



# TRAINING INSTITUTE CATALOG

*Winter 2010*

## **THE CHAMBER'S ACCLAIMED TRAINING COURSES CONTINUE**

**IN 2010!** All our programs are designed to enhance productivity, improve performance, reduce costs, and boost your bottom line.

Now more than ever it is a great time to train your employees. Employee development is vital for building a workforce that enhances the strength of your business.

In addition to our superior Supervisory training, the Chamber is featuring a Client/Service Customer Relations certificate program in this edition of your training flyer. Be sure to read more about this feature training!

*If you are planning your training ahead, please visit our website at [GreaterReadingChamber.org](http://GreaterReadingChamber.org) to browse our full range of programs or call 610.376.6766 for further assistance.*



# SUPERVISOR'S CERTIFICATE PROGRAM

*Expand your leadership skills and receive your Supervisor's Certificate in as little as 10 months!*

## CORE COURSES (all required)

- Fundamentals of Supervision, Level I
- Fundamentals of Supervision, Level II
- Psychology for Supervisors
- Interpersonal Communication Skills

## ELECTIVES

*(select one, plus any seminar)*

- Introduction to Written Communication Skills
- OSHA 10-Hour Certification
- The Supervisor's Role in On-the-Job Training
- Train 2 Retain
- Supervisor and Discipline
- Leadership Certificate

## PROGRAM FOCUS

- Supervision and Leadership
- Workplace Behavior
- Safety
- Employee Motivation and Training
- Interpersonal Communication and Listening
- Team Building
- Managing Conflict and Discipline
- Problem Solving and Decision Making

*Designed for supervisors/leaders who are newly promoted to the supervisory function and for more experienced leaders. Program requires completion of four core courses, one elective, and one relevant seminar.*

## WINTER

Psychology for Supervisors	JAN 19 - MAR 9	Each Tuesday, 9:30 AM - 12:00 PM
Interpersonal Communication Skills	JAN 19 - MAR 9	Each Tuesday, 6:00 PM - 8:30 PM
Fundamentals of Supervision, Level II	JAN 20 - MAR 10	Each Wednesday, 9:30 AM - 12:00 PM
Fundamentals of Supervision, Level I	JAN 20 - MAR 10	Each Wednesday, 6:00 PM - 8:30 PM
On-the-Job Training	JAN 26 - MAR 2	Each Tuesday, 6:00 PM - 8:30 PM
Train to Retain	JAN 27 - FEB 17	Each Wednesday, 9:30 AM - 12:00 PM

## SPRING

Interpersonal Communication Skills	APR 13 - JUN 1	Each Tuesday, 9:30 AM - 12:00 PM
Fundamentals of Supervision, Level II	APR 13 - JUN 1	Each Tuesday, 6:00 PM - 8:30 PM
Fundamentals of Supervision, Level I	APR 14 - JUN 2	Each Wednesday, 9:30 AM - 12:00 PM
Psychology for Supervisors	APR 14 - JUN 2	Each Wednesday, 6:00 PM - 8:30 PM
Intro to Written Communications	APR 20 - MAY 25	Each Tuesday, 6:00 PM - 8:30 PM
OSHA 10-Hour	APR 28 - MAY 19	Each Wednesday, 8:30 AM - 11:30 AM

## CORE COURSE DESCRIPTIONS

**Fee: Supervisor's Core Courses** Members: \$370 Non-members: \$420

### **Psychology for Supervisors**

Provides supervisors and human resource managers an overview of the theories dealing with an understanding of employee attitudes and motivation in the workplace. Participants are challenged to take their leadership skills to a higher level by understanding different behavior styles and developing skills to manage individual and team responses to events in the workplace.

#### **Topics:**

- The role of the supervisor
- Behavior profiles
- Psychology on the job and problem solving
- Leadership, communication, training and group dynamics
- Career development

*“Instructor made us think and challenged us every class, had great group activities and problem solving activities.”*

### **Interpersonal Communication Skills**

Learning by doing, this course provides key elements of effective communication and techniques to clarify communication within your workforce, supervisors, and management.

#### **Topics:**

- Common methods of communication
- Role of communication in effective motivation
- Understanding individual and group structure
- Communication through feedback and active listening
- Effective communication when training/conducting meetings
- Communicating with difficult people

*“Very enjoyable and valuable information was relayed to the class every session .”*

### **Fundamentals of Supervision, Level I**

Provides the foundation for excelling as a supervisor in today's business and industry environment. Geared to the needs of the newly appointed or prospective supervisor, the course material covers the key aspects of leading subordinates and clarifies the role of the supervisor in today's organizations.

#### **Topics:**

- The role of the supervisor
- Process of management, employee appraisals
- Leadership, motivation and teamwork
- Training employees and communication
- Conflict, complaints and discipline
- Legal and harassment concerns

***"If someone wants to be a Leader, just come to this class and learn."***

### **Fundamentals of Supervision, Level II**

Beginning with a brief review of the skills and concepts in FS I, this course expands and adds to the development of supervisors/managers utilizing tried and true management principles.

