



BUSINESS

Course Catalog
Fall 2017

LEARN MORE
DO MORE

BusinessU

Accelerating our region's economy with a highly skilled and engaged workforce.

Our region's workforce matters. Our businesses need resources and access to quality training that will develop, educate and inspire them. BusinessU is a trusted resource for varying levels of training and development that can be found in one convenient place: The Capital Region Chamber.

Foundational Programs

Foundational courses are performance programs designed to sharpen your strategy and personal effectiveness, build your leadership team, drive your vision and culture throughout the organization. Learning happens in multiple sessions spread over time, allowing participants the opportunity to apply what they are learning while receiving expert feedback.

Topic Immersions

Specific topic concentration allows learners the opportunity to dive more deeply into a single subject area. Each course will clarify a business issue and provide instruction, tools and exercises to help participants master the discipline.

Hot Topic Clinics

A selection of hot topics provides timely exposure and instruction on the most current issues and challenges facing companies in our region. New workshop topics will be identified throughout the year in response to participant demand and the ever-changing needs of business.

Nonprofit Business Council Training Track

The Tech Valley Nonprofit Business Council is an initiative of the Capital Region Chamber that provides training and educational programs throughout the year geared towards nonprofit professionals to gain insight into the topics and issues facing nonprofit organizations.

***For information, contact Jennifer Sims at 518.431.1418
or e-mail jsims@capitalregionchamber.com.***



Foundational Programs

Organizational Leadership: Leading Across the Organization (six-part series)

September 18; October 2, 16 & 30; November 13 & 27 | 3 to 8 p.m.

Fort Orange Club, 110 Washington Avenue, Albany

This is a training course for mid-to senior-level managers of organizational functions, divisions or business units that builds the knowledge and confidence they need to integrate their work with the other leaders of key functions within an organization.

Designed and presented by experienced senior executives, each of the six bi-weekly sessions dive into the disciplines every seasoned manager should understand to be a high performer: Strategy, marketing, sales, finance, people and leadership. We will also be joined for dinner by an accomplished executive who will share the experience, insights and tools that have made him or her a success in that session's covered discipline.

Instruction by Mahoney Performance Institute

Tuition: \$1,995 (meals & materials included)

Team Leadership: Maximizing Team Performance (four-part series)

October 5 & 19; November 2 & 16 | 3 to 8 p.m.

Capital Region Chamber Albany Office, 5 Computer Drive South, Colonie

This is a training course for team leaders and supervisors of individual contributors that imparts the essentials for driving your team to high performance. Designed and presented by experienced business professionals, each session ingrains the tools and principles of team leadership, management, communication and the systems associated with each, that every manager should know and practice. To further underscore the real-world impact of course topics, a regional business leader will join us for dinner to share his or her timely and practical perspectives on the week's topics.

Instruction by Mahoney Performance Institute

Tuition: \$1,395 (meals & materials included)

Personal Leadership: Accelerating Your Impact (two-part series)

November 20 & 21 | 9 a.m. to 2 p.m.

Capital Region Chamber Albany Office, 5 Computer Drive South, Colonie

This is an intense two-session training course for individual team contributors and valued personnel that defines what it means to be a professional. Designed and presented by experienced business executives, participants learn the essentials of personal leadership through a mix of practical instruction, guest speakers, workshop exercises, peer-to-peer discussions, business readings, movies and music. The course is an unmatched opportunity to gain the tools and insights needed to accelerate your impact, cultivate a professional presence and build personal brand.

Instruction by Mahoney Performance Institute

Tuition: \$395 (meals & materials included)



Foundational Programs

Entrepreneur Boot Camp

The Chamber's Entrepreneur Boot Camp is an award-winning 60-hour intensive training program that guides would-be entrepreneurs and existing businesses through the step-by-step process of starting, operating and managing a business. The program is held two nights per week over the course of 12 weeks. The course is offered twice per year, during the fall and the spring.

Each session features business experts addressing topics critical to the growth of successful enterprises including accounting, legal, market research, real estate, taxes, insurance, payroll, cash flow, marketing, social media and more. Participants develop a business plan, and toward the end of the course present the plan to a panel of judges. The winner of the business plan competition receives a \$1,500 cash grant from Sunmark Federal Credit Union and a one-year Chamber membership.

Tuition: \$550

CAPITAL REGION CHAMBER

ENTREPRENEUR BOOT CAMP

A Course of Action

Presenting Sponsor



Leadership Tech Valley

Applications accepted through May 2018.

Leadership Tech Valley is a 10-month interactive program that provides skill development and community immersion experiences that enable participants to grow personally and professionally as they explore issues and opportunities in the Capital Region through a series of nine monthly thought-provoking session days as well as an opening retreat. Leadership Tech Valley develops the leadership potential of participants and builds a solid foundation of informed, action-oriented and productive employees and citizens.

