



# TALENT DEVELOPMENT FOR YOUR ENTIRE ORGANIZATION

October-December 2022 Training & Development Workshops



ORGANIZATIONAL  
DEVELOPMENT



**At Flint & Genesee Group**, we believe a well-trained and motivated workforce is vital to the growth of our community. To give employers and employees an edge in today's highly competitive work environment, we partner with business training professionals to provide relevant and timely workshops, crafted to meet the needs of workplaces across all industries, sectors and levels of experience.



### QUARTERLY WORKSHOPS

Workshops – like those on pages 4-7 – are planned on a quarterly basis and cover everything from leadership development to marketing. This option is perfect for employers that have gaps to fill in an already existing training program. It's also a great opportunity to network with other local professionals.



### CUSTOM ON-SITE TRAINING

Many of our courses are available to be held exclusively for your organization. This is a great option for employers wanting to train a larger group at the same time. These workshops can take place on your organization's schedule, either virtually or at your facility.



### FLINT & GENESSEE GROUP SPEAKERS BUREAU

There is plenty of activity underway in Genesee County and Flint & Genesee Group is right in the thick of things. From nurturing talent to welcoming visitors to luring new business investment, Group executives and staff are available to speak on a variety of subjects at no cost.

# LEADING FROM EVERY LEVEL



Leadership is not about title or position, but rather your ability to influence others. This leadership development series is designed to help attendees find their influence and adopt daily leadership practices, regardless of role, title or seniority.

## Visioning for Success

Tuesday, November 15 | 8:30 - 10:00 a.m.

The modern workplace is ever-changing, filled with challenges as well as exciting opportunities. As leaders, it's our job to create a unified vision that rallies our teams and provides them with a roadmap to overcome those challenges and optimize new opportunities. Join us for this workshop where we'll discuss the components of vision-driven planning and setting your team up for success heading into the new year.

Facilitated by: Brianna Mosier, Flint & Genesee Group

Cost: \$20 per attendee

# LEADERSHIP & ORGANIZATIONAL DEVELOPMENT WORKSHOPS

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97%

*of attendees who attended a 2021 workshop stated they were “highly likely to attend or recommend Flint & Genesee Group training opportunities in the future.”*

## Captivating Marketing Videos Using Your Phone

**Thursday, October 6 | Noon - 1:00 p.m.**

In April 2020, Tom Hanks did a monologue for Saturday Night Live that was filmed on an iPhone. The minute that monologue hit the airwaves, everything changed. To quote Marshall McLuhan, if “the medium is the message,” the message was clear — consumers now see no difference between a TV camera and the camera in their pocket. What’s more, TikTok now commands more attention than Facebook and Instagram combined, and how you reach your customer has changed forever. In this session, you will learn actionable tips to create captivating video with your phone that are both repeatable and scalable at a speed your customer has come to expect.

Facilitator: Eric Hultgren, MLive Media

Cost: \$20 per attendee

## Grant Writing 201

**Tuesday, October 11 | 1:30 - 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.

Facilitated by the Flint & Genesee Group Grants Team

Cost: \$25 per attendee

## Self-Awareness + Implicit Bias

Wednesday, October 26 | 8:30 - 10:00 a.m.

Understanding diversity and inclusion is a journey that begins at the personal level. Being aware is the first step in understanding and overcoming our unconscious bias. Individuals have subconscious preferences for certain people and objects, which unintentionally influence decision making. This personal awareness, once we have it, begins to tip our unconscious into the conscious, where we can begin to manage the bias and its effects. When we become more aware of our hidden biases, we can monitor and attempt to change our attitudes before they are expressed. This can include paying attention to our verbal and nonverbal communication, as well as showing empathy towards others. Join us as we begin to discuss the importance of gaining self-awareness and understanding implicit bias and its effect in the workplace.

Facilitator: Sandra Johnson, Flint & Genesee Group

Cost: \$20 per attendee

### Meet Our Self-Awareness + Implicit Bias Facilitator

Sandra Etherly-Johnson, Director of diversity, equity, and inclusion & community relations is an experienced community organizer in academic, nonprofit, political, and faith-based organizations. As a leader of diversity, equity, and inclusion she applies these experiences through strategic efforts to reduce the influence of bias; whether cultural, in-group or unconscious by not striving for political correctness, but through the building of relationships with different people and fostering awareness both interpersonally and through monitoring of behaviors of others.



Sandra has a bachelor's degree in social work and holds numerous DEI certifications & credentials to stay current in the trends and best practices in the field. She has developed and run many programs at the federal, higher education, and grassroots levels, giving her a unique perspective to & approach regarding DEI and its practical applications in various settings. Sandra's DEI expertise has led her to facilitate multiple national DEI workshops, round table discussions, and trainings.



A program of



# Flint & Genesee BUSINESS BRIDGE Kick-off

Please join Flint & Genesee Economic Alliance for the Flint & Genesee Business Bridge Kick-off – an inspiring and motivating event for minority-owned small businesses in Genesee County. Connect with other small business owners, hear from panels of experts, meet resource partners, and present your products and/or services to buyers from larger Genesee County organizations and government entities.

Thursday, October 27, 2022 | 10 a.m. to 3 p.m.

New Jerusalem Full Gospel Baptist Church

1035 E Carpenter Rd, Flint, MI 48505

Free. Registration required. Lunch is included.

Register for the Business Bridge Kick-off at  
[DevelopFlintandGenesee.org/bridge-kickoff](https://DevelopFlintandGenesee.org/bridge-kickoff)



## **Are You on the Bridge?**

The Business Bridge is an online directory of minority-owned small businesses in Genesee County. Listing your business on the Business Bridge is free and a great way to grow your connections.

Learn more at [developflintandgenesee.org/business-bridge](https://developflintandgenesee.org/business-bridge).

## **Get Prepared!**

On October 18 from 9-10:30 a.m., Flint & Genesee Economic Alliance will host a workshop for participants where we'll discuss tips and tricks on how to lean into their strengths, build customer/client relationships and confidently sell their business. For additional details, contact Brianna Mosier [bmosier@flintandgenesee.org](mailto:bmosier@flintandgenesee.org).

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

To learn more about organizational and leadership development, contact

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or visit our website at [FlintandGenesee.org/training](https://FlintandGenesee.org/training)



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