

JAN-MAR
2024



TALENT DEVELOPMENT

FOR YOUR ENTIRE ORGANIZATION



At Flint & Genesee Education & Talent, 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 & GENESEE 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.



The Flint and Genesee Group offers an invaluable service to both local businesses and non-profit organizations. Their high-quality training sessions have proven to be particularly beneficial for our organization, enabling us to maximize the impact of every dollar. The training resources have played a crucial role in developing new and effective leaders, making a significant contribution to achieving our mission.

Patricia Simmons, Vice President of Human Resources
Food Bank of Eastern Michigan



LEADERSHIP

FLINT & GENESEE



STRENGTHEN YOUR LEADERSHIP EFFECTIVENESS

Info sessions will begin this spring.
Visit FlintandGenesee.org/LeadershipFG
for more information.

USING INTERNSHIPS TO DRAW TOP TALENT TO YOUR ORGANIZATION

February 20 • 8:30-10:00 a.m.

Internship programs can be a great addition to your recruiting strategy! Whether you've never hosted an intern or are looking to create a more robust experience, this session is designed to leave participants feeling confident in what it takes to connect with young talent ahead of the 2024 intern season.

Facilitated by: Flint & Genesee Education & Talent Team and Partners

Free to attend.

WHAT'S TRENDING IN SOCIAL MEDIA WITH ERIC HULTGREN, MLIVE MEDIA

February 29 • 11:30 a.m.-1:00 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

\$25 per attendee. Lunch is included.

Earn the nationally recognized Certified Tourism Ambassador designation



Accredited through the Tourism Ambassador Institute and administered at the local level, the **Certified Tourism Ambassador (CTA) program** is an industry-recognized certification that serves to increase tourism by inspiring local employees, employers, volunteers, and people that live, work, and play in our community, to turn every encounter into a positive experience.

Come be a part of this fun and interactive classroom, and join the growing network of cheerleaders for Flint & Genesee.

2024 Training Dates

April 17 • 10 a.m.—3 p.m.
(Registration Deadline April 3)

June 25 • 9 a.m.—2 p.m.
(Registration Deadline June 11)

September 20 • 10 a.m.—3 p.m.
(Registration Deadline September 6)

December 12 • 9 a.m.—2 p.m.
(Registration Deadline November 28)

Enroll today!

Visit ExploreFlintandGenesee.org/CTA



Small Business. Big Dreams.

Unlock Opportunities
with the Small Business
Help Desk.



The Flint & Genesee Economic Alliance is dedicated to helping you take your ideas and business to the next level! Whether you are a business owner just getting started, an entrepreneur, or an established small business, our dedicated team is here to assist you.

- Technical assistance and coaching
- Customer connections
- Capital (loan, grant, and equity programs)
- Business and other resources available

Schedule a meeting today!

Call (810) 600-1406

Visit [DevelopFlintand Genesee.org](http://DevelopFlintandGenesee.org)

Scan for assistance



BUILDING THE FOUNDATION: DIVERSITY IN THE WORKPLACE, SELF-AWARENESS, AND IMPLICIT BIAS

March 19 • 8:30-10:30 a.m.

A diverse workplace recognizes how diverse voices, inclusivity, and employee well-being are central facets of its success. To bring these values to life, it's key that employees have self-awareness around their own emotions and biases. 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 attendee.

Note: This is a repeat offering of content from the Building the Foundation series offered in 2023. It serves as a precursor to part two of the original series, coming later this year.

TAPPING INTO YOUR EMOTIONAL INTELLIGENCE

March 27 • 8:30-9:30 a.m.

During this workshop, we'll learn more about the core skills of Emotional Intelligence (EQi) and their relevance to motivation, leadership, and effective relationships. Through group work and open dialogue, we'll dive deeper into our personal strengths and blind spots, and their application in the workplace.

Facilitated by: Julie Bellamy, Sequelle HR Suite

\$15 per attendee.

To learn more about organizational and leadership development, contact:

Brianna Mosier, Executive Director of Education & Talent

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Email: BMosier@FlintandGenesee.org

or visit our website at FlintandGenesee.org/training



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