

Summer/Fall 2019



# TRAINING AND DEVELOPMENT



**2019**  
Catalog

Workshops & trainings designed to develop a strong workforce in Flint & Genesee County

# Summer/Fall 2019

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*Thanks to the generous support of the Charles Stewart Mott Foundation, these professional development opportunities are provided at little to no cost to attendees.*

## Registration

All workshops require a registration – regardless of fee. It is important that the Flint & Genesee Chamber of Commerce (FGCC) has the correct contact information for all workshop participants. Our primary mode of communication is email, so please check your inbox for workshop-related updates, including confirmations, cancellations, schedule changes, etc.

## How to register online at [flintandgenesee.org/training](https://flintandgenesee.org/training)

- Chamber Members: Log in with your username and password and follow the prompts to receive your Chamber discount. If you do not have an assigned login, call (810) 600-1451 and ask to speak to Business Training.
- General Admission: Select the non-member option and follow the prompts.

## Refunds

A refund will be issued if a workshop is canceled by FGCC or if a participant withdraws from the workshop a minimum of two weeks prior to the event. To request a refund, call (810) 600-1451 and ask to speak to Business Training.

## Workshop cancellations

FGCC will cancel workshops that do not meet the minimum enrollment 24 hours prior to the start of the workshop. Please check your email for notification of cancellation or other scheduling information. If you have any questions about the workshop, the registration process or refunds, call (810) 600-1404 and ask to speak to Business Training.

## Introducing

# Online Technology Training Classes



The Flint & Genesee Chamber of Commerce has partnered with New Horizons Computer Learning Centers to offer Chamber members online technology training classes. This portal will be your point of interaction to select your classes ranging in topics from information technology, software skills, project management and business applications.

**To view the full list of course offerings, visit [nhls.com/fgcc](https://nhls.com/fgcc)**

## FINANCIAL PLANNING

### **Financial Basics: Building a Budget & Preventing Identity Theft**

**Tuesday, November 5, 8:30 a.m.-9:30 a.m.**

This session will cover two very important topics when it comes to setting your financials on the right track: building a basic budget and ensuring that your information is secure. You will learn how to set realistic financial goals for you and your family, systematically track your spending and develop a plan of action to avoid the pitfalls of overspending. Additionally, you will learn how to minimize risk of identity theft and what to do if you find yourself victim to this crime.

Facilitator: Sovita Credit Union

\$5 Chamber Members/ \$10 Future Members

### **Financial Basics: Managing Debt & Understanding Credit**

**Tuesday, November 19, 8:30 a.m.-9:30 a.m.**

This session will cover two very important topics when it comes to setting your financials on the right track: managing debt and understanding credit. The session will focus on understanding different kinds of debt, self-examining your own debt and equipping you with the knowledge necessary to tackle your debt while working to remain out of debt. Additionally, you will learn why you should care about credit, how to use your credit wisely and how to rebuild your credit.

Facilitator: Sovita Credit Union

\$5 Chamber Members/ \$10 Future Members

## LEADERSHIP DEVELOPMENT

### **Search Inside Yourself Leadership: Part 1**

**Tuesday, October 22, 8:30 a.m.-4:00 p.m.**

### **Search Inside Yourself Leadership: Part 2**

**Wednesday, October 23, 8:30 a.m.-4:00 p.m.**

In partnership with the Flint & Genesee Chamber of Commerce, the Crim Fitness Foundation is hosting the first public Search Inside Yourself Certified Program in Flint, Michigan. The Search Inside Yourself Leadership program was developed and tested at Google and has spread to over 50 countries and 150 cities around the world. It was developed by leading experts in neuroscience, business and psychology and teaches practical mindful leadership and emotional intelligence tools to bring out your best—supporting leaders to manage change, stay resilient and inspire growth. This training has been proven to reduce stress, improve focus, raise peak performance and improve interpersonal relationships.

This is one of many continued efforts happening locally and nationally to create a more Mindful Flint through the Mindful Cities Initiative in partnership with Search Inside Yourself Leadership Institute and A Foundation for Mindful Society.

This workshop requires attendance to both days.

