

Winter/Spring 2020

TRAINING AND DEVELOPMENT



2020
Catalog



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

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

- 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) 600-1451 and ask to speak to Business Training.

Questions?

Please contact via phone or email Bri Mosier, Business Training Manager (810) 600-1451
bmosier@flintandgenesee.org

Facilitators Needed

Facilitators play a vital role in making these trainings powerful for participants. Currently, the Chamber is looking for individuals who are skilled, experienced and engaging facilitators. If you are a skilled facilitator who is interested in leading a training, please take a few minutes to fill out our online application and tell us about yourself at: flintandgenesee.org/facilitator

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

Winter/Spring 2020 Table of Contents

- Increase Efficiencies
 ■ Celebrate Diversity
 ■ Tell Your Story
■ Connect with Others
 ■ Make a Community Impact
 ■ Lead People and Teams

			Page
February	6	■ Using the Entrepreneurial Operating System® (EOS®)	5
	13	■ Marketing Like It's 2020	7
	19	■ Understanding Emotional Intelligence (EI)	8
	25	■ Overcoming Sales Objections with Dale Carnegie	12
	27	■ The Mastermind Huddle	5
March	4	■ Better Brainstorming	5
	11	■ Search Inside Yourself Leadership	11
	12	■ Grant Writing 101	9
	17	■ Finding the Right Digital Marketing Strategy for Your Business	7
	19	■ Networking Beyond the Business Card	8
	26	■ Grant Writing 201	10
31	■ Everyone Communicates, Few Connect	8	
April	7	■ Diversity in the Workplace	5
	14	■ Managing Generational Shift	6
	16	■ Using Video to Build Trust & Boost Sales	7
	21	■ Cross Cultural Business Etiquette Webinar	6
	29	■ Mindset Matters: The New Disability Narrative in the Workplace	6
May	6	■ Search Inside Yourself Leadership	11
	20	■ Understanding the Communication Process to Enhance Your Personal Style	9
	28	■ Developing Political Leadership in the 21st Century	10
	14	■ Reduce Your Turnover and Increase Your Engagement with Stay Interviews	11
June	18	■ Content Marketing Will Grow Your Business	8
	2	■ Conflict Management	9
	16	■ Non-Profit Board Development	10
	25	■ Leadership Power Hour: The 15 Invaluable Laws of Growth	11

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

**FERRIS
WHEEL**

Conference Rooms
Monthly Memberships
Flexible Workspaces
Wellness Center/Classes

ferriswheelflint.com
615 S Saginaw | (810) 213-4710

INCREASE EFFICIENCIES

Using the Entrepreneurial Operating System® (EOS®)

Thursday, February 6, 8:30 a.m.-9:30 a.m.

Are you getting everything you want from your business? Join us to learn about EOS®, the Complete Business Management System. EOS is made up of simple concepts and practical tools that can be easily applied in a fast-paced small business. You'll get more of the right stuff done day after day. During this training, you'll learn how to bring focus, discipline and accountability to your organization. No business is perfect, but it's important that organizations are consistently taking steps to improve.

Facilitator: Rachel Johnson, RMJ Strategies
\$5 Chamber Members/ \$10 Future Members

The Mastermind Huddle

Thursday, February 27, 8:30 a.m.-10:30 a.m.

The "mastermind huddle" is a new way to grow as a professional, excel in your goals, build a powerful network and support others on a similar path. During this session, we will cover how to effectively use the huddle model to work through challenges and roadblocks in the workplace. Attendees will participate in one of these huddles, where they will gain support, share challenges, receive ideas and garner solutions that enrich their organizations.

Facilitator: Bernadette Johnson, Inspired Action Motivates
\$15 Chamber Members/ \$25 Future Members

Better Brainstorming

Wednesday, March 4, 8:30 a.m.-9:30 a.m.

If you find yourself often saying, "Because that's how we've always done it," it may be time to reset. During this training session, you'll learn about, and experience first-hand, an exercise that will allow you to re-energize your work and ideas through constructive brainstorming and strategic planning.

