

# A well-trained workforce is essential for success in today's competitive global marketplace.

Employers face the ongoing challenge of keeping employee skills current and prepared for the future. We can help. The Rochester Business Alliance provides a comprehensive approach to employee development that includes a variety of training services in a range of skills. It's all offered at highly competitive prices. RBA members get discounts, and we can help you locate grants, scholarships and other programs to enhance your training dollars.

Our **training seminars** in this listing can help your employees improve on a variety of skills. Seminars provide learning experiences as well as opportunities for networking with employees of other companies. Your discounted member seminar fee includes materials, lunches (for full day programs) and free parking. All seminars are held at the Rochester Business Alliance. Computer training programs are held at Accent Training. Seminar registration is quick and easy - register through our website [www.rochesterbusinessalliance.com](http://www.rochesterbusinessalliance.com).

In this listing:

**Business Process Seminars** | a full range of programs to build skills and knowledge for greater quality, productivity and profitability

**Communication Styles Seminars** | powerful programs to improve messaging

**Employee Development Seminars** | practical, skills-oriented programs to help employees reach their full potential

**Human Resources Seminars** | current information to address the legal and management issues in today's complicated workplace

**Management and Supervision Seminars** | strategically focused programs to help leaders be effective

**Safety Seminars** | expert assistance in regulatory and compliance issues

Our **custom training programs** specially address the issues facing your company. The tailored content allows you to maximize your training dollars by producing the results you need. It's the perfect solution for training 1-50 employees all at once. We work with you to identify your needs and recommend a strategy for a successful solution. You'll benefit through:

- **Relevant programs.** Our training programs are created based on your unique needs to address the challenges you choose.
- **Partnership.** We work with you to ensure all training goals are met and provide ongoing support and evaluation.
- **Consistency of message.** All employees receive the same information at the same time.
- **Building teamwork.** In the learning process, employees share common experiences, discuss problems and solutions and bridge communication gaps.
- **Immediate results.** Skills are quickly transferred to the workplace.
- **Flexibility.** You choose the day, time and location of training.

Check our seminar listing for topics, consider these additional topics or ask about your distinct requirements.

Building a Talent Strategy

Motivating and Team Building

Business Ethics

Wellness Programs

Managing Meetings

Succession Lanning

Lean and Six Sigma

Problem Solving and Decision Making

**Inquire how RBA training programs can impact your company.**

Contact Amy Platenik at 585-256-4632 or [Amy.Platenik@RBAAlliance.com](mailto:Amy.Platenik@RBAAlliance.com)



## Business Process Seminars

- ❖ Create Winning Marketing Messages
- ❖ Developing On-The-Job Training
- ❖ Directory Advertising: Tips, Strategies and Techniques
- ❖ Finance for the Non-Finance Professional
- ❖ Finance and Budget – Advanced
- ❖ How to Sell the Way Your Customer Buys
- ❖ Marketing and Advertising
- ❖ Mastering Direct Mail
- ❖ Power Up Your Printer Advertising
- ❖ Project Management
- ❖ Target Marketing Sharpshooting

## Communication Styles Seminars

- ❖ Anger in the Workplace
- ❖ Assertiveness
- ❖ Conflict in the Workplace
- ❖ Dealing with Difficult Personalities
- ❖ Listening
- ❖ Managing Emotions

## Employee Development Seminars

- ❖ Business Writing and Emails
- ❖ Creating and Delivering Presentations
- ❖ Customer Service
- ❖ Getting It Right: Grammar and Mechanics
- ❖ Getting Organized: the GO System
- ❖ Getting Time on Your Side
- ❖ How to Be a Valued Employee: Accountability
- ❖ Managing Email Webinar
- ❖ Personal Effectiveness
- ❖ Success by Design Through Goal Setting

## Human Resources Seminars

- ❖ Employment Law Basics
- ❖ Harassment and Diversity Awareness
- ❖ HR Legal Symposium – 1
- ❖ Human Resource Management Series – Basic
- ❖ Human Resource Management Series – Advanced

