



# BUSINESS

**Course Catalog**  
Winter/Spring 2021

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

## FOUNDATIONAL PROGRAMS

*Given the unprecedented challenges the COVID-19 situation places on in-person gatherings, we will be conducting our winter Organizational, Team and Personal Leadership programs online. The online versions of these leadership programs is a combination of self-paced learning and live, online sessions with Mahoney Performance Institute (MPI) practitioners.*

### Organizational Leadership

Kick-off call: Tuesday, January 26 | 10 a.m.

One-hour live, virtual group meetings at 10 a.m.: Tuesday, February 9, Tuesday, February 23, March 9, Tuesday, March 23 & Tuesday, April 13

In this program, middle and senior-level managers will build knowledge and confidence to integrate leadership across the major functions of the entire organizations. The online modules include lessons on: creating game-changing strategy, driving profitable growth, building a scalable platform and leading for organizational success. This program empowers participants with tools and insights used to manage the main functions of an organization.

**Who should enroll:** Senior or executive managers who want to be more effective leading through other leaders; senior or executive leaders who need general manager knowledge and skills or those who haven't gone through formal training.

*Instruction by [Mahoney Performance Institute](#)*

Tuition: \$1,297 – this includes all reading materials and online access to all learning materials

### Team Leadership

Kick-off call: Thursday, January 28 | 10 a.m.

One-hour live, virtual group meetings at 10 a.m.: Thursday, February 11, Thursday, February 25, Thursday, March 11, Thursday, March 25 & Thursday, April 15

Make leading your team easier. This program will cover leading, managing, communicating, and driving execution. You will work through a series of modules at your own pace and participate in live, virtual meetings with other members of your learning group.

**Who should enroll:** Team leaders or managers who are responsible for the work of others – most commonly first-level managers with little to no managerial experience. This program can also be a refresher for managers who have been in their roles for some time without formal training.

*Instruction by [Mahoney Performance Institute](#)*

Tuition: \$1,097 – this includes all reading materials and online access to all learning materials

### Personal Leadership

Kick-off call: Wednesday, February 24 | 10 a.m.

One-hour live virtual group meetings at 10 a.m.: Wednesday, March 10, Wednesday, March 24 & Wednesday, April 14

This program boosts your impact at work. Learn how to be a professional and to build and nurture great business relationships so that you fulfill your role and expectations and deliver significant contributions.

**Who should enroll:** New employees (whether they're new to working in business or to your organization); individual contributors who play an important role in your organization, but don't have a full team to collaborate with; individuals who show signs of leadership and are on track to transition from individual contributor to manager.

*Instruction by [Mahoney Performance Institute](#)*

Tuition: \$347 - this includes all reading materials and online access to all learning materials.

## HOT TOPIC CLINCS

Presenting Sponsor



### Utilizing Project Management Techniques to Improve Your Efficiency

Tuesday, January 26 | 9 – 10:15 a.m.

Whether you consider yourself a planner or not, implementing a few simple project management skills and tools can help provide leadership and direction to all your projects. This presentation will introduce you to the project management process and review some steps for planning, organizing, and managing tasks to achieve your goals. We'll review how to develop a project scope, create an action plan and schedule, and identify potential risks within the project.

Key take-aways from the presentation include:

- Learning key project management terminology
- Understanding the project management process
- Developing a project proposal and scope statement
- Breaking a project down into manageable components
- Managing project "scope creep"
- Mitigating risk and considering contingency plans
- Identifying standards to use with all future project.

*Instruction by Cindy Levernois, Adjunct Profession, School of Graduate and Undergraduate Studies, [Excelsior College](#)*

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

### Financial Management for Small Businesses and Startups

Thursday, February 11 | 9 – 10:15 a.m.

Starting and working in your business is fun and exciting, but you also want to understand your business's finances. Learn about basic financial management and where to turn for answers on managing your business's finances now and in the future.

After attending this session, you will have working knowledge of:

- Software tools available and how to select one
- Which professional you will need to work with to help manage your business' finances
- Understand the basics of financial reporting
- Resources to help answer your questions

*Instruction by Anthony Lombardo, [Expex, Inc.](#)*

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

## **Employee Onboarding – Six Months to Earn Loyalty**

Wednesday, February 24 | 9 – 10:15 a.m.

Many organizations underestimate the importance of onboarding new hires. Statistics show that strengthening your onboarding process helps you recruit, engage, and retain top talent. Join us for a session on how to succeed in overcoming past onboarding pitfalls and turn your new hires into loyal, long-term employees.

Key take-aways from the presentation include:

- The biggest challenges of onboarding and strategies to overcome them
- How to start the onboarding at the time you hire a new employee
- When to start the onboarding process
- What should be included in the onboarding program

*Instruction by Patricia Fusco, [Fusco Personnel, Inc.](#)*

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

## **Conflict Resolution: The Key Steps to Defusing and Resolving Conflicts**

Tuesday, March 23 | 9 – 10:15 a.m.

It's challenging to talk with an angry customer, co-worker, or direct report. In this session, you'll gain a deeper understanding of the causes of conflicts and learn new ways to resolve them. You'll see how to read people and spot key differences in how they approach work, communication and conflict. This will make you a more skillful communicator.

Take-aways from this session will include:

- A deeper understanding of the causes of anger and conflict
- A tool to identify differences in how people approach communication and conflict
- An essential negotiation strategy
- Four simple and powerful steps to defuse the anger and work toward a positive resolution

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

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

## **Your Website is Your Digital Storefront**

Thursday, April 15 | 11:30 a.m. – 1 p.m.

How do you tell potential customers, "Here I am. I'm open for business"? You might perk up your exterior appearance with a well-lit sign, create an interesting window display, or advertise a special offer. Your website can actually do the same things. It lets customers know you exist and are ready to do business. It acts as your digital storefront.

In this workshop, learn how to use your website with sales and marketing in a way that attracts buyers and keeps them coming back.

*Instruction by Denise Horan, [Integrated Management & Sales Consulting](#) and Michael Roach, [Michael Roach Creative](#)*

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

## Workplace Wellness Reimagined

Thursday, May 6 | 9 – 10:15 a.m.

Chart a Wellness, Inclusion, Diversity and Equity Path Where Everyone Thrives

Amidst the rising rates of burnout, senior executives and HR leaders are under pressure to respond to the emerging needs of a more diverse workforce. Join us for an interactive experience that empowers you to use Wellness, Inclusion, Diversity and Equity as a catalyst for human flourishing. This immersive workshop will explore innovative ways to optimize workforce productivity, enhance employee loyalty and maximize organizational profitability and impact.

Participants will leave the session with increased knowledge and skills to:

- Develop a more comprehensive and integrated framework to approach holistic wellness
- Use personas to achieve greater empathy and understanding for different employee experience journeys
- Review case studies highlighting cutting edge innovations to identify practical strategies and tactics

*Instruction by Christina Farinacci-Roberts, Head Heart Hands Consulting and Anniedi Essien, Idem Spark, co-creators of [W.I.D.E. Dynamic Dialogues](#)*

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

**All BusinessU programs are virtual.**