



TALENT DEVELOPMENT FOR YOUR ENTIRE ORGANIZATION

April-June 2023 Training & Development Workshops



ORGANIZATIONAL
DEVELOPMENT



At the 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 3-7 – 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 the 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.

LEADERSHIP & ORGANIZATIONAL DEVELOPMENT WORKSHOPS

97% of attendees who attended a 2022 workshop stated they were “highly likely to attend or recommend Flint & Genesee Group training opportunities in the future.”

What’s Trending in Social Media April 4 from 11:30 a.m.-1 p.m.

Back by popular demand, Eric Hultgren joins us to discuss his take on what’s happening in the marketing world around us. 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 be more intentional with your marketing approach by aligning it with this year’s current trends and the needs of your customers.

Facilitated by: Eric Hultgren, MLive Media
\$20 per attendee. Lunch is included in the registration fee.

Grant Writing 101 April 25 from 8:30-11:30 a.m.

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

Facilitated by: Flint & Genesee Group Grants Team
\$25 per attendee

Grant Writing 201

May 16 from 8:30-11:30 a.m.

As a follow-up to the Grants 101 session, Grant Writing 201 participants will learn about the 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 Grants 101 or have prior grant writing experience.

Facilitated by: Flint & Genesee Group Grants Team

\$25 per attendee

Maximize Your Chamber Membership

May 18 from Noon-1 p.m.

Whether you're a new or existing Chamber member, this session can help you better understand how to maximize your membership. Join us for this one-hour overview to learn about the many benefits and services we offer to help your business grow and thrive in Flint and Genesee County. Additionally, you can use the time to network with other local business owners and professionals!

Facilitated by: Flint & Genesee Chamber Team

Free to attend for Flint & Genesee Chamber Members

A Leaders Guide to Overcoming Assumptions

June 6 from 8:30-9:30 a.m.

We make assumptions about other people all the time. Regardless of our intentions, without taking the time to ask more questions, we can be way off the mark. Our assumptions about others can quickly erode trust and harm workplace interactions, often before we've even realized what's happened. Following this interactive workshop, you will leave with clear ideas on how to have the hard conversations that lead to clarity and greater trust. Attendees will also receive a copy of Ellen Patnaude's recent book "I Thought You Knew..." to continue their learning around assumptions and how to overcome them in important interactions.

Facilitated by: Ellen Patnaude, LeadQuine

\$20 per attendee



Earn the nationally recognized Certified Tourism Ambassador Designation

When visitors have a great visit to our community, they will share that experience with others and be more likely to return. The Flint & Genesee Certified Tourism Ambassador program teaches how to turn every encounter, with visitors and residents alike, into a positive experience. Build your resume while you learn more about the rich history of Flint & Genesee.



Easy online enrollment
at CTANetwork.com

2023 CTA Class Schedule

March 29

(Register by March 15)

June 22

(Register by June 8)

September 22

(Register by September 8)

December 6

(Register by November 22)



Building the Foundation: A Diversity in the Workplace Series

DEI commitments don't mean much if your organization doesn't have the results that show the change you're enacting in the workplace and broader community. At the Flint & Genesee Group, our DEI efforts go a step further to dismantle the inequities within workplaces by prioritizing diversity, equity, and inclusion best practices within team and organization structure. Using an interactive learning approach, this DEI leadership series aims to ensure that managers have the right tools to effectively lead their teams.

Building the Foundation: A Diversity in the Workplace Series Session 2 | Self-Awareness and Implicit Bias May 23 from 8:30-10 a.m.

Self-awareness is the ability to recognize and understand our own emotions and how our actions affect other people. In the workplace, self-awareness is something all employees should strive for. By taking control of their own actions and emotions, a self-aware employee takes challenges in stride and reacts in a calm, professional manner. There are many techniques to improve self-awareness, and this training will show how your team can benefit from implementing them.

Facilitated by: Sandra Johnson, Flint & Genesee Group
\$25 per session

Upcoming:

August 22 | Stereotypes and Microaggressions

October 24 | Building Inclusive Workplaces

MEET YOUR FACILITATOR:



Sandra Etherly-Johnson, director of Diversity, Equity, and Inclusion & Community Relations at the Flint & Genesee Group, is an experienced community organizer in academic, nonprofit, political, and faith-based organizations. As a leader of DEI, she aims to reduce the influence of bias—whether cultural, in-group, or unconscious—not by striving for political correctness, but through building relationships with different people and fostering awareness both interpersonally and through monitoring of behaviors of others.

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

What are the benefits of diversity training?

On the business side, it:

- Drives bottom-line business success
- Delivers long-term value creation
- Prevents public relations disasters
- Brings in diverse talent with unique points of view

On the people-centric side, it:

- Promotes a healthy and inclusive organizational culture
- Improves employee retention
- Boosts employee morale (and happy employees produce better business results!)

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:

Brianna Mosier, Director of Organizational Development

Phone: (810) 600-1451

Email: BMosier@flintandgenesee.org

or visit our website at FlintandGenesee.org/training



Flint & Genesee Group
519 S. Saginaw Street, Suite 200 | Flint, MI 48502
FlintandGenesee.org/training