



BUSINESS

Course Catalog
Winter/Spring 2020

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DO MORE

FOUNDATIONAL PROGRAMS

Personal Leadership: Making Your Impact Count

Monday, May 18 & Tuesday, May 19 | 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, April 9, Thursday, April 23, Thursday, May 7, Thursday, May 28 | 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



[How to Build a Culture of Collaboration – Serving the Internal Customer](#)

Tuesday, January 28 | 8 to 10 a.m.

In this era of doing more with less, employees often feel pressured to get their own work done and struggle to assist co-workers or even customers. Employees may feel their work is more important than others and may see co-workers as obstacles or challenges. Failing to build a collaborative team environment reduces productivity, increases conflict and lowers morale.

In this session you will learn:

- The five key elements for successful collaboration and what gets in the way
- How differences in work and communication styles can increase conflict
- How to use differences in styles to build a stronger, collaborative team.

Instruction by Alan Krieger, [Krieger Solutions, LLC](#)

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

[How to Prioritize When Everything is a Priority](#)

Thursday, February 13 | 8 to 10 a.m.

Climb into the reality that we all face – that we live in a highly competitive, demanding world that also offers tremendous opportunity. How do we navigate the reality that we are only one person trying to do it all? How do we get to a place where living our best life means that we are the author, the designer and own the chapters we create both professionally and personally?

Sharing the ups and downs of trying to do it all and learning tools to make us more successful can help us narrow in on what works best for each of us. It is then that we can realize our greatest potential, prioritize our goals and stay on track. Afterall – “this is not a dress rehearsal.”

In this session you will learn:

- What ownership of work/life integration and prioritizing responsibilities looks like and why it’s critical
- Tools to help you stay focused and on track
- What is necessary to sustain the path and commitment to success

Instruction by Sharon Phillips, [Said and Done Solutions, LLC](#)

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

Employer Brand Strategy to Attract, Engage and Retain Top Talent

Tuesday, March 10 | 8 to 10 a.m.

What happens when an employer is perceived as a great place to work and delivers on that promise? Well, the quality of job applicants increases. Attrition is reduced and employees feel a greater sense of pride and ownership. Engaged employees are happy employees who then work hard and help increase profitability. You would think it's that simple, right?

Consider these facts:

- Only 13% of employees feel engaged at work and companies with engaged employees generate 22% more profitability (this means 87% of your workforce is either not engaged or only somewhat engaged).
- Chances are that your competition has already embarked upon Employer Brand Strategy to attract top talent
- 68% of HR Professionals report having difficulty hiring

If your goal is to NOT be an above data point, but to deliver incredible employee experiences at every touch point, then join us for this interactive workshop. Learn how to create a vision and plan that will attract, engage, and retain a high-performing workforce that will help you exceed your business goals and clearly market how awesome your business is!

Instruction by Catharine Potvin, [Stragility, LLC](#); Miriam Dushane, [Alaant Workforce Solutions](#) and Michael Fallone, [id29](#)

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

ADA Compliance Online, What You Need to Know About Your Website

Tuesday, March 31 | 8 to 10 a.m.

The Americans with Disabilities Act (ADA) covers a wide range of rights and responsibilities, the primary focus for this workshop will be how the ADA impacts businesses with websites.

Recently there has been a lot of press coverage surrounding national brands and their lack of website accessibility. Businesses are coming to rely heavily on their online presence, but many fail to consider the risk of inaccessible websites. As our federal courts develop the framework for the ADA in the online world, businesses face increased risk for inaccessible websites. Web accessibility lawsuits went up nationally by 183% from 2017 to 2018, and this number is expected to continue to rise.

In this workshop, we will cover:

- How recent court decisions impact website users and owners
- Actionable next steps that website stakeholders can take for greater accessibility compliance

Instruction by Katrin Haldeman, [Disability Rights New York](#)

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

Public Relations 101 - Sharing Your Company's Story with the Media

Thursday, April 23 | 8 to 10 a.m.

Public relations today is about far more than a press release and a photo op. It's about sharing a story with the right audience at the right time and via the right vehicle — whether that's traditional or new media channels.

Join us for a back-to-basics training session designed to help you make headlines (or avoid them when needed). Attendees will come away with:

- An overview of the basic PR tools used to promote a brand (what's a press release and how do I use it?)
- Tips for making meaningful connections with media contacts
- General guidelines for dealing with a company crisis
- Advice for sharing your story via social media

Instruction by Erin Hogan, [WordWrite Communications](#)

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

Supervisors: How to Get the Best Out of Your People & Increase Engagement

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

Are You a Supervisor, Micromanager, or a LEADER?

Thanks to LinkedIn, The Harvard Business Review, YouTube, TED Talks, and management books, that seem to come out weekly, we are barraged with all kinds of business advice on how to attract, retain, and develop talent. Yet, despite all of this information, statistics show that 40% of managers fail in the first 18 months on the job.

This class will look at the difference between Micromanagers, Supervisors, and Leaders. We will show why leadership is valued, and yet seems to be a rare commodity at times. And finally, we will examine why leadership actually creates the most successful organizations, the organizations that manage to attract and retain the best talent.

Instruction by James Marco, [Saratoga Human Resources Solutions, Inc.](#)

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

Magnify Your Impact – Nonprofit Executive Forum

Tuesday, April 7, 2019 | 8 – 11 a.m.

This half day workshop includes a panel discussion on the power of collaboration and break-out sessions focused on building a stronger relationship with businesses.

Co-creators: Victoria Carosella Baecker, Director, Community Relations for CDPHP and Executive Director, CDPHP The Foundation, and Amanda Goyer, Corporate Responsibility Officer, KeyBank

Tuition: Member \$50

All BusinessU programs are held at the Capital Region Chamber, 5 Computer Drive South in Albany.