## Management and Supervision Seminars

- ❖ Being Your Best Self
- ❖ Coaching and Counseling Employees
- ❖ Have the Title, Earning the Respect
- ❖ Hold Your Staff Accountable
- ❖ Leadership
- ❖ Managing Employees from Every Generation
- ❖ Performance Management Basics
- ❖ Performance Reviews and Coaching
- ❖ Supervision
- ❖ Strategic Thinking

## Safety Seminars

- ❖ Accident Investigation Fundamentals
- ❖ Leading the Safety Process
- ❖ Managing the Emergency
- ❖ OSHA Record Keeping
- ❖ Safety Committee Operations

# 2012 Seminar Schedule



Accident Investigation Fundamentals	May 17	October 11		
Advanced Finance and Budgeting	February 9	June 14	November 8	
Anger in the Workplace	April 17	November 6		
Assertiveness	March 7	December 5		
Being Your Best Self	April 3, 10	July 17, 24	September 11,18	
Business Writing and E-Mails	February 2, 9, 16, 23	June 6,13, 20 ,27	October 30, Nov. 6,13,20	
Coaching, and Counseling Employees	February 21	May 8		
Conflict in the Workplace	March 13	September 25		
Create Winning Marketing Messages	March 6	May 22	July 11	October 24
Creating & Delivering Presentations	April 26	June 19	October 16	
Customer Service	January 25	June 21	October 18	
Dealing with Difficult Personalities	May 16	October 17		
Developing On-The-Job Training	April 13	September 21		
Directory Advertising: Tips	August 2	September 20	October 10	
Employment Law Basics	January 11	April 11	August 8	November 14
Finance for Non-Financial Professionals	January 26	May 24	October 24	
Getting it Right! Grammar, Mechanics	January 18	April 4	August 8	
Getting Organized	January 4	April 18	July 18	December 19
Getting Time on Your Side	April 6	September 14		
HR Legal Symposium 1 Series	Jan 9, Feb 2, 15, 29, Mar 7			
HR Management Series Basic	Feb 13, 20, 27, Mar 5, 12, 19, 26, Apr 2			
HR Management Series Advanced	April 9, 16, 23, 30, May 7, 14			
Harassment and Diversity Awareness	January 24	April 17		
Having the Title, Earning the Respect	February 1 & 8	May 3 & 10	December 6 & 13	
How to Hold Your Staff Accountable	February 8	May 2	September 12	
How to Be a Valued Employee	February 15	May 9	September 18	
How to Sell the Way Your Customer Buys	February 16	June 13		
Leadership	Feb 10, 17, 24, March 2, 9	June 8, 15, 22, 29, July 13	Oct. 12, 19, 26, Nov. 2, 9	
Leading the Safety Process	May 14	October 8		
Listening	March 8	September 13		
Manage Employees from Every Generation	March 28	June 7	September 27	
Managing Email- Webinar	February 6	May 21	July 23	October 22
Managing Emotions in the Workplace	March 15	September 20		
Managing the Emergency	May 16	October 10		
Marketing & Advertising	February 14	June 12	September 11	December 11
Mastering Direct Mail	March 26	September 26		
OSHA Record Keeping	May 15	October 9		
Performance Management Basics	April 25	November 21		
Personal Effectiveness	March 21	October 31		
Performance Reviews and Coaching	January 12	November 16		
Power Up Your Print Advertising	April 18	October 16		
Project Management	February 22	August 22	November 7	
Safety Committee Operations	May 15	October 9		
Strategic Thinking	May 11	October 5		
Success by Design through Goal Setting	March 21	May 30	October 3	December 13
Supervision	Mar 8, 15, 22, 29, Apr 5, 12, 19, 26		Oct 4, 11, 18, 25, Nov 1, 8, 15, 22	
Target Market Sharpshooting	January 17	April 12	August 7	November 14

*Seminar dates are subject to change.*

**Check the Calendar of Events at [RochesterBusinessAlliance.com](http://RochesterBusinessAlliance.com) for current information**

## Create Winning Marketing Messages

The most critical mistake small businesses make today is marketing the wrong message. This totally avoidable error places all your marketing, advertising and promotion dollars at risk. This seminar will show you how to create powerful, targeted messages that grabs a customer's attention, explains why they should trust you and why your company is the right choice for when it's time to buy. What you say is more important than how you say it, and this course will show you hands-on in workshop sessions how to do it better than your competition.

