



BUSINESS

Course Catalog
Fall 2020

LEARN MORE
DO MORE

Don't put your goals and growth on hold. The Chamber adapted all of our fall training programs so you and your staff can continue to build confidence and drive high performance within your organization.

FOUNDATIONAL PROGRAMS

Personal Leadership - Boost Your Impact

Kick-off call: October 8 at 10 a.m.

One-hour live virtual group meetings: October 22 at 10 a.m.; November 5 at 10 a.m.; & November 19 at 10 a.m.

We will be conducting the Personal Leadership course using the online approach of our Boost Your Impact program. This program brings together two online modules with three live, virtual meetings. Learn how to be a professional and to build and nurture great business relationships so that you fulfill your role and expectations, delivering significant contribution.

Instruction by [Mahoney Performance Institute](#)

Tuition: \$395

Team Leadership - Make Leading Easier

Kick-off call: September 17 at 10 a.m.

One-hour live, virtual group meetings: October 1 at 9 a.m.; October 15 at 10 a.m.; October 29 at 10 a.m.; November 12 at 10 a.m.; & December 3 at 10 a.m.

This course will be conducted using the hybrid online approach of our Make Leading Easier program. In this program, you'll learn to create a leadership system that will maximize your team's performance.

The step-by-step trainings cover leading, managing, communicating and driving execution. The only difference? You'll work through a series of courses at your own pace and participate in live, virtual meetings with the other members of your learning group, instead of in-person. This alternate experience of our Team Leadership course content will allow you not to delay your opportunity to improve your leadership and management knowledge and skills.

Instruction by [Mahoney Performance Institute](#)

Tuition: \$997 – this includes all reading materials and online access to all learning materials

Organizational Leadership

Kick-off call: October 6 at 10 a.m.

One-hour live, virtual group meetings: October 21 at 10 a.m.; November 3 at 10 a.m.; & November 24 at 10 a.m.

In this program, middle and senior level managers will build the knowledge and confidence needed to create game-changing strategy, drive profitable growth, build a scalable platform and lead for organizational success. This course empowers participants with tools and insights used to manage the main functions of an organization.

Instruction by [Mahoney Performance Institute](#)

Tuition: \$1,497 – this includes all reading materials and online access to all learning materials

HOT TOPIC CLINCS

Presenting Sponsor



[How to Marry Sales and Marketing](#)

Tuesday, September 29 | 9 – 10:15 a.m.

Have you ever felt the divide between sales and marketing? Do you wonder why that relationship feels like a bad marriage? Do your sales feel the impact of the disjointed messages? Join us for a highly impactful and interactive session to make sure the marriage between the two is long lasting.

Attendees will walk away with skills that are able to be immediately implemented:

- How marketing fills the top of the sales funnel with good prospects.
- How to make sure the marketing message matches the sales message by creating a rock solid 30 Second Commercial.
- How to convert prospects to leads using the message co-created between the two departments.

Instruction by Matt Scarchilli, [Sandler Training](#) and John Schaefer, [Schaefer Media & Marketing](#)

Tuition: Member \$20; Nonmember \$30

[Public Relations 101 - Sharing Your Company's Story in the age of COVID-19](#)

Tuesday, October 6 | 10 – 11:15 a.m.

Undoubtedly, the uncertainty of today's business environment has created unprecedented communications issues that many of us will never see again in our careers. Now, every company must be an expert in media and crisis management.

In reality, 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.

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
- A special feature on COVID-19 internal and external communications
- A Q&A session with our experts for their advice on addressing your specific communications challenge

Instruction by Paul Furiga, Founder & CEO, [WordWrite](#) & Erin Hogan, Public Relations Account Supervisor, WordWrite

Tuition: Member \$20; Non-member \$30

[Adapting Your Leadership to Engage, Motivate and Inspire Your Team](#)

Wednesday, October 21 | 9 – 10:15 a.m.

So many of us aren't returning to the office. We all experienced a complete disruption back in March, and while we've settled into our new routines, the challenges associated with managing and motivating a remote team have continued. Now, more than ever, it's important that we lead our team to not only continue to work under this situation, but to thrive.

During this session you'll learn:

- How to establish and maintain clear and effective communication with your team
- Tips for driving your team's commitment and accountability
- Best practices for motivating your team to thrive

These practices and tools are effective whether you're working remotely, in the office, or a combination of the two.

Instruction by [Mahoney Performance Institute](#)

Tuition: Member \$20; Non-member \$30

[Fraud Didn't Stop for COVID-19 – Neither Should Your Risk Management Strategy](#)

Thursday, October 29 | 9 – 10:15 a.m.

With the fast-paced evolution of technology and continuously shifting business landscape, it's always been a challenge for business leaders to identify and manage the various risk factors that threaten their business, employees and customers. The methods of fraud and cyberattack have now changed again as businesses quickly pivot to withstand the impacts of COVID-19, seek new forms of financial aid, and transition between remote work and offices.

Join us to learn about the emerging types of fraud you should be looking out for, as well as how to efficiently reduce your known risks through both planning and implementation of tool and resources. The conversation will cover:

- The most common types of fraud that can surge in the current business environment
- The important changes in IT security that have recently occurred
- New fraud opportunities that have recently arisen given the current climate
- The critical steps to take to efficiently reduce risks
- What can be done in the current climate if a fraud, IT or cybersecurity incident occurs
- How to implement internal controls for IT fraud, cybersecurity, scams, phishing, and more

Instruction by an expert from FoxPointe Solutions, an affiliate of [The Bonadio Group](#) focused on enterprise risk management, as well as an accounting professional from The Bonadio Group's Fraud & Forensics practice.

Tuition: Member \$20; Non-member \$30

[Customer Experience – Why it Matters to your Bottom Line](#)

Thursday, November 12 | 9 – 10:15 a.m.

Did you know that 96% of customers say that customer service is important in their choice of loyalty to a brand? Or that companies that lead in customer experience outperform laggards by nearly 80%? Needless to say, having this as part of your strategy can dramatically impact the success of your business and bottom-line.

Join us as Thryv provides 10 tips to enhance the customer experience. In addition to these tips, the session will also help you understand why the customer experience is now more important than ever and how to *really* know what your customers want.

You'll leave with skills that you can immediately apply to your business to ensure your customers stay happy, engaged and loyal.

Instruction by Lisa Miller and Jean Senecal, [Thryv](#)

Tuition: Member \$20; Non-member \$30

[ADA Compliance Online, What You Need to Know About Your Website](#)

Tuesday, November 17 | 10 – 11:15 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 Jennifer Monthie, Legal Director and Christy Asbee PAAT & PAVA Director, [Disability Rights New York](#)

Tuition: Member \$20; Non-member \$30

All BusinessU programs are virtual.