

BUSINESS



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Course Catalog Fall 2015



**CAPITAL REGION
CHAMBER**

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 provide fundamental knowledge and practical learning that will enhance participants' competence and confidence to drive true performance in their businesses. Learning happens in multiple sessions spread over time, allowing participants the opportunity to apply what they are learning while receiving expert feedback.

Topic Immersion

Specific topic concentration allows learners the opportunity to dive more deeply into 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.

Register online at www.capitalregionchamber.com



Foundational Programs

Senior Manager Program (six-part series)

September 14 & 28, October 12 & 26, November 9 & 23 | 3 to 8 p.m.

Location: Fort Orange Club, 110 Washington Avenue, Albany, NY

For seasoned managers who lead and manage a department or business unit P&L. Participants enhance their confidence and competence to lead multiple teams and relate their work to all the functional areas of the business in six bi-weekly sessions. This program will help accelerate your progress as you move into a more senior or executive role in your organization. The program is led by an accomplished, experienced business executive. You will meet and learn from business executives and prominent professors as well as expand your book and movie library. You will earn a certificate and become part of a growing alumni network that meets multiple times a year to network and share ideas and insight.

Instruction by Shaun Mahoney, Mahoney Performance Institute

Standard Tuition: \$1,950

New Manager Program (four-part series)

September 30, October 14 & 28, November 11 | 3 to 8 p.m.

Location: Hilton Garden Inn Troy, 235 Hoosick Street, Troy, NY

For current and emerging managers of others. Participants learn to be responsible for a team and complete projects by influencing others in four weekly sessions. This course will jump-start your management career. You will meet and learn from business executives and prominent professors as well as build an exciting new book and movie library. You will earn a certificate and become part of a growing alumni network that meets multiple times a year to network and share ideas and insight.

Instruction by Jeff Stone, Kinderhook Bank

Early Registration Tuition: \$1,200 before September 4

Standard Tuition: \$1,300

New Employee Program (two-part series)

November 4 & 5 | 9 a.m. to 2 p.m.

Location: Capital Region Chamber Albany Office, 5 Computer Drive South, Colonie, NY

This program is ideally suited for employees who have recently entered the workforce or who have never received formal professional training. In two sessions, this course will help you jump-start your career. You will also meet and learn from successful business executives and other young rising stars.

Instruction by Joe Yetto, TAG Solutions

Early Registration Tuition: \$350 before October 9

Standard Tuition: \$400

Topic Immersion

DiSC®: Increasing the Effectiveness of Your Personal Communication Style

Thursday, October 8 | 8 a.m. to 12 noon

Location: Capital Region Chamber, 5 Computer Drive South, Colonie

Research evidence suggests that the most effective people have insight to themselves, recognize the demands of a situation and adapt to meet those demands. DiSC is a scientifically validated behavioral assessment tool that can give you insight into your communication and work preferences and that of others, while providing you with strategies to increase your effectiveness. As a part of this program, you will complete a DiSC assessment prior to the session, providing you with a personalized DiSC report. During the session, you will gain a deeper insight into your style, learn about the preferences of others and how you can improve your communication with them.



Instruction by Robin Perry, Bishop House Consulting

Early Registration Tuition: \$195 before October 1

Standard Tuition: \$240

Being a Rainmaker (two-part series)

Tuesday, October 13 & October 27 | 8 a.m. to 12 noon

Location: Capital Region Chamber, 5 Computer Drive South, Colonie

Wikipedia defines a "rainmaker" as a person who brings in new business and wins new accounts almost by magic. He or she isn't merely a salesperson, but a highly regarded professional. So what really happens behind the curtain? Truth is, it's not magic at all. "Making it rain" takes focus, persistence and patience to build trust, credibility and top-of-mind awareness. In this immersion, you will develop your systems to build your internal and external network, your personal brand and your inner circle. Whether you're a CEO, a general manager, a salesperson or a professional looking to build your brand and network, we will give you all the tools you need to be the first person in the door when opportunity knocks.



Instruction by: Jeff Stone, Kinderhook Bank

Early Registration Tuition: \$545 before September 14

Standard Tuition: \$595

Presentation Skills Intensive (two date options)

Wednesday, October 21 | 9 a.m. to 4 p.m.

Friday, November 13 | 9 a.m. to 4 p.m.

Location: TBD, Albany

Whether you're an experienced presenter wanting to fine-tune your skills, a beginning presenter with a bad case of nerves, or fall somewhere in between, Presentation Skills Intensive is for you! You will develop the competence and confidence you need to prepare and deliver highly effective presentations. Learn strategies for "holding the room" and keeping your audience focused on your message when you are presenting. Design impactful presentations and deliver your message so that people want to hear what you have to say. Effectively deal with resistance and give presentations that engage and inspire your audience.



Instruction by Kat Koppett, XperienceU

Early Registration Tuition: October Session - \$545 before September 15

November Session - \$545 before October 15

Standard Tuition: \$595

Register online at www.capitalregionchamber.com

The Art of Courageous Leadership

Friday, October 30 | 9 a.m. to 4 p.m.

Location: TBD, Albany



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TRAINING AND LEADERSHIP DEVELOPMENT

Take that first vital step into courageous leadership – it's what separates the "good enough" from the "great" leaders – those who check the box and go through the motions from the leaders who are guided by a passion for their cause, their organization and their people. These courageous leaders are engaged, present, lean into change and are willing to take the necessary risks to strive for greatness. Courageous Leadership is for managers and leaders at all levels who want to raise their competence and skillset to manage change, problem-solve and comfortably make decisions. Learn to set a strategic vision while leading people and not process. Inspire people and engage them with high-impact communication.

