

Professional development programs are meant to foster Executive Team Development, helping your management team stay up to date on the latest innovations in employee development across all departments.



## Lessons In Leadership

Lessons in Leadership is a six-month, unique developmental program tested and proven to work. An integrated approach that includes the following elements of leadership:

### Fee

\$1,500 per member

- Understanding the difference between leadership and management
- Creating a motivational environment
- Leading by understanding behavioral styles
- Building effective teams
- Setting expectations and accountability
- Thriving during change
- Coaching for results
- Interviewing for success
- Strategic thinking for leaders

## CERTIFICATE OFFERINGS

### Customer Service Certificate

The objective of this Certificate Program is to understand the importance of a customer-focused organization and how to deliver exceptional customer care. Any employee in your organization who interacts with customers will benefit by attending.

#### Fee

\$325 Members  
\$375 Non-members

#### Topics

##### What customers want

- Why customers leave
- The most common customer complaints
- What the research shows
- What customers really want

##### Communicating effectively with customers

- Reading personality types and how to deal with them
- How to communicate by phone, in person and in writing
- Dealing with difficult customers

##### Creating a service excellence organization

- Diagnosing your organization
- Creating the right culture and processes
- Auditing and measuring customer satisfaction

##### Sharpening People Skills

- Active listening—do you hear what I hear?
- Constructive feedback—how to give it and how to receive it
- Nonverbal cues—if looks could kill
- Positive attitude adjustment—making your day

### Professional Services Supervisory Training

This program focuses on the critical leadership skills needed for new and experienced employees in service organizations. Leaders in service organizations are usually required to manage staff, as well as perform critical tasks. This program will give service leaders the essential skills to effectively guide other employees while efficiently performing their day-to-day responsibilities.

#### Fee

\$395 Members  
\$445 Non-members

#### Topics

##### Situational leadership

- Participants will learn several leadership styles and the application of each to working with groups or in supervisory roles
- Participants will learn from real examples how to adjust leadership style to meet the motivational and developmental needs of employees

##### Critical thinking and problem solving

- How to evaluate information—what can I trust to be true?
- Forming conclusions based on evidence
- Explaining how you got to your conclusion or decision—a logical approach
- Self monitoring—am I using critical thinking properly?

##### Business writing (includes email writing)

- Today's business writing (challenges, criteria and opportunities)
- How to get started
- Process and mechanics for writing
- Professional proofreading and editing
- Contemporary writing issues (collaborative and Internet-based writing help)

##### Goal setting and prioritization skills

- Defining goals and objectives
- Creating action plans
- Setting priorities
- Gaining control of your time

##### Sharpening People Skills

- Constructive feedback
- Nonverbal cues
- Difficult people
- Positive attitude adjustment
- Sensitivity & harassment



## Human Resource Administrator Certificate

The objective of this program is to understand the critical functions of the HR role and perform primary HR responsibilities with minimal assistance.

Today many HR departments are understaffed. This program is an HR building block for new employees and an HR refresher for experienced employees.

### Topics

#### HR recordkeeping and essential federal employment laws

- Overview of key federal employment laws
- Record retention requirements for employers under Federal and PA laws
- Maintenance of personnel files and records
- Purging documents

#### Recruitment, hiring and retention techniques

- Developing a recruitment/hiring process
- Negligent hiring
- Cost of poor hires
- Top ten reasons to terminate
- Replacement costs
- Retention process

#### Employee management/counseling performance

- Overview of employee performance management
- Establishing performance goals
- Observing and providing feedback
- Evaluating performance (performance reviews/appraisals)
- Rewarding performance
- Recognizing performance problems
- Performance improvement/development plans

#### Overview of compensation and benefits

- Current compensation trends
- Compensation policy
- Alternative compensation programs
- Types of benefits
- Issues that impact benefits
- Benchmarking benefits

### Fee

- \$325 Members
- \$375 Non-members

## Computer Training

Rolling registrations are taken for computer training with classes scheduled on an ongoing basis.

They can be scheduled for morning, afternoon or evening sessions.

Call the training department at 610.898.7780 for details.

QuickBooks

Word

Excel

PowerPoint

Access

Project

Visio

### Fee

- \$180 for Members (classroom setting)
- \$300 for Members (one-on-one learning)



# SALES & MARKETING

Comprehensive Sales & Marketing training offered in one day events and extensive, on-going programming.



## Sales Pro

Sales Pro is sales effectiveness development. It's not about you learning manipulative techniques and repeating back canned sales lines like a robot. This program is about thinking like a sales professional, a Sales Pro! Here is how the program is different:

It is a process not an event.

You will learn concepts and apply them over a four month period including 4 days of classroom training.

You will learn real world tools and approaches.

The program covers every step in the process as it works in real life. No goofy scripted answers or "tactics" are covered.

The program is taught by an expert who has 20 years of sales training experience, is the author of 10 books and sold for 6 years before going into training.

The program is highly interactive.

You don't learn with lecture—you learn by applying. The course is full of all sorts of exercises, tools, worksheets and activities to apply it right away and discuss it in class.

You will share best practices.

Your facilitator will share what other companies around the country are doing, but you will also share with other members of the group what they are doing. The best ideas may come from the person sitting next to you.

## Fee

\$900 per person

\$800 per person (3 or more from one company)

## Social Media Seminar/One Day Event

This seminar is offered as a half-day event where you will learn about Social Media and how it can be used to market your business. We will begin the day with a keynote speaker, Powell Arms—owner of Brave Spirits, who uses twitter to market and grow his business. We will offer two sets of workshops (workshops are not confirmed):

### Workshop I

Social Media 101: How to incorporate Social Media into existing marketing efforts

Learn how to set-up and manage a Facebook account

Internal Policies & Procedures for use of Social Media in the workplace

SEO Optimization/Google Ad words/Google Analytics

### Workshop II

Social Media 101: How to incorporate Social Media into existing marketing efforts

Using social media as a PR tool—getting your news in front of online reporters and bloggers

How to set up and keep your social networking secure—best practices to prevent hackers from stealing your identity or data

Learn how to set-up and manage accounts for YouTube, LinkedIn and Twitter (BYOL—bring your own laptop)

LinkedIn

YouTube

t

facebook