



BUSINESS

Course Catalog
Winter/Spring 2019

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FOUNDATIONAL PROGRAMS

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

May 29 & May 30 | 9 a.m. - 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

Standard Tuition: \$395 (meals included)

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

April 18, May 2, May 16 & May 30 | 3 - 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

Standard Tuition: \$1,395 (meals included)

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

March 5, April 2, May 7 & June 4 | 12 noon – 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

Standard Tuition: \$1,595 (lunch is included)

TOPIC IMMERSIONS

[EXECUTE! Create a simplified strategic plan to achieve traction in your organization.](#)

Thursday, February 28 | 8 – 11:30 a.m.

“Vision without execution is hallucination.” Three of the leading challenges for organizations is a lack of accountability, alignment and execution. Eighty percent of strategic plans fail due to lack of execution and only one in five employees see a clear connection between their tasks and the organization’s goals. If you are looking to develop a simplified and actionable strategic plan to better manage your business and achieve your vision, this interactive workshop is for you.

- Need a simplified and focused process to build and execute a strategic plan?
- Need forward thinking and momentum in your organization to achieve sustainable results?
- Need accountability and alignment within your team?
- Need to run more effective meetings that solve issues and achieve outcomes?

Our guarantee is that you will leave this workshop motivated to create a vision and actionable plan that will help you and your team stay focused and gain traction.

Designed and presented by executives who steer business growth and sustained success by combining foundational best practices, forward thinking planning, leadership guidance and accountable execution.

Instruction by Catharine Potvin and Brooke Elizabeth, Stragility LLC

Early Registration Tuition: \$150 before February 18

Standard Tuition: \$200

[Listening to Understand vs. Listening to Reply](#)

Tuesday, March 26 | 8:30 a.m. – 12 noon

On average 80 percent of the workday is spent communicating with others. Surveys show that up to 80 percent of everything communicated by humans is being misunderstood to some extent. Are you truly hearing what is being said by your clients, employees or coworkers? Join us as we discuss and practice the tools needed to close the communication loop and ensure that your message has been received and understood.

“This is a hurried age we’re living in. If you have something to say, say it quickly, get to the point and stop, and give the other person a chance to talk.” – Dale Carnegie

In this interactive workshop we will:

- Discuss the roles and responsibilities we have when needing to communicate a clear message
- Learn Dale Carnegie’s Magic Formula for Influencing Actions
- Understand how active listening improves our effectiveness as communicators

Instruction by Melissa Cook and Khamali Brown, Dale Carnegie Training of NENY

Early Registration Tuition: \$150 before March 16

Standard Tuition: \$200

All Topic Immersions are held at the Capital Region Chamber Albany office, 5 Computer Drive South in Colonie.

HOT TOPIC CLINCS

[How We Generated 200 Leads in 30 days on Facebook \(And How You Can Too\)](#)

Thursday, January 24 | 8 - 10 a.m.

Do you want to generate more leads? Interested in using social media to generate new customers but don't know where to start? Facebook Ads are a great way to build a database of people who are interested in what you offer thanks to their extensive reach and targeting options. In this session, Hearst Digital Agency will share how we set up a lead generation system with Facebook Ads that delivered more than 200 leads in 30 days!

Instruction by Brittney Austin and Rob Cibelli, Hearst Digital Agency

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

[LinkedIn Tips & Secret "Ninja" Tricks](#)

Tuesday, February 26 | 8 - 10 a.m.

"I'm on LinkedIn, but I don't know what to do or why am I even on it?" We hear this all the time! LinkedIn is far more than just another social media platform. It's *THE* social media platform for business and it can help you in many ways.

In this session you will learn:

- How to turn your LinkedIn profile into a LinkedIn PRESENCE
- How you can create a profile that will increase your profile's search engine optimization (SEO)
- Learning some secret 'ninja' tricks
- Take a brief tour of the LinkedIn Mobil App

Bring your laptop computer and cellphone and/or tablet as we will discuss both the desktop version AND the mobile app.

Instruction by Bill McCormick, Digi-Sales

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

Processing the People Side of Change

Tuesday, March 12 | 8 – 10 a.m.

Organizational change can wreak havoc on a company. Disruption of the status quo can cause confusion and trigger strong reactions from the people affected. This typically results in problems with focus, productivity, commitment and retention.

In this workshop we will examine three critical areas that, once understood, can allow for increased engagement, retention and positive accountability.

During this workshop, attendees will:

- Understand the psychology behind resistance to change
- Recognize the opportunities that change in the workplace can provide
- Discover the means to increased productivity, commitment and focus

Instruction by Nina Lockwood

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

Essentials of Process Improvement

Tuesday, April 16 | 8 -10 a.m.

Whether you are looking to fix a headache inducing paperwork process, solve a quality issue with a product, or a throughput or inventory challenge, the systematic approach delivered in this class will have you able to put in place repeatable, smart solutions to reduce wasted time, money and free up valuable resources.

Instruction by Clare Monteau, Ph.D., Clare Monteau, LLC

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

Strategic Marketing: Learn the key steps that will make your marketing investment work for you

Wednesday, May 15 | 8 – 10 a.m.

Marketing your company is about more than making decisions on what advertising to buy or what to post on social media. It should be a strategic plan focused on creating meaningful relationships with the customers who are going to provide your future growth.

This workshop will lead you through the process of creating a plan that works for your company including:

- Analyzing the current environment
- Developing short- and long-term goals
- Defining your target customers and the media channels they prefer
- Crafting the messages that will resonate with your audience
- Creating a mechanism to measure success

Instruction by Rita Cox, Cox Marketing Solutions, LLC

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

Best Practices for Preventing Fraud and Embezzlement

Tuesday, June 4 | 8 – 10 a.m.

Employee fraud is becoming one of the most prevalent issues facing small to medium-sized businesses today; it can be costly and leave devastating impacts. Improper oversight of staff, lack of internal controls, and employees performing multiple roles are only a few of the many reasons why small to medium-sized businesses are frequently targeted. Since fraud and embezzlement come in various forms, there is no one-size-fits-all solution for protecting your business. There are, however, several steps you can take to reduce the risk of it happening to you.

This interactive seminar will walk you through some industry best practices to help safeguard your business, including various case studies and real-life examples. Preventing fraud or detecting it early can save you enormous amounts of time, money, and headaches in the future.

This seminar will cover:

- Types of workplace fraud
- Best practices for hiring and screening new employees
- Best practices for accounting department policies and procedures
- Best practices to follow if you suspect fraud
- How to handle an employee suspected of fraud

Instruction by BST & Co. CPAs, LLP

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

All Hot Topic Clinics are held at the Capital Region Chamber Albany office, 5 Computer Drive South in Colonie.