Facilitators: Lisa Malinowski & Sarah Sullivan, Crim Foundation

\$650 Early Bird registration until September 1 / \$1,250 General Registration after September 1\*

***\*Discounted tickets are available for Flint residents, organizations and businesses in Flint thanks to the generous support of the Mindful Cities Flint Initiative***

## MARKETING

### **Paid vs. Organic Social Media**

**Monday, July 15, 8:30 a.m.-9:30 a.m.**

As Facebook, Instagram and Twitter continue to grow, so does the confusion. How often should you post? Should you boost? What about Paid Facebook and Instagram ads? Is it worth it? Twitter ads? What are those? We will talk about our experiences with these platforms and more.

Facilitator: Walter Conger, Click Control Marketing

\$5 Chamber Members/ \$10 Future Members

### **How to Ace a Media Interview**

**Thursday, August 8, 12:00 p.m.-1:30 p.m.**

Learn the fundamentals of a good media interview from former journalists and experienced executive coaches. The Lambert team will cover interview basics, including where to look, what to wear and how to convey your message while avoiding common traps. This session will also include an overview of strategic communication, goal-setting and audience analysis, a look at the media today and some common media interview skills, including bridging, blocking and flagging. Time permitting, a couple volunteers may even get a turn in the hot seat to try out their new skills. This session is appropriate for participants of all media experience levels.

Facilitator: Joe DiBenedetto, Lambert

\$5 Chamber Members/ \$10 Future Members

### **Marketing Like It's 2019**

**Tuesday, September 17, 8:30 a.m.-9:30 a.m.**

Many people get caught up in the shiny things in marketing and forget to consider how that shiny thing is going to help them achieve their goals. In this session, you will learn how to market in the year you are in while still understanding what is happening in the marketing world around you.

Facilitator: Eric Hultgren, MLive

\$5 Chamber Members/ \$10 Future Members

## **You Can Get More Views For Your Posts**

**Tuesday, October 15, 2019, 8:30 a.m.-9:30 a.m.**

You put a lot of time and effort into your social media efforts. You're creating posts on a regular basis but you just can't seem to get anything from it and you're struggling to figure how why. Don't feel like you're the only one that's experiencing this. Did you know that, on average, fewer than five percent of your Facebook followers will ever see your post? Join us at this session and we'll explain why this is happening and what you can do, immediately, to start getting your posts seen by more of your followers. We will also do a deep dive on some of the targeting you can use within the Facebook and LinkedIn ad platforms to get your posts in front of the right people at the right time, even if they don't like your page.

Facilitator: Dean Keipert, 3Sixty Interactive  
\$5 Chamber Members/\$10 Future Members

## **Filming in the Name Of**

**Tuesday, October 29, 12:00 p.m.-1:00 p.m.**

Video, video, video. You hear a lot about how you HAVE to do video. In this session, learn how you can use the phone in your pocket to create a universe that excites your customers and keeps them coming back to your brand.

Facilitator: Eric Hultgren, MLive  
\$5 Chamber Members/ \$10 Future Members

## **Ain't No Party like a LinkedIn Party**

**Wednesday, November 6, 8:30 a.m.-9:30 a.m.**

With more than 610 million users, LinkedIn is the world's largest professional network. And make no mistake, it's not just a job search tool. In fact, the social network offers the perfect opportunity to connect with clients and build your brand. In this session, you will learn how to level up your LinkedIn brand for both you and your business to connect and create a community on LinkedIn.

Facilitator: Eric Hultgren, MLive  
\$5 Chamber Members/ \$10 Future Members

## **The Website Reimagined**

**Thursday, November 7, 12:00 p.m.-1:00 p.m.**

Imagine never having to build another website. Imagine never having an out-of-date website. And, imagine having a website that gives your users everything that they want. During this session, we'll look at a new approach to the way you build and run your website.

Facilitator: Dean Keipert, 3Sixty Interactive  
\$5 Chamber Members/ \$10 Future Members

# NON-PROFIT

## Grant Writing 201

**Thursday, September 12, 8:30 a.m.-11:30 a.m.**

As a follow up to the Grant Writing 101 session, Grant Writing 201 will provide participants with an understanding of financial management of grant funds, how to blend funding to support a project or program and the components of grants management and reporting, including evaluating program success. This session is recommended for those who have completed Grant Writing 101 or have prior grant writing experience.

