



**BUSINESS**

**Course Catalog**  
Winter/Spring 2018

***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 Training Track**

Nonprofit Training Track programs provide training and educational programs that are geared towards nonprofit organizations but offer topics relevant to all businesses.



# Foundational Programs

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

April 19, May 3, 17 & 31 | 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)

May 30 & 31 | 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

**Sunmark**  
FEDERAL CREDIT UNION

## 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. 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

**M&T** Bank

# Topic Immersions

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

## Teamwork: 5 Strategies to Ensure YOUR Team Works!

Tuesday, March 6 | 8 to 11:30 a.m.

*Teamwork! It makes a difference. Teamwork doesn't just help how work gets done, it can also make a significant difference in your bottom line. Patrick Lencioni, author of The Five Behaviors of a Dysfunctional Team, says, "The single most untapped competitive advantage is teamwork." But there's more to teamwork than plunking people together and expecting it to go smoothly. It takes a focused effort, application of key principles and a concerted leadership effort.*

*In this session, you will learn:*

- *The different types of team structures, so you can identify the arrangement that will work best for your organization*
- *Applicable activities and tools*
- *The elements necessary for building a cohesive team with strategies to achieve unity*

Instruction by Robin Perry and Jillian Savoie, Bishop House Consulting, Inc.

Early Registration Tuition: \$150 before February 26

Standard Tuition: \$200



## Engaging & Retaining Customers

Thursday, April 26 | 8 to 11:30 a.m.

*This course is designed to introduce participants to ten customer service standards that are essential to meeting customer needs while ensuring positive "moments of truth" that cement customer loyalty. Scenarios are included to provide the opportunity to practice the standards.*

*At the end of this course, participants will be able to:*

- *Define "moments of truth" and their impact on customer loyalty*
- *List the ten Customer Service Standards and practice using them in various scenarios*
- *Explain effective phone etiquette when handling customer calls*
- *Describe the three components of branding*

Instruction by ProKnowledge, LLC

Early Registration Tuition: \$150 before April 17

Standard Tuition: \$200



# Hot Topic Clinics

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

## Build your Business Marketing Confidence: Learn Top Tips on How to Market Your Business Now

Thursday, January 25 | 8 to 10 a.m.

*Start off 2018 with a splash! Learn effective tips to market your business from an award-winning marketing agency. In this course, you'll learn Paperkite's top ten tips to effectively market your business, ranging from social and digital media to traditional advertising. You will explore illustrated case studies for each tip so you can see how these techniques are being utilized in a practical setting. You'll also have the opportunity to implement your knowledge during an interactive activity and will receive immediate expert feedback.*

Instruction by Susan Green, Paperkite Creative

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



PAPERKITE

## What's All This Talk About Brand?

Tuesday, February 27 | 8 to 10 a.m.

*Brand has become a buzzword, and not just in the marketing world. Companies, institutions, and even individuals talk about their "brand." But what exactly is brand? Many times it is misunderstood purely as a "logo," yet it is much more than that. A brand is about the culture of a company (or person or place) and what people feel when they think about that company. In this session we'll review brand development, strategy, and implementation. You will leave with action points to help you define your company's brand and whether your communications are properly aligned.*

Instruction by Kelly McMurray, 2communiqué

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

2 COMMUNIQUE

## How to Create Visual Content Your Audience Will Love

Thursday, March 22 | 8 to 10 a.m.

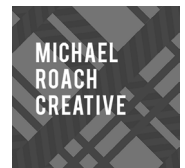
*Your audience is growing more and more sophisticated. They are attracted to eye-catching content that makes them click, subscribe, and buy. They are smart visual learners that can decide in mere moments whether or not to engage with you and your brand.*

*How do you address your audience's needs? What will you do to stand out among competitors in your industry? It takes a special set of skills to get noticed. Have no fear. These skills are not out of reach.*

*In this easy-to-follow workshop, you will learn how to get started with recognizing and creating visual content. You'll also get familiar with simple, but effective digital tools. Learn how to better engage readers of your blog, email subscribers, and reach your connections on social media.*

Instruction by Michael Roach, Michael Roach Creative

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



# Hot Topic Clinics

Presenting Sponsor



## Effective Communication for Successful Organizations

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

*Effective communication is not only an essential skill in today's fast-paced and "connected" business world, but it can also become a strategic advantage for organizations who desire clear, concise, and cohesive communication at all levels.*

*It is believed that the most successful organizations in the future will be those who know how to create an environment that encourages, values, and rewards effective communication.*

*Effective communicators understand that communication is a complex process that can often be challenging. Creating an organization in which communication is truly valued is more than just a good idea; it's good business. Organizations that choose to foster good communication skills will aid their employees in both their professional and personal development.*

*In this session you will learn:*

- *How to enhance your own communication skills*
- *The types of nonverbal cues you are communicating*
- *Active listening - "Listening to Understand" vs. "Listening to Respond"*

Instruction by Ray Gagnon, Business Operational Success Systems

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

**B.O.S.S.**

Business Operational Success Systems, Inc.

