

The background features a light green gradient with numerous thin, dark green lines radiating from a central point. Scattered throughout are various-sized green circles, some solid and some semi-transparent, creating a dynamic, sunburst-like effect.

BUSINESS

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Course Catalog Winter/Spring 2016



**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

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

March 21, April 4, April 18, May 2, May 16 & June 6 | 3 to 8 p.m.

Fort Orange Club, 110 Washington Avenue, Albany

Organizational Leadership: Leading across the organization 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 6 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 them a success in that session's covered discipline.

Instruction by Mahoney Performance Institute

Early Registration Tuition: \$1,850 before February 22

Standard Tuition: \$1,950

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

April 6, April 20, May 4 & May 18 | 3 to 8 p.m.

Fort Orange Club, 110 Washington Avenue, Albany

Team Leadership: Maximizing team performance 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 experience 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 their timely and practical perspectives on the week's topics.

Instruction by Mahoney Performance Institute

Early Registration Tuition: \$1,200 before March 8

Standard Tuition: \$1,300

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

May 11 & 12 | 9 a.m. to 2 p.m.

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

Personal Leadership: Accelerating your impact is an intense two-session training course for individual team contributors and valued professionals that defines what it means to be a professional. Designed and presented by experienced business executives, participants experience 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, cultivating a professional presence and build personal brand.

Instruction by Mahoney Performance Institute

Standard Tuition: \$400



Topic Immersions

There's No "I" in Team

Thursday, March 17 | 8 a.m. to 12 noon

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



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'll learn the different types of team structures so you can identify the arrangement that will work best for you, applicable activities and tools, and elements necessary for building a cohesive team with strategies to achieve unity.

Instruction by Robin Perry, Bishop House Consulting

Early Registration Tuition: \$195 before March 10

Standard Tuition: \$240

Excel at Excel

Thursday, April 7 | 8 a.m. to 12 noon

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



Leverage the power of Microsoft Excel to maximize your productivity in business! This hands-on session will introduce you to Excel's PivotTable tool, which summarizes large amounts of data quickly and easily. Learn ways to measure and display key performance indicators by sorting and filtering data, using slicers and more! Each participant will be provided a laptop and reference card during the session. Prior knowledge of the Excel basics is useful but not necessary.

Instruction by Lisa Ryan, MicroKnowledge, Inc.

Early Registration Tuition: \$195 before March 25

Standard Tuition: \$240

Black Belt Behaviors: The Art of Verbal Self Defense

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

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



Black Belt Behaviors: The Art of Verbal Self Defense is a workshop for team leaders and individual contributors who want to advance their careers and personal relationships through effective and impactful communication in tough situations.

The workshop is based on the latest science and research on Emotional Intelligence and presented by a dynamic business executive. Through a mix of presentation, interactive exercises and discussion, participants will become more effective at dealing with challenging communication and interpersonal relationships.

Participants will investigate how differing values affect motivation and effective team cohesion. They will practice artful verbal self-defense and other techniques to diffuse escalating aggressive behaviors and build productive relationships.

Instruction by Mahoney Performance Institute

Early Registration Tuition: \$200 before May 18

Standard Tuition: \$250

Managing Your Hot Buttons

Thursday, June 23 | 8 to 11:30 a.m.

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



Managing Your Hot Buttons is a workshop for team leaders and individual contributors who want to advance their careers and personal relationships through masterful self-control in tough situations.

The workshop is based on the latest science and research on Emotional Intelligence and presented by a dynamic business executive. Through a mix of presentation, interactive exercises and discussion, participants will become "dialed in" to the personal values that most shape their communication patterns and interpersonal relationships.

Participants will investigate how to diagnose differing values and put this knowledge to use to communicate with others and build productive relationships.

Instruction by Mahoney Performance Institute

Early Registration Tuition: \$200 before June 15

Standard Tuition: \$250

Register online at www.capitalregionchamber.com



Hot Topic Clinics

Tough Love for Smarter Sales

Tuesday, February 9 | 8 to 10 a.m.

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



Sandler Training™

Are you frustrated with a lack of qualified prospects? Or just plain sick and tired of working really hard, only to have mediocre results when it comes to your close ratio or sales pipeline? This interactive workshop will focus on some of the challenges you face with sales and prepare you to get in front of more qualified prospects. You'll learn to cut out activities that are time-wasters; focus on results-oriented actions; and balance prospecting with serving existing customers. Get a "recipe" for sales success using the Sandler Training Cookbook, and make the most of your limited prospecting time in one day.

Instruction by Lauren Valentine, Sandler Training

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

Going Up? How to Elevate Your Elevator Speech©

Thursday, March 3 | 8 to 10 a.m.

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



We're so often asked, "What do you do?" How we respond to these four words is known as our "elevator speech" or "30-second commercial." Knowing how to craft and deliver this message in a compelling way can set us apart from our competitors. In business, it's ultimately the secret to our success. In this interactive workshop, you'll learn at least six of the most common mistakes we make when giving our elevator speech, specific questions to use when developing it and helpful constructive feedback as you practice it.

Instruction by Dale Klein, M.A., Profitable Speech... A Sound Investment

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

Cashing in on a Winning Corporate Culture

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

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



We've all heard that a great corporate culture is the way to drive employees' performance, but how does your organization build one? During this session, you'll learn an empowering leadership style, how to grow staff commitment and intentionally create a corporate culture of respect, responsibility and the will to win by all in your organization.

Instruction by Dr. Phil Gauthier, Insight Coaching & Consulting

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

Google: Analyze This!

Wednesday, May 4 | 8 to 10 a.m.

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



It's no longer enough to simply have a website. You need to know if you're reaching the right audience to drive your brand and revenue. How are people getting to your site? Are enough users visiting it? Once there, are they finding the information you want them to see? Using Google Analytics can answer that question AND make the website work for your business. This program will focus the most popular free platform for tracking website activity. Whether you're new to the tool or want to improve your use of it, this session will help you access and analyze the data so you can maximize your website's impact.

Instruction by Tim Jensen, Overit

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

How to Get the Right People on the Bus

Thursday, June 9 | 8 to 10 a.m.

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



Deb Best Practices

Hiring the right people to support the success of your business isn't a matter of luck – it's strategy! During this session, you'll learn how to ensure that your hiring approach is aligned with your business model and branding by conducting a task/skill inventory. Build job descriptions that enhance the quality of your candidate selection and lead new hires to success.

Instruction by Deb Best, SPHR, SHRM-SCP, Deb Best Practices

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

Register online at www.capitalregionchamber.com





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