8:30 am – 12:30 pm

Delivered by Sharon Tczap & Larry Poploski

\$160 RBA Members; \$195 Non-Members

## Developing On-The-Job Training

Create a structured "on the job" (OJT) training process and tools to help new and existing employees learn new skills while working. Implement the steps and components of an effective on-the-job training system using Task Lists, Job Aids and Trainer Guide tools. Understand the importance of performance standards to measure the continued development and growth of employees.

8:30 am – 12:30 pm

Delivered by Robert Brancato

\$125 RBA Members; \$165 Non-Members

## Directory Advertising: Tips, Strategies and Techniques

What small business owners and operators don't know about directory advertising can cause them to lose money and market share. Learn the real facts about what works, what does not and more importantly, why and your small business will get a decided edge on the competition. Directory advertising experts will steer you through the maze of yellow pages and internet directories and show you how to power up your directory advertising to make finding new customers simple and easy.

8:30 am – 12:30 pm

Delivered by Sharon Tczap & Larry Poploski

\$195 RBA Members; \$265 Non-Members

## Finance for the Non-Financial Professional

Non-financial managers will understand key financial terms and financial reports and learn how to analyze financial statements, understand profit, financial condition and cash flow and what drives the budgetary process and financial control processes. Identify the role and responsibility of managers in relation to profitability, cash flow, and the financial condition. Understand capital and operating budgets, return on investment and assets, depreciation, cost-volume-profit, break-even analysis and how income tax and sales tax liabilities impact a business.

8:30 am - 4:30 pm

Delivered by Michael Mattie

\$195 RBA Members; \$265 Non-Members

## Finance and Budget - Advanced

Understand the "big picture" of accounting and finance and how it relates to organizational decision-making. Learn budget planning skills and see how managerial decisions translate into dollars. Specifically: how to develop a revenue budget and accurate expense budget, keys to the budgeting process, financial forecasting, working with operating budgets, costs and expenses, controlling cash and structuring a capital budget, analyze return on investment, the payback method and various discounted cash flow methods such as net present value and internal rate of return, how to use profit-planning tools, and break-even analysis.

8:30 am - 4:30 pm

Delivered by Michael Mattie

\$195 RBA members; \$265 Non-members

## How to Sell the Way Your Customer Buys

Improve your selling effectiveness through activities that include discussions and problem solving. Learn how to read your customer and /or prospect styles. Learn how to adapt your sales approach to different styles of customers through the four primary buying and selling styles.

8:00 am - 12:00 pm

Delivered by Tina Smagala

\$125 RBA Members; \$165 Non- Members

## Marketing and Advertising

It's common knowledge companies that fail to plan are planning to fail. Many small businesses make this mistake by advertising before they have a viable marketing plan in place. This flawed leap before you look logic increases expenses, shrinks revenues and shatters profit margins. Even more disturbing is that it is preventable. Learn how to formulate and execute a personalized marketing plan and how to select the right marketing strategies and tactics that work for your business.

8:30 am – 12:30 pm

Delivered by Sharon Tczap & Larry Poploski

\$195 RBA Members; \$265 Non- Members

## Mastering Direct Mail

Direct mail is the most popular form of small business advertising. Unfortunately, the majority of small companies using direct mail don't understand simple and easy methods for getting the maximum return on their advertising dollars. This seminar will walk you through the process step-by-step including choosing the right concept, writing compelling copy, where to find the best mailing lists and how to use tips and tricks that evoke customer response.

