



# BUSINESS

**Course Catalog**  
Fall 2019

***LEARN MORE***  
***DO MORE***

## FOUNDATIONAL PROGRAMS

### [Personal Leadership: Making Your Impact Count](#)

Wednesday, October 30 & Thursday, October 31 | 9 a.m. to 2 p.m.

This two-session course is critical for relatively newer employees to the workforce or an organization to gain the tools and insights to set the stage for an impactful career. Participants will learn how to best apply their strengths and enhance their ability to drive value in their organization.

Course Highlights:

- Create a plan to build your personal brand
- Conduct impactful peer-to-peer discussions
- Workshop exercises (*i.e. strengths & weaknesses assessment, becoming a high performing team member, personal accountability systems and tools, etc.*)
- Guest speakers

Instruction by [Mahoney Performance Institute](#)

Standard Tuition: \$395 (meals included)

### [Team Leadership: Maximizing your Team's Performance](#)

Thursday, September 26, Tuesday, October 15, Thursday, October 24 & Thursday, November 7 | 3 to 8 p.m.

This four-session course is critical for anybody who is currently, or who will in the future, lead other employees. In this course, participants will learn strategies and techniques for building effective teams and creating successful team dynamics. You will develop skills that help align team members around shared goals to enhance project success, organizational effectiveness, and deliver maximum results.

Course Highlights:

- How to systematically manage, lead and communicate with a team
- Performance tools for effective team management (*i.e. having difficult conversations, driving accountability, developing the values and beliefs of a high performing team, etc.*)
- Best practices to unlock employee potential
- Dinner & live Q&A with regional business leaders during each session

Instruction by [Mahoney Performance Institute](#)

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

## **HOT TOPIC CLINCS**

### **Presenting Sponsor CDPHP**

#### **[Leadership Success Tips for Life – Create Excellence with Lasting Impressions](#)**

Thursday, September 26 | 8 to 10 a.m.

While more than 80% of a leader's effectiveness is determined through their Leadership Image, less than 10% of leaders in key management positions know or understand what their Leadership Image is. This workshop will provide transformational tips and strategies to provide you with a comprehensive understanding of your unique Leadership Image and how to be more effective in your career, leadership and life. You will learn During this interactive course, you will:

- Learn how to identify, build and define your Leadership Image
- Unleash and discover your leadership style
- Discover tools to enhance your confidence, communication and connections
- Learn techniques that you can immediately apply to help create lasting impressions.

*Instruction by [Sharon A. Burstein, Sharon Burstein International](#)*

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

#### **[Simple and Cost-Effective Cyber Security Hacks to Protect Your Small Business Today](#)**

Wednesday, October 16 | 8 to 10 a.m.

Did you know that the National Cyber Security Institute estimates that more than fifty percent of small businesses (SMB)s have been victims of cyber-attacks? That the cost of recovering from a successful attack can be \$100,000 or more? That many SMBs never recover from these attacks? That New York State recently upped the stakes and will soon requires many SMBs that handle "personal information" to maintain "reasonable" cyber security protections?

Despite the risks, SMBs have a wide range of easy-to-implement and cost-effective tools at their disposal to meet today's cyber challenges.

During this session you will learn:

- The most common cyber threats faced by SMBs today
- Simple, fast and cost-effective steps to protect your business from today's threats
- Steps you can take immediately to recover if or when a cyber attack does happen

*Instruction by Carl Cadregari, [The Bonadio Group, CPAs, Consultants & More](#) and Chris Meyer, [Whiteman Osterman & Hanna, LLP](#)*

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

## **You're More Than a Commodity: How to Communicate Your Value with Prospects & Clients**

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

Nothing is more frustrating to highly specialized and skilled professionals, like you, than being viewed as simply a commodity. If this sounds at all familiar or even remotely possible, then join us for this high-energy and engaging workshop.

You can look forward to learning answers to questions such as:

- What are signs that my clients/prospects view me as a commodity and why is that risky?
- How can I modify my sales process from commodity selling to trusted advisor?
- What are examples of sustainable techniques in sales & management training?
- How can I ensure a first-class client experience?
- What are the best ways to convey confidence on the phone?
- How can I effectively communicate confidence in-person?

Avoiding the commoditization trap is an invaluable skill. By making this your priority you'll shorten your sales cycle and create strong, mutually beneficial business relationships – Now that's value!

*Instruction by Dale Klein, [Profitable Speech, LLC](#) and Lorraine Ferguson, [Sandler Training](#)*

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

## **Real Time Feedback – The Secret to High Performance**

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

No one should be surprised by feedback in a performance review. If that happens, it is a sign that valuable opportunities for development and relationship building are being missed. The healthiest and most energizing workplaces are those where feedback is delivered in real time. That may seem impossible in a fast-paced and demanding environment, but it can be accomplished by following specific steps and making a firm commitment to employee development.

In this session you will learn:

- The individual values and attributes required for real-time feedback to be effective
- How to "open the door" to feedback for an entire team or an individual team member
- Where, how, and when to identify appropriate feedback and development opportunities
- Where, how, and when to deliver real-time feedback

*Instruction by Chuck Reed, [Focal Point Coaching & Training Excellence](#)*

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

## **6 Tips to Help You Tell Your Business' Story**

Tuesday, November 19, 2019 | 8 to 10 a.m.

We scroll. We Flip. We Turn. We Unsubscribe.

In today's distracted world, it's much more difficult to communicate effectively and create an emotional bond with customers. During this session, you will learn the importance of a strong position for your business and how to weave that into a consistent memorable story.

*Instruction by John Schaefer, [Schaefer Media & Marketing](#)*

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

## **Get Certified in Digital Marketing**

October 29, November 5, 12, 19, 26 & December 3 | 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.

**All BusinessU programs are held at the Capital Region Chamber's Albany office, 5 Computer Drive South in Colonie.**