



BUSINESS

Course Catalog
Fall 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 and open to all businesses.



Foundational Programs

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

October 2, November 6, December 4 & January 8 | 12 to 5:30 p.m.

Fort Orange Club, 110 Washington Avenue, Albany

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 four monthly 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 lunch 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

Tuition: \$1,595 (lunch included)

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

September 20, October 4, 18 & November 1 | 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 instills 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

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

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

October 29 & 30 | 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 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, cultivate a professional presence and build your 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 \$2,000 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

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Leadership Tech Valley

Applications accepted through May 2019.

Leadership Tech Valley is a 10-month interactive program that provides skill development and community immersion experience, enabling 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.*



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Topic Immersions

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

Thursday, October 11 | 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. You'll be glad you invested your time!

Dale's book, In 30 Seconds Speak Like You Mean Business: You Are Your 30-Second Commercial!, will be available for purchase.

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

Early Registration Tuition: \$150 before October 1

Standard Tuition: \$200



Enhancing Workplaces to Attract and Retain Lesbian, Gay, Bisexual, & Transgender (LGBT) Employees

Thursday, November 29 | 8:30 a.m. to 12 p.m.

Nearly 1 in 10 LGBT employees have left a job because the work environment was unwelcoming. This contributes to costly turnover, lost talent, damaged reputations, and an impact on the bottom line. This interactive training is designed to assist leadership, management, and HR professionals in creating businesses and organizations that support the needs of LGBT employees and job-seekers. Whether your agency has struggled with issues of workplace discrimination or wants to prevent litigation, whether you have a transgender employee seeking support or you want to proactively prepare for new LGBT hires - this training will increase your understanding of the many barriers LGBT employees face and how to address them.

In this training you will learn:

- *Tools for interpersonal communication with and about LGBT colleagues*
- *Promising practices for HR, recruitment, facilities, and policies*
- *Guidelines for supporting transgender employees transitioning in the workplace*

Instruction by Lyndon Cudlitz, Lyndon Cudlitz: Consulting, Education & Training

Early Registration Tuition: \$150 before November 19

Standard Tuition: \$200

Hot Topic Clinics

Presenting Sponsor



Tough Love for Smarter Sales

Tuesday, September 25 | 8 to 10 a.m.

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



Leadership Strategies: How to Delegate

Tuesday, October 2 | 8 to 10 a.m.

Do you often ask yourself if you should be delegating more responsibility to members of your team? The art of delegation allows leaders to have more time to focus on strategic responsibilities and provides your team members an opportunity to think and work at a higher level, providing on the job learning and development. So, why don't we do this more often? It is usually because we are uncertain about the effort and the quality of the outcome that may be delivered by our team. These fears usually drive us to say, "it would be easier if I just keep doing it myself." This workshop will help you:

- *Learn how to select the best items to delegate*
- *Learn how to manage your time and develop other's talents*
- *Learn how to create a personal accountability plan on how to delegate*

You will leave the workshop inspired and ready to apply proactive delegation in a highly effective manner.

Instruction by Mahoney Performance Institute

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



Who Are You? What Do You Stand For? And Why Should I Care?

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

One of the most important aspects of any business, large or small, retail or B2B, service or product based, is to stand for something. Sounds simple, yet many of today's companies fall short of knowing what separates them from their competitors and positions them on the leading edge in their industry.

Consumers engage in multiple touch-points, but are these experiences valuable?

As you start to plan for 2019, this interactive session will take you through a "Think Before You Build™" process to determine the essence of "Who are you?" before blindly going down a marketing and communication pathway. You will walk away with thoughtful action items that are often overlooked when creating an engaging brand experience.

Instruction by Jaime Butler Binley, Brand 21, LLC

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

brand21
THINK BEFORE YOU BUILD

Navigating Employee Handbooks: A Review of Key Policies and Considerations

Tuesday, November 13 | 8 to 10 a.m.

Employee handbooks are an imperative resource for both employers and employees - but they must be drafted correctly and updated regularly. This session will discuss what employee handbooks should and should not contain, recent legal developments that may impact your existing handbook, as well as a detailed discussion of key handbook sections including those addressing discrimination, harassment and retaliation, technology use and monitoring, and drugs and alcohol.