Leadership Tech Valley unites individuals from diverse fields and backgrounds to learn more about themselves as leaders and how to best serve their organizations and community. Leadership has a network of more than 1,300 graduates.

Employer Benefits

- *Informed employees with enhanced business opportunities via broadened exposure and networking*
- *Awareness and appreciation for diversity in the workplace*
- *Camaraderie with community leaders*
- *Access to decision-making circles.*

Individual Benefits

- *Increased understanding of the critical issues affecting the region and inspiration to produce change*
- *Access to top leadership in the region*
- *Deeper appreciation, collaboration and working with diverse partners*
- *Greater network of friends and colleagues*
- *Strengthened leadership skills.*

CAPITAL REGION CHAMBER

LEADERSHIP TECH VALLEY

Inspiring Leaders. Building Community.

Presenting Sponsor



Topic Immersions

Classes held at the Capital Region Chamber Albany Office, 5 Computer Drive South, Colonie.

What Should You Do About Cyber Security When it is Not in Your Job Description

Thursday, October 12 | 8:30 to 11:30 a.m.

There are so many different strategies, frameworks and actions an organization can take, it's difficult to know where the threats lie. Attendees will receive a general overview on cyber security, with a focus on the Critical Security Controls and a prioritized action plan for reducing cyber risks.

This in-depth presentation will serve as an action guide that all organizations should take to be more cyber secure. It will identify common responses to growing cyber risks and equip attendees with key questions to ask their IT team/IT service provider.

It is ideal for anyone who wants to protect and reduce their company's exposure to cyber security threats. The course will cover some technical concepts, but will be explained in plain English so that all attendees can implement some or all of the best practices the hour they get back into their office.

Instruction by Ryan Spelman, Center for Internet Security
Early Registration Tuition: \$150 before October 2
Standard Tuition: \$200



Networking vs. Not Working: Tips, Techniques & Taboos©

Thursday, November 16 | 8 to 11:30 a.m.

Do you find that you dread networking, consider it a waste of your time or simply don't get it? If so, you're definitely not alone, however...you're missing out on a vitally important business skill. Now you have the opportunity to proactively reap the benefits of networking. In this highly interactive workshop, you'll discover networking best practices including answers to questions like:

- *How can I make networking truly work for me?*
- *How do I deal with my fear of networking?*
- *How do I get beyond the handshake at networking events?*
- *What do I do after the initial networking meeting occurs?*
- *What are good questions to keep the networking conversation going?*
- *How do I create and use a valuable network of contacts?*

Bring your burning networking questions and your thirst for learning.

Instruction by Dale Klein, Profitable Speech...A Sound Investment
Early Registration Tuition: \$150 before November 6
Standard Tuition: \$200



Hot Topic Clinics

Classes held at the Capital Region Chamber Albany Office, 5 Computer Drive South, Colonie.

The Ultimate Guide to Productive and Engaging Meetings- *For Real*

Wednesday, September 20 | 8 to 10 a.m.

In a survey conducted by TNS Express for Genesys Conferencing, 54% of those surveyed would rather mow the lawn than sit in a boring or unproductive meeting and 25% would rather go to the dentist. It's no surprise to find that many people bemoan meetings.

Since meetings are here to stay, leading and participating effectively can have a huge positive effect on an organization. Human relations skills are essential for building cooperation and positive results in meetings as well as the three components of an effective meeting leadership strategy: pre-meeting planning, managing the meeting, and post-meeting follow-up.

This workshop will cover how to:

- *Generate participation in meetings by applying human relations principles*
- *Discover ways to build cooperation and positive results in meetings*
- *Consider guidelines for meeting effectiveness before, during, and after*

Instruction by Melissa Cook & Khamali Brown, Dale Carnegie

Training of NENY

Tuition: Member \$40; Non-Member \$75



The Essential Guide to Hiring and Firing Employees

Wednesday, October 18 | 8 to 10 a.m.

Everyone wants to hire the best and brightest talent for their company and is eager to bring them on board as soon as possible. However, when that ideal candidate comes knocking at your door, do you know the right questions to ask? Do you know the questions that you are not allowed to ask? Does your company have clearly defined policies and procedures outlining what the employee can and cannot do while employed and thereafter?

Now, what happens when that ideal candidate is no longer so ideal and termination is the only option? Is there a basis for the termination? Do you need a basis for termination? What are the risks in terminating the employee?

During this session, we will review common pitfalls – and how to avoid them, that employers often make when hiring and terminating employees. This session is ideal for a company's Human Resource Manager or any managerial employee with authority to hire and terminate employees.

Instruction by Robert Manfredo & Stuart Klein, Bond, Schoeneck & King PLLC

Tuition: Member \$40; Non-Member \$75



Commitment • Service • Value • Our Bond



Gaining Traction: Simple and Effective Ways to Accelerate your Business Growth

Thursday, November 2 | 8 to 10 a.m.