Facilitator: Jessica Judson, Greater Flint Health Coalition
\$5 Chamber Members/ \$10 Future Members

CELEBRATE DIVERSITY

Diversity in the Workplace

Tuesday, April 7, 2019, 8:30 a.m.-11:30 a.m.

Diversity is essential to create a thriving workplace, especially when it comes to employee engagement. According to research from McKinsey & Company, ethnically diverse companies

are 35 percent more likely to yield higher revenue, and gender diverse companies are 15 percent more likely to do so. During this workshop, you'll gain a better understanding of how diversity can strengthen an organization, and what you can do to build an organization that is inclusive and diverse.

Facilitator: Dr. Beverly Jones, Training Consultant
\$15 Chamber Members/ \$25 Future Members

Managing Generational Shift **Tuesday, April 14, 8:30 a.m. to 10:30 a.m.**

Baby Boomers are retiring from the workforce at a rate of 10,000 people per day. With these retirements, we are seeing a wave of Millennials entering the workforce. This new generation comes with a new set of expectations and behaviors. Learn how to make the most of your multigenerational workforce and deepen your understanding of each generation and their unique potential. By learning the motivations of Millennials, you will better understand how to manage retention, training, accountability, rewards and performance management.

Facilitator: Dr. Mary Berry, Learning Solutions
\$10 Chamber Members/ \$15 Future Members

Cross Cultural Business Etiquette Webinar **Tuesday, April 21, 12:00 p.m.-1:00 p.m.**

In a professional setting, you likely interact with dozens of people on a daily basis. Across different cultures, there are many invisible and subtle differences that might not be top of mind during these interactions. Cultural sensitivity training can help organizations increase cultural competency and prevent conflicts that can lead to incidents of discrimination or harassment. The purpose of this webinar is to enhance cultural sensitivity and competence in a variety of professional situations, allowing you to communicate effectively and respectfully.

Facilitator: Nicole Williams, Flint & Genesee Chamber of Commerce
\$5 Chamber Members/ \$10 Future Members

Mindset Matters: The New Disability Narrative in the Workplace **Wednesday, April 29, 8:30 a.m.-4:30 p.m.**

This immersive experience will help set your organization on track to be a champion of diversity and inclusion. By covering everything from hiring practices to employee development, this full day of interactive learning will prepare you to develop your company's culture to benefit employees at all levels. The day includes:

- The Freak Factor: Learn how to leverage perceived weaknesses as strengths using innovative assessments and applications developed by Dave Rendell.
- Unconscious Bias: Gain a better understanding of how to adjust your company's culture to raise awareness and eliminate unconscious biases.
- Reasonable Accommodations for Employees: Learn and practice how to navigate

workplace accessibility that is person-centered and positively impacts your company's bottom line.

- **Motivating Your Employees:** Learn and practice techniques to motivate your employees to realize organizational goals and get them to the top of the mountain.

Facilitator: The Disability Network Team

\$125 Chamber members/ \$150 Future Members (includes refreshments and lunch)

TELL YOUR STORY

Marketing Like It's 2020

Thursday, February 13, 8:30 a.m.-10:30 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 Media Group

\$10 Chamber Members/ \$15 Future Members

Finding the Right Digital Marketing Strategy for Your Business

Tuesday, March 17, 8:30 a.m.-9:30 a.m.

Are you looking to increase online sales, grow your social media reach or make better use of your marketing budget? Join us to learn about the different facets of digital marketing, namely SEO, PPC and social media marketing. This session will cover the opportunities, drawbacks and investments involved in each type of digital marketing, along with examples of how different types of businesses and organizations make use of digital marketing to reach their goals. You will also take a quiz that points you toward the right types of digital marketing for your businesses or organization. Get ready to dive into a world of digital marketing that makes sense!

Facilitator: Gwen Pearson & Walt Conger, Click Control Marketing

\$5 Chamber Members/ \$10 Future Members

Using Video to Build Trust & Boost Sales

Thursday, April 16, 8:30 a.m.-9:30 a.m.