*Prerequisite: Fundamentals of Supervision, Level I*

#### **Topics:**

- Supervising, managing, organizing and delegating
- Planning, goal setting and time management
- Communicating instructions and interviewing
- Motivating employees and yourself
- Controlling situations, problem solving and decision making
- Team building
- Health and safety issues

***"In my opinion this course helped me with decision making and boosted my self confidence."***

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## **ELECTIVES FOR SUPERVISOR CERTIFICATE**

### ***On-the-Job Training***

**Fee:** Members: \$315 Non-members: \$365

Your company can have more skilled workers, less employee turnover, and few labor problems with good on-the-job-training techniques. For a company to succeed in training employees, its program must be well organized and staffed with on-the-job trainers. The course will provide supervisors, human resource managers, training managers and those responsible for training employees with practical knowledge for organizing and managing effective on-the-job training. There will be extensive discussion on how to plan your training, when to out-source, and qualities needed to become a good trainer, as well as demonstrations of training techniques that produce effective results and how to measure them against the objectives.

#### **Topics:**

- The art of training: motivations, task difficulty, trainee dependence
- Selecting and preparing course objectives
- Development of materials
- Measuring and evaluating results

### ***Train to Retain***

**Fee:** Members: \$265 Non-members: \$315

Designed to address the challenges a supervisor faces today in orienting, communicating, training, motivating and leading employees who face personal and social barriers. Focuses on identifying and understanding individual employee needs to help them be productive in the workplace.

#### **Topics:**

- Diversity in the workplace and obstacles to the learning process
- Hiring, orienting and motivating new employees
- Why employees do not do what they are supposed to do
- Communication coaching and feedback
- Legal considerations



# PROFESSIONAL DEVELOPMENT CERTIFICATE PROGRAM

*The Greater Reading Chamber of Commerce & Industry's  
solution to improving your workforce!*

## WINTER

Client/Service Customer Relations Certificate	FEB 24 - MAR 17	Each Wednesday, 8:30 AM - 11:30 AM
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## SPRING

Human Resource Administrator Certificate	APR 22 - MAY 13	Each Thursday, 8:30 AM - 11:30 AM
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Management Leadership	APR 1 - MAY 13 (No class 4/15)	Each Thursday, 8:30 AM - 12:30 PM
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## CERTIFICATE PROGRAM DESCRIPTIONS

**Fee:** Members: \$315 Non-members: \$365

### ***Client/Service Customer Relations 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.

#### **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

*The hallmark of The Greater Reading Chamber of Commerce & Industry's employee training and development offerings is our Certificate Programs, designed as a series of learning modules in a professional/specialty area.*



# SEMINARS/WORKSHOPS

*Seminars/Workshops offer a great opportunity to learn.*

## SEMINAR/WORKSHOP CATEGORIES

- Leadership: Supervision & Management
- Customer Service
- Human Resources
- Health/Safety/Environmental
- Personal/Professional Development

What Customers Want	FEB 24	8:30 AM - 11:30 AM
Communicating Effectively with Customers	MAR 3	8:30 AM - 11:30 AM
Creating a Service Excellence Organization	MAR 10	8:30 AM - 11:30 AM
Sharpening People Skills	MAR 17	8:30 AM - 11:30 AM

## CUSTOMER SERVICE

**Fee:** Members: \$110 Non-members: \$135

*Price includes all training materials and morning beverage.*

### **What Customers Want**

Some research shows that more than two-thirds of customers leave due to how they perceive they were treated. Find out why customers leave, the most common customer complaints, what research shows and what customers really want. Learn the five absolute "Do's" and five absolute "Don'ts" of customer interactions.

### **Communicating Effectively with Customers**

One major study shows that 94% of customer service problems are based at least in part on faulty communication. Learn how to read personality types so you can communicate more effectively with customers through phone, in person and in writing. Learn some of the best proven ways for dealing with difficult customers as well.

### **Creating a Service Excellence Organization**

How do organizations like Disney or Southwest Airlines create consistent service excellence? They do so by cultivating the right culture and are constantly tracking customer service ratings. Find out and learn the seven secrets to creating a culture of service excellence.

## LEADERSHIP: SUPERVISION & MANAGEMENT

**Fee:** Members: \$110 Non-members: \$135

*Price includes all training materials and morning beverage.*

### **Sharpening People Skills**

Successful managers create positive relationships with numerous customers, employees, and superiors. This seminar will teach the "people skills" needed to establish and maintain these relationships include active listening skills, effective communication, the ability to give and receive feedback, fostering trust and a sense of humor.

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*Seminars & Workshops are offered as needed in the Health, Safety, Environmental or Personal/Professional Development areas. Please contact the training department at 610.376.6766 for details.*

## HEALTH-SAFETY-ENVIRONMENTAL SEMINARS

**First Aid/CPR and AED, Forklift Operator Training, Forklift: Train the Trainer**

## PERSONAL/PROFESSIONAL DEVELOPMENT

### **Computer Training**

- QuickBooks, Word, Excel, PowerPoint, Project, Access or Visio



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Reading, PA 19601  
[GreaterReadingChamber.org](http://GreaterReadingChamber.org)

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*Register online at [GreaterReadingChamber.org](http://GreaterReadingChamber.org)*

## **CENTER FOR BUSINESS EXCELLENCE**

49 Commerce Drive  
Reading, PA 19610  
610.898.8197 • 610.376.6766  
Fax: 610.376.4135  
[GreaterReadingChamber.org](http://GreaterReadingChamber.org)

## **TRAINING FUNDS MAY BE AVAILABLE TO ASSIST YOU!**

If your available training budget does not cover your training needs, you may be eligible to access financial assistance by contacting [www.wednetpa.com](http://www.wednetpa.com) or your local Workforce Investment Board (WIB).

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