsoft® application workshops provide a safe learning environment where students can practice and learn without worrying about making mistakes. We incorporate a hands-on approach to learning and everyone will get a chance to practice right on a computer. Our workshops come in three levels and are designed to build on each other:

Essentials

The essentials level workshop is designed to teach participants a basic understanding of an application in a practical way. The participants will learn how to use the features and this workshop incorporates a hands-on approach to learning. They will get a chance to practice some of the basic features right on a computer.

Advanced

The advanced level workshop teaches the advanced features of an application. Similar to the approach used in the essentials workshop, the advanced workshop incorporates a hands-on approach to learning and participants practice some of the advanced features right on a computer.

Expert

This level of workshop is designed to go beyond a basic understanding and to explore the more advanced features of an application in a practical way. Participants will use advanced functions and tasks to do even more in the application than they have previously learned.

Microsoft Apps

	 2007	 2010	 2013	 2016	 365
Access	Essentials Advanced	Essentials Advanced Expert	Essentials Advanced Expert	Essentials	
Excel	Essentials Advanced	Essentials Advanced Expert	Essentials Advanced Expert	Essentials Expert	Essentials
Groove	Essentials				
InfoPath	Essentials Advanced	Essentials Advanced Expert			

	 2007	 2010	 2013	 2016	 365
Lync					Essentials
OneNote	Essentials Advanced	Essentials Advanced	Essentials Advanced		Essentials
Outlook	Essentials Advanced	Essentials Advanced Expert	Essentials Advanced Expert	Essentials	Essentials
PowerPoint	Essentials Advanced	Essentials Advanced Expert	Essentials Advanced Expert	Essentials	Essentials
Project	Essentials Advanced	Essentials Advanced Expert			
Publisher	Essentials Advanced	Essentials Advanced	Essentials Advanced		
SharePoint					Essentials
SharePoint Designer	Essentials	Essentials			
Visio	Essentials Advanced	Essentials Advanced			
Word	Essentials Advanced	Essentials Advanced Expert	Essentials Advanced Expert	Essentials Expert	Essentials

Microsoft Apps



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