



# BUSINESS

**Course Catalog**  
Winter/Spring 2022

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***DO MORE***

## FOUNDATIONAL PROGRAMS

*Instruction by*



### **Personal Leadership**

Kick-off call: Tuesday, February 8 | 1 – 2 p.m.

Live, online group meetings: Tuesday, February 22, Thursday, March 10 | 11:30 a.m. – 1 p.m. & Tuesday, March 22 | 11:30 a.m. – 12:30 p.m.

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.

Personal Leadership program is designed for new employees, whether they're new to working in business or to your organization. It is also valuable for individual contributors who play an important role as an expert in your organization, but don't have a full team to collaborate with or are outside of the business' main flow. The Personal Leadership program can also serve as a boost for promising talent – people in your organization who show signs of leadership and are on track to transition from individual contributor to manager.

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: \$415 - this includes all reading materials and online access to all learning materials.

## **Team Leadership**

Kick-off call: Tuesday, February 8 | 2:30 – 3:30 p.m.

Live, online group meetings: Tuesday, February 22, Thursday, March 10, Tuesday, March 22, Tuesday, April 5 | 1:30 – 3 p.m. & Tuesday, April 26 | 1:30 – 2:30 p.m.

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.

Team Leadership is a program designed for 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.

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: \$1,147 – this includes all reading materials and online access to all learning materials.

## **Organizational Leadership**

Kick-off call: Tuesday, February 8 | 4 – 5 p.m.

Live, online group meetings: Tuesday, February 22, Thursday, March 10, Tuesday, March 22, Tuesday, April 5 | 3:30 – 5 p.m. & Tuesday, April 26 | 3:30 – 4:30 p.m.

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.

Organizational Leadership is a program designed for senior or executive managers who want to be more effective leading through other leaders. Senior or executive leaders need general manager knowledge and skills; this program provides that as a refresher for some and for those who have not gone through formal training before.

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: \$1,357 – this includes all reading materials and online access to all learning materials.

## HOT TOPIC CLINCS

*Presenting Sponsor*



### **Problem Solving & Decision Making for Team Leaders**

Thursday, January 27 | 8:30 – 10 a.m.

Virtual program

How many times have you seen organizations and teams wasting valuable resources chasing the wrong problem or solution? Attend this session and learn how to apply military planning methods and decision making processes to your organization. Once you get your team leaders well versed in problem solving & decision making, they will help bring your organization to a whole new level!

This session will teach you the world's best problem solving process. The steps include:

- Identifying the real problem
- Writing out your desired end state
- Analyzing the situation
- Developing courses of action
- Getting the stakeholder buy-ins
- Directing the resources to get it done

After participating in this session, team leaders will understand how to provide a plan that is coordinated among the stakeholders and approved by the leadership, leading to greater productivity and efficiencies throughout the organization. The plan provides knowledge to all stakeholders and enables them to work off of the same page.

*Instruction by Chip Richardson, [Griffin Gorge Associates, LLC](#)*

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

## **Marketing for Small Businesses - Tips, Tools, and Opportunities to Maximize Effectiveness**

Thursday, February 17 | 8:30 – 10 a.m.

Virtual Program

Small business owners are tasked with wearing many hats and juggling many responsibilities, including marketing strategy and implementation. Marketing is a vast landscape encompassing various opportunities — like email, social media, and content marketing, but determining how best to utilize these channels effectively and sustainably can be extremely daunting and challenging. This session will share considerations for your small business's marketing strategy, including various no- and low-cost marketing activities within each area of the marketing funnel that you can implement immediately.

Key takeaways from this session include:

- Define your target audience to enhance marketing effectiveness
- Identify no- and low-cost marketing opportunities to engage prospective consumers
- Understand which platforms and tools are most effective and relevant to your business
- Automate and streamline marketing management through strategic software integration

*Instruction by Brittany Lawton, [Highly Caffeinated Marketing, LLC](#)*

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

## **People Strategies to Navigate the Great Resignation and other Leadership Challenges**

Tuesday, March 22 | 8:30 – 10 a.m.

Virtual Program

The pandemic has spotlighted the fragility of labor supply and the resulting changes that are impacting your workforce. Changes that are causing employee turnover and is increasing the risk of losing top talent is creating an institutional knowledge vacuum across many industries. To successfully navigate these forces, your business strategy needs to align with a people strategy to drive results. When misalignment is present, firms will observe employee turnover, missed targets, and execution at risk – to name a few.

By the completion of the workshop, the participants will be able to:

- Discuss how business strategy along with people strategy drive business results.
- Identify the four forces of disengagement that can impact retention and lead to increased turnover.
- Apply data to gather critical awareness of the workplace and identify root cause(s).
- Develop and execute a plan that improves talent retention at your organization.

*Instruction by Tim Williams, [110 Group, LLC](#)*

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

## **Elements of Negotiation Based on Value, Translate Client Wants into Specific Needs**

Tuesday, April 12 | 8:30 – 10 a.m.

Capital Region Chamber, 5 Computer Drive South, Albany

One of the key challenges to plan for a successful negotiation, is the lack of understanding of the negotiation process. Most often we developed a product or service proposal based on the clients' desires without translating them into tangible needs, creating a "Value Vacuum Effect."

Negotiating based on value will increase your success hit rate and, unlike just learning negotiation tactics, it will create a collaborative environment where you will be able to obtain relevant information and at the same time, learn what to share and when to do it.

You don't need to be an expert negotiator to start learning how to do it effectively. After this session, you will be able to:

- Recognize the importance of negotiation as the final phase in the value creation cycle.
- Understand the importance of pre-establishing the value added of your products and services.
- Develop a negotiation plan with clear goals.
- Negotiate without fear.
- Use of incentives, discounts, or concessions according to a plan.

*Instruction by Carlos Flores Figueroa, [Global CXS, LLC](#)*

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

## **The Key to Connection: Tune In or Be Tuned Out**

Tuesday, May 10 | 8:30 – 10 a.m.

Capital Region Chamber, 5 Computer Drive South, Albany

The environments we find ourselves in are constantly changing. So are peoples' moods and personal circumstances. This interactive program offers a unique approach to influential communication. Learn effective communication strategies you will implement immediately, to read and respond like a pro, in any situation. Build solid business relationships and boost your credibility and influence.

The learning objective for this session are to:

- Improve Effective Communication with Others
- Establish Leadership, Trust and Credibility
- Build Rapport and Create Successful Business Relationships

*Instruction by Matt Episcopo, [Matt Episcopo Enterprises, Inc.](#)*

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

## Refining the Process to Find the Right Employee

Tuesday, May 24 | 8:30 – 10 a.m.

Capital Region Chamber, 5 Computer Drive South, Albany

This session will focus on refining the process to find the right employee who meets the needs of the company or organization and is motivated and enthusiastic about the work and terms of employment. Some positions have high retention. Why is that? Human resources leaders find us finally getting to an offer or filling a vacant position for the candidate to pursue better opportunities.

Takeaways from this session will include:

- Understanding the position
- Learning an employee's needs and goals
- The importance of professional development
- Setting new hires up for success in the company.

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

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