Facilitator: Flint & Genesee Chamber Grants Team  
\$5 Chamber Members/ \$10 Future Members

# ORGANIZATION DEVELOPMENT

## Crisis 101: A Look Inside the War Room

**Tuesday, July 9, 12:00 p.m.-1:30 p.m.**

From disease outbreaks and product failures to plant closings and environmental disasters, the Lambert team has been on the frontlines of issues and crises around the country. During the session, team members will cover the basics of crisis communication, walk through case studies and explain what to do – and what not to do – on your organization's worst day. The session will also cover the difference between a true crisis and an issue or incident and include strategies to prepare for a crisis and help mitigate the risk that one occurs.

Facilitator: Joe DiBenedetto, Lambert  
\$5 Chamber Members/ \$10 Future Members

## Create Loyal Customers

**Tuesday, July 23, 8:30 a.m.-10:30 a.m.**

Studies have shown it takes more effort to find a new customer than it does to keep an existing one. But retaining customers in a growing global market is no easy task. Turning customers into fans who are not only loyal, but also refer others, requires delivering exceptional customer service that exceeds expectations every time. In this session, participants will explore what it means to have a customer-focused mindset and learn six key strategies for providing extraordinary service. They will also learn how and why to building lasting customer relationships.

Facilitator: Dan Handley, Dale Carnegie Training  
\$10 Chamber Members/ \$20 Future Members

## **Managing Conflict for Maximum Effectiveness**

**Thursday, July 25, 8:30 a.m.-10:30 a.m.**

This course will look at the cycle of anger, preventing disagreements from escalating out of control and improving the skill of active listening. By the end of the session, participants will be able to identify and practice methods to constructively engage in disagreements and minimize “workplace drama.”

Facilitator: Jim Murdock, Murdock Leadership Development LLC

\$5 Chamber Members/ \$10 Future Members

## **Present Your Best**

With recorded, incremental practice, participants in this public speaking workshop will see their own progress in adopting new presentation skills and styles over the two half-day sessions. Those with upcoming presentations are encouraged to work on them in class.

### **Part 1: Take Control**

**Wednesday, July 31, 8:30 a.m.-12:30 p.m.**

During this session, you will be provided with a variety of tools and practical techniques to increase your credibility and persuasiveness. You will learn how to reduce your anxiety and use gestures and movement to build your presence at the front of the room. This session will also help you define your purpose, know your audience and connect them to your message.

Facilitator: Ellen Patnaude, LeadQuine

\$15 Chamber Members/ \$30 Future Members

### **Part 2: Concise, Confident, Clear**

**Wednesday, August 7, 8:30 a.m.-12:30 p.m.**

During this session, you will learn how to find your voice and learn about how your hard-wiring impacts your presentation style. You will also discover ways to design the outline of any presentation, techniques to make the presentation more engaging and exciting for your audience and the best way to use PowerPoint slides.

Facilitator: Ellen Patnaude, LeadQuine

\$15 Chamber Members/ \$30 Future Members

## **Emotional Intelligence: A Prescription for Success**

**Tuesday, August 20, 8:30 a.m. -10:30 a.m.**

Learn the four-step process that will enable you to demonstrate increasing levels of emotional intelligence, control and success. By the end of the session, participants will be able to list and describe the components of emotional intelligence and describe the four-step prescription for success.

Facilitator: Jim Murdock, Murdock Leadership Development LLC

\$5 Chamber Members/ \$10 Future Members

## **Creating an Effective Remote Workforce Strategy**

**Thursday, August 22, 8:30 a.m.-10:00 a.m.**

More and more employees are looking for the opportunity to work remotely. From an employer standpoint, this can be an intimidating concept to adopt. Join us to learn how to identify the ideal candidate for a remote work assignment, keep your remote employee motivated and engaged and determine if they are productive. We'll also discuss what technology is needed to accommodate a remote employee, and the legal and liability concerns for remote employees.