Instruction by Corey Jamison & Charles Pfeffer, XperienceU

Early Registration Tuition: \$545 before October 1

Standard Tuition: \$595



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TRAINING AND LEADERSHIP DEVELOPMENT

Transforming Conflict into Collaboration

Friday, November 6 | 9 a.m. to 4 p.m.

Location: TBD, Albany

Explore conflict from a new vantage point. Move from dreading it, avoiding it or "managing" it to engaging conflict as a tool for more effective interactions and solution-focused results. Learn that conflict can be a mechanism for strengthening partnerships and taking accountability for creating the lives we want with more clarity, purpose and determination. When you practice using your voice toward a positive outcome in conflict, you hold onto your power and are able to engage in conflict in a way that moves all parties forward. Have the hard conversations – and often conflicts – and apply the courage it takes to have your voice heard.

Instruction by Corey Jamison & John Robinson, XperienceU

Early Registration Tuition: \$545 before October 6

Standard Tuition: \$595

Painless Performance Reviews

Tuesday, November 10 | 8 a.m. to 12 noon

Location: Capital Region Chamber, 5 Computer Drive South, Colonie, NY

Performance reviews are often dreaded by managers and employees, but they're typically a required part of the manager-employee relationship. You will focus on how to position performance reviews to have a greater likelihood of success: Gathering data, employee involvement in the process, writing the review and engaging the employee in a productive review conversation.

Instruction by Robin Perry, Bishop House Consulting

Early Registration Tuition: \$195 before October 27

Standard Tuition: \$240



Turbocharging Your Organization's Hiring Process (two-part series)

Thursday, November 12 & Wednesday, November 18 | 8 to 11:30 a.m.

Location: Capital Region Chamber, 5 Computer Drive South, Colonie

Cultivating a great business is all about getting the best employees. But hiring is difficult. In "Turbocharging your Organization's Hiring Process," we can teach you how to source the best talent, improve your interview process, and make the right offers to close the deal. Once you've found the right employees, it's about keeping them. You'll also learn how to ensure that they don't have second thoughts and bulletproof your onboarding process. This course is perfect for CEOs, general managers, Human resources executives and generalists, and professionals looking to accelerate and improve their hiring process.

Instruction by: Ryan O'Donnell, BullEx

Early Registration Tuition: \$545 before October 12

Standard Tuition: \$595



Hot Topic Clinics

Strategic Onboarding to Enhance Performance and Talent Retention

Tuesday, September 29 | 8 to 10 a.m.

You found and hired your newest employee. Now what? Onboarding new hires at an organization should be a strategic process that continues through the first year to ensure high productivity and retention. Learn how to help new hires get immersed and invested in the organization before they start. Discover smart ways to build your onboarding plan to engage new employees into your corporate culture and discover what the right level of attention for an individual is once onboard.

Instruction by Rose Miller, Pinnacle Human Resources
Tuition: Member \$40; Non-Member \$75



Before the Crisis Comes

Wednesday, October 7 | 8 to 10 a.m.

Once you're in a crisis situation, it's already too late. Understanding how to react in the face of trying times means the difference between controlling the story and becoming the story. The best way to weather a crisis and protect your reputation is to get prepared long before any issue arises. Learn about the media, messaging, public perception and the best ways to get ready for a crisis situation, and prepare to keep your brand intact and strong during trying times.

Instruction by Charles Wiff and Andrew Mangini, Gramercy Communications
Tuition: Member \$40; Non-Member \$75



Change Is NOT a Four-Letter Word

Wednesday, October 21 | 8 to 10 a.m.

Organizational change is constant, yet many people's first reaction is to swear at the idea of change. As a change leader, your ability to help people overcome their resistance and get onboard with new initiatives is critical to your organization's success. During this session, we will examine the reasons why people resist change and provide tips for making positive, sustainable changes that are embraced by your employees.

Instruction by Anthony Scardillo, MBA, The College of St. Rose
Tuition: Member \$40; Non-Member \$75



"Crazy Busy?" - Time Management for Today's Professionals

Thursday, October 29 | 8 to 10 a.m.

Given all the demands of your work and business, what are the best approaches to stay on top of your workload without stress and hours of overtime? Why does it feel that there aren't enough hours in the day to complete your list of "to-dos?" This seminar presents a number of practical strategies to help you meet the demands of your workday and your life obligations. Participants will explore specific techniques to manage their time and explore ways to make the most of their working and leisure hours.

Instruction by Dorothee Racette, Take Back My Day

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



LinkedIn: Just Beyond Basics

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

Every 12 days, one million people join LinkedIn. It's your electronic resume, Rolodex and your club of professionals. LinkedIn can help you learn about and reach out to clients, partners and employers. If you're saying to yourself, "I have a LinkedIn account, but I don't really do much with it," then this program is for you. LinkedIn is a powerful tool for establishing your brand, enhancing your visibility, building credibility and managing your career. Having a static, dull profile is not the online reputation you want to project. At the end of this hands-on session, you'll know how to edit and build your profile, join groups, connect with others on LinkedIn and walk away with an understanding of how to use this social media tool to increase your business.

Instruction by Dr. Tom Denham, Careers in Transition

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



****All Hot Topic Clinics will take place at the Capital Region Chamber Albany Office, 5 Computer Drive South, Colonie.***

Register online at www.capitalregionchamber.com

We are proud to support the
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our community!

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