Instruction by Bond, Schoeneck & King, PLLC

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

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Hot Topic Clinics

Presenting Sponsor



Roadmap to Business Owner Succession and Exit Planning

Tuesday, December 4 | 8 to 10 a.m.

As a business owner you have worked incredibly hard to take something from its infancy and grow it to the mature asset it is today. You have spent sleepless nights taking care of your business, the time is approaching that it may need to take care of you.

This workshop will outline a roadmap on how to successfully exit or transition your business, including:

- *Understanding where you are today*
- *Ideal time frames to be aware of*
- *Identifying your options*
- *Generating a win-win scenario*
- *Open panel discussion with experts*

This session will be highly interactive, confidential and beneficial even if you are 10+ years from your transition.

Instruction by Michael R. Testa, CRPS® and David Tarella, ChFC® CLU®,
Tarella Financial Group

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



All classes are held at the Capital Region Chamber Albany Office

Register online at www.capitalregionchamber.com

**For information, contact Jennifer Sims at 518.431.1418
or e-mail 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



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Fundraising Strategies – How to Prioritize and Develop the Right Plan for Your Organization

Friday, September 21 | 8 to 10 a.m.

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

Truth be told, a lot of time can be spent on designing a development plan that may not make sense for your organization. And often, we forget to include attainable action steps in helping us meet our goals while staying focused on our biggest priority – building relationships! How can we ensure that the development plan is tied to other organizational strategies including the overall Strategic Plan, Programming, Marketing, Communications, and Board Development? Is your organization's planning process supporting development in achieving its goals? During this session, we will discuss ideas and learn how to design a plan that leads to success.

Instruction by Laurie Ballard, LMB Development Consulting, LLC

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



LMB Development Consulting LLC
Building sustainability for the future

Raising the Bar Through Strategic Planning

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

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

Strategic Planning is defined as consensus-building around mission and vision. Creating a strategic plan forces an organization to think purposefully and address the following questions:

- *Does your community have emerging needs that must be addressed?*
- *Are you meeting the needs of the diverse populations you serve?*
- *Is there a geographic shift in population?*
- *Is your infrastructure adequate to support your operation?*

To be truly effective, a strategic plan enables your organization to: adapt to a changing environment, be future-oriented, be comprehensive, and include a consensus-building process.

If strategic planning is done in a systematic manner, it will build consensus among key stakeholders, establish priorities, allow organizations to respond to a rapidly changing environment, and lay the groundwork for a long-term sustainability plan. This session will dive into the activities that support the strategic planning process (assessment of stakeholders, strategy sessions, and implementation). We will break up into dynamic work groups to get comfortable developing strategic goals and supporting objectives.

Instruction by Nancy Meyers Preston, Nancy Meyers Preston, Ltd.

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

Get Certified in Digital Marketing

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

October 23, 30, November 6, 13, 20 & 27 | 6 to 8 p.m.

The American Marketing Association (AMA) offers a certification in digital marketing, The Professional Certified Marketer, Digital Marketing. The certification covers all areas needed to show your competence in the evolving and in-demand field of digital marketing. This six-week course is designed to assist you in studying towards the Professional Certified Marketer exam and help you achieve a certification that is backed by the AMA, developed by marketing professionals, and respected by the industry. This course will cover these areas:

- Digital Marketing Metrics & Conversions
- Social Media & Community
- Email Marketing
- User Interface & Experience
- Online Advertising
- Search Engine Optimization
- Content Marketing

Instruction by William Trevor, American Marketing Association New York
Capital Region Chapter

Tuition: Capital Region Chamber & AMA Members \$300; Non-Member \$400

*Exam fee is not included. If you complete this prep course you receive 50% off the AMA Digital Marketing exam fee. Course participants are not required to take the exam.

Space is limited - register now to reserve your seat.



All classes are held at the Capital Region Chamber Albany Office

Register online at www.capitalregionchamber.com

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

"Excellent primer to get you on your way to digitally market your company or better evaluate what your marketing firm is doing for your business."

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