## 70:20:10: Employee Development Strategies to Strengthen Your Workplace Culture

Thursday, May 17 | 8 to 10 a.m.

*The 70:20:10 model for learning and development is a commonly used formula within the training profession. It holds that individuals obtain 70 percent of their knowledge from job-related experiences, 20 percent from interactions with others, and 10 percent from formal educational events. The model's creators hold that hands-on experience (the 70 percent) is the most beneficial for employees because it enables them to discover and refine their job-related skills, make decisions, address challenges and interact with influential people such as bosses and mentors within work settings. With generational shifts, advancements during the information age and today's movement towards artificial intelligence and automation, organizations and employees need to adjust their attitude and approach to learning in order to adapt to economic and workplace changes.*

*This interactive workshop will highlight practices, programs and flexible educational options that organizations and employees can begin to embed into their workplace culture and individual development program.*

Instruction by Robert Frederick, Employee Development Associates

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



EMPLOYEE DEVELOPMENT  
ASSOCIATES



# Hot Topic Clinics

Presenting Sponsor



## Demystifying the Cloud

Wednesday, June 6 | 8 to 10 a.m.

*It doesn't matter if you work in a small local business or a Global Enterprise; leveraging Cloud computing is not so much a matter of "if" as it is "when" and "how much." Cloud computing has leveled the playing field, allowing start-ups and small businesses to take on long established companies across all industries. While cost savings can typically be achieved with Cloud computing, it is the unleashing of innovation that stands to provide the most reward.*

*This workshop will provide you with:*

- *An overview of the Public Cloud and ways that you can tap into it for your business*
- *Ideas that you can build on to increase your profitability with the Cloud*
- *Evidence that with proper policies, processes and automation, cloud security can exceed the capabilities found in your legacy data center*

Instruction by Annese, a ConvergeOne Company

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



***Register online at [www.capitalregionchamber.com](http://www.capitalregionchamber.com)***

***For information, contact Jennifer Sims at 518.431.1418  
or e-mail [jsims@capitalregionchamber.com](mailto:jsims@capitalregionchamber.com).***

## Supporting a tradition of service and dedication

CDPHP® is proud to support the **BusinessU program** and the **Capital Region Chamber's** commitment to workforce education and professional development. We appreciate and value the positive impact the Chamber has on our community.

[www.cdphp.com](http://www.cdphp.com)

Capital District Physicians' Health Plan, Inc.  
Capital District Physicians' Healthcare Network, Inc.  
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## What's in It for Me? Uncovering Why People Really Donate to Your Mission

Thursday, March 8 | 8 to 10 a.m.

*Fundraising, donor development, and recruiting volunteers are all important elements to help you carry out your mission and there isn't any one size fits all approach when engaging with potential supporters.*

*Join Sandler Training as they share proven Sandler strategies and communication tactics to help you uncover the real reasons why people donate their time, money, and resources to your organization's mission. Learn how to implement a step-by-step process to engage new supporters confidently and consistently to grow revenue and effectively serve your mission.*

Instruction by Lauren Valentine, Sandler Training

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



## Your Organization's Website: Creating an Optimized Road Map That's Accessible to All

May 24 | 8 to 10 a.m.

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

*Your organization has invested a lot of resources into a website, but is your website open for business?*

*Imagine trying to find your local pharmacy, but there are no roads to get there. If you create a website for your business but don't build the roads to get there (SEO), it's like having a "road closed" sign.*

*92% of all organic search traffic comes from the first page of search results and 33% of search traffic comes from the first organic search listing. This conversation will cover Search Engine Optimization (SEO) fundamentals and tips on how to best optimize your website for relevant, organic traffic.*

*Now, imagine going to that same local pharmacy to fill a prescription, but instead of a door, you face a brick wall. How can you fill your prescription? You can't. In digital spaces, this is an all-too-frequent reality for people with disabilities. You wouldn't deny a customer access to your products or services if they were physically present, but you may unknowingly be denying them access online. Non-profit organizations that receive government funding are subject to the same accessibility regulations as government agencies.*

*The second portion of this program will cover a broad stroke of what web accessibility is, who it impacts, and why it is important for your organization. You will learn easy ways to check your own website for things that create barriers and prevent people from accessing your information.*

*Attendees who register at least two weeks prior to the event will receive a free website analysis detailing three specific issues impacting the user experience on their website.*

Instruction by Julie Perkins and Jessica Korkue, Advance Media NY

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



# BusinessU Testimonials



*"Thanks so much to the team at Capital Region Chamber for hosting/facilitating an extremely helpful class in BusinessU. The speakers were informative, dynamic and skillful in engaging the participants. I definitely have some helpful takeaways that will assist me and my colleagues in managing successful meetings."*

**BEVERLY SWIMM**  
Relationship Manager  
Legacy Title Services

*"I really appreciate all the insights and knowledge gained through BusinessU. I am so excited about integrating this into our practices as an organization and into LIFE. We are setting our organization up for even more success."*

**GERALDINE GUTIERREZ**  
Program Director  
Big Brothers Big Sisters of the Capital Region



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