



BUSINESS

Course Catalog
Fall 2021

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FOUNDATIONAL PROGRAMS

Instruction by



Personal Leadership

Kick-off call: Tuesday, September 7 | 1 p.m.

One-hour live, online group meetings at 1 p.m.: Tuesday, September 21, Tuesday, October 5 and Tuesday, October 26

This online program boosts your impact at work with a combination of self-study online learning and live, online check-ins with Mahoney Performance Institute practitioners.

Participants complete two online modules and attend four live, virtual meetings. In this program, you'll learn how to:

- Make sustained, significant contribution to your organization
- Set personal goals and create a focused plan to achieve them
- Be a true professional
- Understand the language of business to understand what leaders are talking about
- Build great business relationships internally and externally
- Use communication styles to adapt your approach to influence others and work well together

Instruction by [Mahoney Performance Institute](#)

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

Team Leadership

Kick-off call: Tuesday, September 7 | 2:30 p.m.

One-hour live, virtual group meetings at 2:30 p.m.: Tuesday, September 21, Tuesday, October 5, Tuesday, October 26, Tuesday, November 9 and Tuesday, November 30

This program makes leading your team easier with a combination of self-study online learning and live, online check-ins with Mahoney Performance Institute practitioners.

Participants complete four online modules and attend six live, virtual meetings. In this program, you'll learn:

- How to prepare to influence and lead others, even former peers
- Best practices for analyzing and motivating a team
- How to adjust your communication style to best fit the audience
- How to clarify and communicate expectations for your team
- Best practices for handling team challenges
- How to drive team accountability
- To take control and put your own leadership system in place

Instruction by [Mahoney Performance Institute](#)

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

Organizational Leadership

Kick-off call: Tuesday, September 7 | 4 p.m.

One-hour live, virtual group meetings at 4 p.m.: Tuesday, September 21, Tuesday, October 5, Tuesday, October 26, Tuesday, November 9 and Tuesday, November 30

This online program will empower you to drive growth with a combination of self-paced online learning and live, online sessions with Mahoney Performance Institute practitioners.

In this program, middle and senior-level managers will build knowledge and confidence to integrate leadership across the major functions of the entire organization. You'll learn:

- The components of building a strategy and how to make key strategic decisions
- How to develop sales targets that drive profitable growth
- The elements of building the right business development team
- Tips for designing the right marketing formula
- The fundamentals of financial reporting and tracking financial conditions
- How to create the right culture, hire the right people, and provide the right environment for them to thrive
- The key leadership practices to drive accountability across the organization

Instruction by [Mahoney Performance Institute](#)

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

HOT TOPIC CLINCS

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Cybersecurity – Not Just for Big Businesses Anymore

Tuesday, September 21 | 8:30 – 10 a.m.

Virtual option only available

Are you a small business concerned about cybersecurity? Are you committed to securing your business but don't know where to start? You're not alone. In fact, recent studies show that nearly all small businesses are concerned with many of the following: cybercrime and theft of data and money; regulatory and compliance requirements; questionnaires from customers, prospects, and partners; hacking and ransomware; audit findings; and reputational damage and loss of business.

This interactive program will cover the following:

- How cybersecurity can save you money and make you more competitive
- The best place to start with your cybersecurity program
- What your priorities should be
- How much you should invest – and what you should not waste your money on
- How to choose a cybersecurity provider

Instruction by Reg Harnish, [OrbitalFire Cybersecurity](#)

Tuition: \$30 Member; \$50 Non-member

Staging Effective Meetings within Your Organization

Tuesday, September 28 | 8:30 – 10 a.m.

Sandler Training, 13 Columbia Circle #104, Albany

The process for developing and conducting effective meetings with your team is not much different than developing and conducting effective meetings with clients and prospects. In both situations, you want the parties involved to be prepared for the meeting: to know why they are meeting, what will be expected, how long it will take, and how the meeting will end. Borrowing a concept from our sales training program, the up-front contract, we can address those elements and develop effective sales meetings.

