



# TALENT DEVELOPMENT FOR YOUR ENTIRE ORGANIZATION

September-December 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.”*

**Creativity Inc. How Brands Keep Customers Engaged and Converting**

**September 18 from 11:30 a.m.-1:00 p.m.**

How do you build a brand in a world where there are millions of distractions keeping the customer from paying attention to you? How do you create content that builds trust so you are even a brand they might consider? Eric Hultgren of MLive Media Group will lead this class focused on understanding how to connect what you do to who you do it for so that your customer feels connected and engaged. Join us to learn how to build a brand for the digital age that connects with customers and motivates them to buy from you.

Facilitated by: Eric Hultgren, MLive Media Group  
\$25 per attendee. Lunch is included.

**Grant Writing 101**

**September 21 from 1:30-4:30 p.m.**

In this interactive session, participants will gain an understanding of what grants are (and are not). They will 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 their organizations 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

## Effective Hiring for Employers

October 5 from 8:30-9:30 a.m.

Effective hiring is a process that has been refined over many years to ensure companies hire the “right fit” and only candidates who will enjoy success and a bright future with their employer. This is a multi-phased process that ensures only those who are a good fit are considered and moved along in the hiring process.

Facilitated by: David Harrell, Leadership Consulting Services

\$10 per attendee

## Maximize Your Chamber Membership

October 18 from 12:00-1:00 p.m.

Whether you’re a new or existing Flint & Genesee 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 for Chamber members to attend

## Grant Writing 201

October 19 from 1:30-4:30 p.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



### 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.

### 2023 CTA Class Schedule

**September 22**

(Register by September 8)

**December 6**

(Register by November 22)



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



## Building the Foundation: A Diversity in the Workplace Series Session 4 | Building Inclusive Workplaces

October 24 from 8:30-10 a.m.

Diversity is an important issue for any modern business, but it is not enough to simply hire people of different nationalities, races, genders, and sexual orientations. One-third of employees face discrimination due to lack of workplace inclusivity. Everyone needs to feel welcome, safe, and free to be themselves in the workplace.

Supervisors and managers are critical components to building an inclusive workplace. This training provides information on how employers can best foster a culture where all employees feel valued and heard.

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

## How to Build a Successful E-commerce Business with Subscription-Based Services

November 7 from 8:30-10:30 a.m.

The subscription-based service model is becoming increasingly popular in e-commerce because it provides convenient, valuable, and loyal services. But how do you create a subscription-based service that stands out and attracts customers? By the end of this workshop, you will be able to identify how to start or expand your own e-commerce business using subscription-based services. You will also receive access to resources and tools to help you along the way.

Facilitated by: Moe Adel, Quantum Chance, LLC  
\$15 per attendee

## Succession Planning for Your Organization

November 14 from 8:30-9:30 a.m.

Succession planning is a vital activity in every organization, and ensuring continuity is essential to any thriving business – large or small. This session will explore all the various outcomes of succession planning and provides a guide for success. This program provides a step-by-step approach to succession planning.

Facilitated by: David Harrell, Leadership Consulting Services  
\$10 per attendee



Flint & Genesee  
**BUSINESS  
BRIDGE**

A program of



# TRAINING SERIES 2023

First Wednesday of the month • 10 - 11 am  
Berston Field House  
3300 Saginaw St, Flint, MI 48505

SEP  
6

**Building Brands That Sell: A Dynamic  
Workshop on Branding vs. Marketing!**

OCT  
4

**Diverse Contracting Strategies**

NOV  
1

**Business Banking 101**

DEC  
6

**Responding to RFPs**



Scan the QR code or visit  
[FlintandGenesee.org/events](https://flintandgenesee.org/events)  
for details and registration.



*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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