Video is one of the fastest growing formats online for consumption of information. A recent study by Hubspot found that more and more marketing teams are using video to help increase traffic to their website. During this training session, the team from 3Sixty Interactive will discuss how you, too, can use video to increase website traffic and relate to your customers on a deeper personal level.

Facilitator: Dean Keipert, 3Sixty Interactive

\$5 Chamber Members/ \$10 Future Members

Content Marketing Will Grow Your Business

Thursday, June 18, 8:30 a.m.-9:30 a.m.

You've been hearing about content marketing for a couple of years, but you have questions. What exactly is content marketing? How do you put content marketing into your marketing plans? How much work is this really going to take? By attending this session, you will learn the answers to these questions and walk away with the information needed to start or improve on your content marketing immediately. Learn how you can use podcasts, webinars, video, digital magazines and more to drive engagement and get new customers.

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

CONNECT WITH OTHERS

Understanding Emotional Intelligence (EI)

Wednesday, February 19, 8:30 a.m.-9:30 a.m.

Have you ever asked yourself, "What is emotional intelligence? Do I have it?" This workshop will explain the five components of emotional intelligence and allow you to assess the level of your own emotional intelligence. It will also provide you with tips on how to respond to various situations with empathy and sound judgment.

Facilitator: Dianne Ahles, Diplomat
\$5 Chamber Members/ \$10 Future Members

Networking Beyond the Business Card

Thursday, March 19, 8:30 a.m.-9:30 a.m.

Networking is more than handing out your business card. During this workshop, we'll challenge you to go beyond the business card and get to know people. Creating meaningful connections by building relationships based on your interests and goals will not only help you become more successful at your job, but help your organization thrive. This session will provide you with insight and practical tips about what networking is and how to tap into the power of networking in a meaningful and genuine way. It will also help you leverage your local networks to be more strategic in the networking activities that you attend and hold.

Facilitators: Brianna Mosier & Leigh LaForest, Flint & Genesee Chamber of Commerce
\$5 Chamber Members/ \$10 Future Members

Everyone Communicates, Few Connect

Tuesday, March 31, 12:00 p.m.-1:00 p.m.

This session is based on John Maxwell's insightful book, "Everyone Communicates, Few Connect." With the vast amount of information and communication flowing these days, it is becoming increasingly difficult to be heard. If you want to succeed, you must learn how

to connect with people. And while it may seem like some people are just born with this ability, the fact is anyone can learn how to make every communication an opportunity for a powerful connection. Join us to learn how you can use the “Five Principles and Five Practices of Connection” to relate to others in a way that increases your influence.

Facilitator: Tiffany Kruckez, Business Evolution Group
\$5 Chamber Members/ \$10 Future Members

Understanding the Communication Process to Enhance Your Personal Style **Wednesday, May 20, 8:30 a.m.-10:30 a.m.**

Communication is key in all aspects of life, and that includes the workplace. During this training session, we'll look at the basic model of communication (sending and receiving messages), the four barriers to communicating effectively, the impact of perception on communication and communication styles. At the end, we'll tie it all together by practicing basic assertion skills in relevant scenarios.

Facilitator: Jim Murdock, Murdock Leadership Development, LLC.
\$10 Chamber Members/ \$15 Future Members

Conflict Management **Tuesday, June 2, 8:30 a.m.-9:30 a.m.**

Do you find conflict challenging or intimidating? Then this workshop is for you! Conflict in the workplace is a natural part of business, and your success depends on understanding how to resolve those issues effectively. Join us to learn about the five types of conflict, how to generate an atmosphere of mutual understanding and how to get to the root cause and generate options to build a solution.

Facilitator: Dianne Ahles, Diplomat
\$5 Chamber Members/ \$10 Future Members

MAKE A COMMUNITY IMPACT

Grant Writing 101 **Thursday, March 12, 1:30 p.m.-4:30 p.m.**

In this interactive session, participants will gain an understanding of what grants are (and are not), gain strategies for identifying potential funders, learn to identify the common components of grants, begin work on creating those components and determine which projects or programs in your organization might be eligible for grant funding. This session will also cover common reasons grants are not funded and ways to avoid these mistakes.