"Vision without execution is hallucination." One of the leading challenges for businesses is lack of strategic execution, which leads to stagnate growth. This interactive workshop is for anyone looking to gain traction in any or all of the following strategy, people & process areas:

- *Need forward movement and momentum in your organization and achievable, sustainable results?*
- *Need accountability and alignment within your team?*
- *Need a unique way of looking at how you build and execute strategies?*
- *Need to create an organized infrastructure to increase productivity?*

Instruction by Catharine Potvin and Brook Elizabeth, Stragility, LLC

Tuition: Member \$40; Non-Member \$75



Cybersecurity Awareness: Not Just for Your IT Team- Help Protect your Business

Thursday, November 30 | 8 to 10 a.m.

It seems like every day brings new threats to the security of our data and systems; and to a certain extent, it does. "Don't open that email? Don't click that link?" Sound familiar? We don't want to scare you, but we do want to teach you how to protect yourself and your business, and lead the way in educating your organization. At this session, you'll learn things you can take back to your organization and start using immediately to keep yourself, and your business safer!

Learn about the top threats companies face today, and how to handle them.

Hear real cases and the real solutions that were used to get organization back on track after a security incident.

Discover how you can help your team prevent security breaches.

Take a proactive approach to learning how to handle cybersecurity situations before they arise.

Instruction by Tim Weber, ADNET

Tuition: Member \$40; Non-Member \$75



Register online at www.capitalregionchamber.com

NP Hot Topic Clinics

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Nonprofit Training Track - Nonprofit Focused - Relevant to all

When Funding is Weak, Your Message of Mission Must be Strong! *Strategies for Recruiting and Retention*

Thursday, September 28 | 8 to 10 a.m.

Recruiting and retaining staff is much more complex than one might think. There may be staff with little or no knowledge or experience recruiting talent, managing employee issues, or executing strategies. Nonprofits may have little or no HR support. How do you write a job description when one role is doing three jobs? How does the organization determine wages for combined roles? How does the organization keep employees motivated without pay increases? How many people can be hired when funding is inconsistent? These are just some of the challenges we will be discussing related to recruiting and retaining staff in nonprofit organizations.

Instruction by Rose Miller, Pinnacle Human Resources, LLC

Tuition: Member \$25; Non-Member \$40



Budgeting and Forecasting in a Time of Rapid Change

Thursday, October 26 | 8 to 10 a.m.

A workshop and panel discussion on the challenges of budgeting in an ever-changing environment.

Join Marvin and Company, P.C., CPA Executives along with other industry experts for an interactive discussion focusing on:

- *Best Practices*
- *How to make the budget realistic*
- *Reacting to mid-stream changes*
- *Board communication*

Please bring your questions/concerns for this panel consisting of executives from large, medium and small nonprofits.

Instruction by Carol A. Hausamann, Alan W. Clink and Thomas W. Hosey, Marvin and Company, P.C.

Tuition: Member \$25; Non-Member \$40



Register online at www.capitalregionchamber.com

NP Hot Topic Clinics

TT

Classes held at the Capital Region Chamber Albany Office

Increase Your Productivity with a Project Management Strategy

Thursday, December 14 | 8 to 10 a.m.

Organizations are faced with numerous challenges – slim budgets, overly engaged board members, and volunteer staff that want to help but may not have the skill set needed for the job. Add to this the fact that every day, we're required to do more with less. This course introduces you to project management principles that can be applied to your non-profit organization to help increase productivity, drive efficiencies and reduce the number of unfinished projects.

You'll learn simple steps for planning, organizing and managing tasks and volunteers to achieve your goals. We'll review how to manage the scope of a project, create an action plan and schedule, and identify potential risks within the project.

Take-aways from this program include how to:

- *Do more with less*
- *Learn to reduce "scope creep" in your projects*
- *Reduce your number of unfinished projects*
- *Limit cost overruns*
- *Reduce risks and surprises*
- *Identify project procedures and improve processes*
- *Establish project management standards for future projects*

Instruction by Mary Beth Imbarrato, MBI Consulting, LLC

Tuition: Member \$25; Non-Member \$40



BusinessU Testimonials



"This program covered all the key areas I was looking for guidance on, regarding sales. It helped me to pinpoint my strong points and weak links, with clear guidelines I could immediately implement in my own business. I would strongly recommend this program to anyone who wants to learn how to generate solid leads and see them through to a definitive sale. Thank you for offering this event."

JEANNINE TRIMBOLI
CEO
real (FIT) life

"I have attended multiple BusinessU programs over the years and have found them all invaluable to the success of my business, Capital District Digital. I can always apply the takeaways of the programs to my company, which is why I will continue to attend additional workshops in the future. I would recommend everyone take advantage of the diverse course offerings provided by the Capital Region Chamber."

KAILA TROIA
Co-Founder/ Web Designer
Capital District Digital



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www.cdphp.com



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