Facilitator: Pam Murdock, Murdock Development LLC

\$5 Chamber Members/ \$10 Future Members

## **How to Create a Company Culture that Drives Great Results**

**Thursday, September 19, 12:00 p.m.-1:00 p.m.**

To grow your business, you need good people. To get and keep good employees, you need to build and nurture a strong company culture. In this course, we'll discuss how to do both to ensure your organization is driving your desired results.

Facilitator: Kathy Miller, PHR, CPLP, Business Growth Consultant

\$5 Chamber Members/ \$10 Future Members

## **Master the Selling Process**

**Tuesday, September 24, 8:30 a.m.-10:30 a.m.**

Applying a logical, repeatable and proven sales process helps salespeople know where they are going and how to plan for success. Salespeople need to be able to follow a repeatable pattern to build rapport, generate interest, present customized solutions, overcome objections, create urgency and ask for commitments. This session pulls together the full sales process. You will practice giving your sales presentation, as you would to an actual buyer, with peer assessment and feedback.

Facilitator: Dan Handley, Dale Carnegie Training

\$10 Chamber Members/ \$20 Future Members

## **Creating Trust & Comfort**

**Wednesday, September 25, 2019, 8:00 a.m.-10:00 a.m.**

Want to convert more prospects into clients? The keys are building trust, creating an emotional connection, and getting people to feel comfortable with you. In this captivating, fast-paced session, Adam Ranville shows you how to focus on the major factors that create long-term clients and ongoing referrals. You'll learn how to get on other people's wavelengths, communicate more precisely, rethink your word choices, exceed client expectations, improve the way you follow up and more. Specifically developed for seasoned advisors, these concepts are rarely discussed in typical sales seminars.

Facilitator: Adam Ranville, Ranada Entertainment

\$5 Chamber Members/\$10 Future Members

## Report: Becoming a Trusted Advisor

Thursday, October 3, 8:30 a.m.-10:30 a.m.

Building client rapport is an investment in your sales future. Buyers are much more likely to buy from individuals who they perceive as trustworthy, and with whom they feel a connection. It's important to establish a wide range of contacts in established accounts while continuing to strengthen the rapport with your current contacts. In this session, you will examine the four phases of client relationships and learn rapport development techniques for new prospects. You will also review ways to maintain and develop rapport with existing clients and create a plan to sustain future rapport.

Facilitator: Dan Handley, Dale Carnegie Training

\$10 Chamber Members/ \$20 Future Members

## INSPIRE LEADERSHIP SERIES

Community experts share their wisdom on various aspects of leadership in this thought-provoking series.

*All presentations in this series are free. Registration is required for each session.*

### Eric Thomas

Tuesday, August 6, 8:30 a.m. to 9:30 a.m.

Eric Patrick Thomas (a.k.a. Mr. inspire) is a Flint native and entrepreneur who is passionate about changing the way people view disabilities. This passion came after a fateful night in 1997, when Eric suffered a spinal cord injury that paralyzed him from the neck down. Throughout this journey, Eric has used his experience to empower resilience and inspire change for people with barriers.



### Josh Wymore, PhD, Senior Executive Director, Spring Arbor University

Tuesday, October 1, 8:30 a.m. to 9:30 a.m.

Dr. Josh Wymore (PhD, Penn State) is the senior executive director for Spring Arbor University's Global operations, overseeing 11 adult learning sites across the state of Michigan. He is also an adjunct professor in Spring Arbor's Master of Organizational Management and Leadership program. Josh writes and teaches on leadership, management, strengths-based team-building, organizational change and effective decision-making.



## When visitors have a positive experience, they are more likely to return in the future!

The Flint & Genesee Certified Tourism Ambassador program teaches front-line employees and volunteers how to turn every visitor encounter into a positive experience. Build your resume while you learn more about the rich history of Flint & Genesee. Half-day classes are conveniently held throughout the year.



Easy online enrollment at [CTANetwork.com](http://CTANetwork.com)

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Invest in your staff  
and yourself

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Chamber of Commerce**  
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