Facilitator: Flint & Genesee Chamber of Commerce Grants Team
Attendance is free, but pre-registration is required.

Grant Writing 201

Thursday, March 26, 1:30 p.m.-4:30 p.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
Attendance is free, but pre-registration is required.

Developing Political Leadership in the 21st Century

Thursday, May 28, 8:30 a.m.-10:30 a.m.

Today's hyper-partisan environments have greatly hampered the ability of elected officials on all levels—federal, state, and local—from working cooperatively on societal problems to develop effective policy solutions that can best respect each other's true policy interests. Using a more practical example of how resources can be shared, participants will learn first-hand through a Socratic dialogue how interest-based bargaining can develop policy solutions that maximize participants' utilities and minimize unintended consequences.

Encouraging and developing the next generation of public sector leaders for Flint and the broader Genesee County region is an imperative. For more than 30 years, The Michigan Political Leadership Program at Michigan State University's Institute for Public Policy and Social Research has recruited, trained and inspired public policy leaders, offering them the vision, commitment and skills necessary to govern effectively.

Facilitators: Susy Avery & Steve Tobocman, Co-Directors of the Michigan Political Leadership Program
Attendance is free, but pre-registration is required.

Non-Profit Board Development

Tuesday, June 16, 8:30 a.m.-Noon

Enhance the overall development of non-profit boards through the exploration of best practices and tools related to overall board governance. During this training session, we'll explore the benefits of effective boards, roles and responsibilities of board members, recruitment and orientation, the difference between standing and ad hoc committees, and the pros and cons of term limits.

Facilitator: Wanda Stallworth, The Leadership Group
Attendance is free, but pre-registration is required

LEAD PEOPLE AND TEAMS

Reduce Your Turnover and Increase Your Engagement with Stay Interviews Thursday, May 14, 8:30 a.m.-10:00 a.m.

In the war for talent, retaining key employees is more important than ever. During this training session, we'll discuss how "stay interviews" are far more effective than exit interviews. Join us to learn how to implement this cost-effective solution to increase your employee engagement and retention.

Facilitator: Pam Murdock, Murdock Leadership Development, LLC.
\$10 Chamber Members/ \$15 Future Members

Leadership Power Hour: The 15 Invaluable Laws of Growth Thursday, June 25, 8:30 a.m.-9:30 a.m.

In order to reach your full potential, you must be intentional about personal growth. Learn how personal growth really works and how you can develop yourself to become a more effective and fulfilled individual. You will learn how to build up your sense of purpose and become the person you are destined to be.

Facilitator: Steve Kramer, SCR Concepts
\$5 Chamber Members/ \$10 Future Members

Search Inside Yourself Leadership

March 11-12, 9:00 a.m.-5:00 p.m. or May 6-7, 9:00 a.m.-5:00 p.m.

In partnership with the Flint & Genesee Chamber of Commerce, the Crim Fitness Foundation is hosting a two-day leadership training rooted in mindfulness and emotional intelligence.

First created and tested at Google, "Search Inside Yourself Leadership" was developed by leading experts in neuroscience, business and psychology. The program teaches practical mindfulness and emotional intelligence tools and tips to bring out your best leadership skills. It's been proven to reduce stress, improve focus, raise peak performance and improve interpersonal relationships. This is one of many continued efforts 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 Fitness Foundation
\$1,250 with generous support available through the Mindful Cities Flint Initiative

*Early-bird registration prices are available for a limited time; please see the registration site for additional details. *Discounted tickets available for Flint residents, organizations and businesses in Flint. Please visit the registration page for additional details.*



REACH YOUR SALES POTENTIAL

with Flint & Genesee Chamber and Dale Carnegie

This program includes three live training sessions
with Dan Handley of Dale Carnegie Training

Overcoming Sales Objections

Tuesday, February 25

8:30 a.m.-10:30 a.m.