At the conclusion of this program, you will be able to:

- Describe the steps of the meeting process.
- Describe the steps of creating a meaningful meeting agenda.
- Describe the manager's role in conducting an effective meeting.

Instruction by Matt Scarchilli, [Sandler Training](#)

Tuition: \$30 Member; \$50 Non-member

Effective English Communication in a Language-Diverse Workplace

Tuesday, October 19 | 8:30 – 10 a.m.

Virtual option only available

This interactive workshop is designed to help native or near-native English speakers adapt their English to be better understood by their non-native English-speaking colleagues. The first step in improving comprehensibility, is to become aware of the idioms, expressions, and slang that are a natural part of native speech. Non-native English speakers, regardless of their education levels or job titles, often do not have the English proficiency to interpret such language. In addition to building rapport in the workplace and improving employee retention, this workshop could also fall within a company's goals for diversity, equity, and inclusion.

By the end of the workshop, attendees will be able to:

- Recognize their own use of idiomatic language
- Focus on their speech including linking words, pauses, and intonation
- Identify phrasal verbs and understand why they present difficulties for the non-native English speaker
- Modify their language in order to be more easily understood at work

Instruction by Kim Andersen and Linda Wien, [Capital Region Language Center](#)

Tuition: \$30 Member; \$50 Non-member

The Nuts and Bolts of Contracts for Small Businesses

Tuesday, October 26 | 8:30 – 10 a.m.

Whether you provide goods or services you need to know the basics of a contract to protect your business. This session will cover the following:

- A basic overview of what makes a valid contract
- Common mistakes or things to watch out for in all contracts
- Top items to focus on in specific contracts which are common in all small businesses (i.e. commercial lease, employment agreement, vendor agreement, asset purchase agreement);
- Common contract clauses that may create unexpected liabilities or difficulties
- How to generally navigate contract disputes.

Instruction by Matthew Hosford, [Lippes Mathias](#)

Tuition: \$30 Member; \$50 Non-member

Interviewing Dos and Don'ts for Today's Everchanging World

Thursday, November 4 | 8:30 – 10 a.m.

This session will discuss the do's and don'ts for managers and executives at the hiring table. Successfully interviewing candidates is an important aspect of business. Interviews give candidates a glimpse into the work culture and systems of the company. Creating an interview process that is free from bias and properly introduces candidates to key stakeholders and the company mission is just as important as weeding out candidates who are unable to perform at the company's desired level.

Takeaways from this session will include:

- Revamping the interview process – how to interview candidates virtually
- Recruiting diverse candidates
- Understanding the role of equity in hiring.

Instruction by Melody Harkness, [Harkness Consulting Solutions, LLC](#)

Tuition: \$30 Member; \$50 Non-member

[Develop Your Business' Strategy to Gain Traction in the New Reality](#)

Tuesday, November 30 | 8:30 – 10 a.m.

Developing a vision and plan for your business can be difficult at any point in time. The pandemic has altered the way we position our businesses in the market, engage our teams, and communicate with our customers, but not to fret. Join us for a program designed to help leaders focus, strategize and get back to (better) business. Now is the time to focus on what you can control and take action to move your business forward. This conversation will help you think differently about your approach to achieving traction in the year ahead.

This program will provide participants with key elements from each of the three essential steps below:

- Evaluate the opportunities and trends
- Develop the strategies and tactics
- Execute an accountable and actionable plan

Instruction by Catharine Potvin, Founder and CEO, and Kelly Palmer, Market Strategist, [Stragility, LLC](#)

Tuition: \$30 Member: \$50 Non-member

All BusinessU Hot Topic Clinics are held at the Capital Region Chamber, 5 Computer Drive South, Albany and are available in-person and virtually (unless noted). Please note, space is limited for the in-person option.