In any selling situation, it is likely that obstacles will have to be overcome before a buying decision is made. Resolving objections effectively is a process that involves careful, sensitive listening along with positive, factual responses to buyer concerns. This training course will help you understand that buyer objections are not always rational and are often emotional. By the end of this course, you'll be prepared to respond to customers' emotional needs and the obstacles preventing them from buying.

Present to Persuade

Tuesday, August 25

8:30 a.m.-10:30 a.m.

From salespeople persuading customers to safety directors persuading workers, many professionals need to persuade their listeners to take action. During this training course, we will address the challenges with this type of presentation and use the process of putting ourselves in our listener's situation to see their point of view. We will review the importance of making our message clear, concise and easy to understand and use evidence to make our presentations more persuasive. Attendees will learn to incorporate the three elements of a superb persuasive presenter: earning the right to present on the topic, being excited about our topic and being eager to share the importance of our message to our listeners.

Entire Package Cost: \$100 Chamber Members/\$150 Future Members

Individual Session Cost: \$30 Chamber Members/\$40 Future Members

Pricing reflects a bundle of training resources throughout the year.

Space is limited to the first 40 registered attendees. Grab your spot today!

Make 2020 the year to grow into your sales potential! This year-long, sales development program is designed to help you reach your goals by equipping you with the tools and resources needed to overcome common sales scenarios. The program takes a blended approach to learning by combining face-to-face and web-based training, along with peer engagement, to keep you on track and engaged all year long. Whether you're a seasoned professional looking to sharpen your skills, or just starting out in your career, Reach Your Sales Potential has something for you.

Negotiations: A Mutually Beneficial Approach

**Tuesday, November 17
8:30 a.m.-10:30 a.m.**

The dynamic nature of professional relationships requires balance, giving and receiving value in every interaction. An expert negotiator is both adaptive and influential, ensuring an outcome that is mutually beneficial. This reciprocal approach paves the way for authentic relationships and long-term success. This session will introduce an all-win negotiation model and allow participants to assess how they fare as negotiators. Through understanding the four stages of negotiation, adapting qualities of a successful negotiator and applying specific negotiation strategies, participants will plan for an upcoming negotiation situation while building confidence and skill for future interactions.

Online Classroom

Access to continuous training resources available at your fingertips through our exclusive online classroom

- Weekly engagement with sales professionals from around the county
- Quarterly webinars hosted by FGCC
- Monthly microlearning videos



DREAM **BIG.**
WORK **SMART.**
BEGIN **NOW.**

LEAD
NOW FLINT & GENESEE
CHAMBER
OF COMMERCE



Your leadership development journey begins **NOW!**

Lead Now is a comprehensive, professional development program for motivated people who want to give back to their community. It is an opportunity for individuals to build upon their own leadership strengths through dynamic learning experiences.

Lead Now targets individuals who are currently embedded in their organization and wish to become a more dynamic and impactful leader. Potential participants include: executive directors, political leaders, municipal employees, board members, community leaders, nonprofit professionals, and identified employees with leadership potential.

Register: flintandgeneseesee.org/leadnow

Turn every
encounter
into a



positive
experience



CERTIFICATION



NETWORKING



DISCOUNTS



COMMUNITY

"It was fun, upbeat and very informative!"

"It's good to be part of a team that changes the narrative about our city from negative to extremely positive!"

"It strengthened my pride for the community and our history."

2020 CTA Classes

- Tuesday, January 28, 2020
- Thursday, March 26, 2020
- Friday, May 15, 2020
- Wednesday, August 26, 2020
- Friday, October 23, 2020

**It is recommended to register no later than two weeks before a class.*

Register today at flintandgenesee.org/cta

Or schedule a private CTA class for your group or organization. Contact Dawn Stableford at (810) 600-1454 or dstableford@flintandgenesee.org for more information.





Invest in your staff
and yourself

TRAINING AND DEVELOPMENT

Winter/Spring
2020 Catalog



**Flint & Genessee
Chamber of Commerce**
519 S. Saginaw Street, Suite 200
Flint, MI 48502