8:30 am -12:30 pm

Delivered by Sharon Tczap & Larry Poploski

\$160 RBA Members; \$195 Non- Members

## Power-Up Your Print Advertising

Take the guesswork out of your print advertising and get the results your small business wants. Learn from advertising professionals in a hands-on seminar how to create print ads that will make your competition jealous. You'll learn in workshop sessions how to craft powerful headlines, write creative copy and design layouts that speak directly to your best customers and compels their response. You'll also learn techniques and tactics used by the best companies and ways you can incorporate them in your advertising for the maximum return on your spending.

8:30 am – 12:30 pm

Delivered by Sharon Tczap & Larry Poploski

\$160 RBA Members; \$195 Non- Members

## Project Management

Effective management of projects is essential in today's ever-changing business environment. This seminar will help participants gain a broad understanding of the basic core and concepts of the project management process. Each stage of the project life cycle will be explored. Approaches that aid the project manager to complete the project on time and within budget will be identified and discussed. All the elements of project management, as prescribed by the Project Management Institute®, will be reviewed using interactive lecture and class exercise. Learn the definition of a project life cycle, manage customer requirements and develop project boundaries and success criteria. Prepare estimates for project work to be performed, costs and required resources. Understand project budget and procurement/ vendor management and close a project.

8:30 am – 4:30 pm

Delivered by Sequetta Sweet

\$245 RBA Members; \$325 Non -Members

## Target Marketing Sharpshooting

No company, large or small, can survive without finding new customers to replace ones they lose. Customer loyalty and purchasing patterns have changed dramatically and one thing is for sure – it's no longer business as usual. Companies that are willing to embrace new customer acquisition methods that communicate the right message to the right buyer at the right time will prosper even in a recessionary economy. Learn how to identify the perfect customer and the most profitable and easiest one to sell and ways to differentiate you from your competitors.

8:30 am - 12:30 pm

Delivered by Sharon Tczap & Larry Poploski

\$160 RBA Members; \$195 Non -Members

## Anger in the Workplace

Understanding the causes, characteristics and consequences of emotions in the workplace is often neglected in organizations today. Understand the causes of anger and the behaviors which increase anger, what happens when anger is suppressed and constructive skills which influence a healthy outcome.

8:30 am – 12:30 pm

Delivered by Beth Sears

\$125 RBA Members; \$ 165 Non-Members

## Assertiveness

Enhance your personal and professional success by developing and using an assertive communication style. Identify and compare the four styles of communication and heighten awareness of the impact of negative thoughts and words. Understand the power of non-verbal communication and how to use strategies to improve overall communication.

8:30 am - 12:30 pm

Delivered by Sequetta Sweet

\$125 RBA Members; \$165 Non-Members

## Conflict in the Workplace

Would your organization benefit by improving your employees' ability to deal effectively with conflict in the workplace? Using proven strategies and techniques through role-play participants will learn to anticipate and handle conflict in a positive manner, how to improve two-way communications and key conflict management fundamentals for building trust. Understand the role of self-confidence in dealing with conflict, how to improve self-control by understanding yourself and others and how to make value decisions that culminate in win/win conflict negotiations. Learn to deal with work related stress and how to resolve conflict, while building self-esteem for all parties.

8:30 am – 4:30 pm

Delivered by Michael Mattie

\$195 RBA Members; \$265 Non-Members

## Dealing with Difficult Personalities

How many styles and personalities are in your workplace? Learn to identify different types of personalities and behaviors using strategies for dealing positively with the emotionally-charged environment at work. Understand the power of perceptions and how to use respect in emotional situations. Stay focused on the issue while dealing with emotion, tension, and anxiety.

8:30 am – 4:30 pm

Delivered by Sequetta Sweet

\$195 RBA Members; \$265 Non-Members

## Listening

Do you sometimes feel that you're not heard? Productivity can be dramatically influenced by learning effective listening skills resulting in decreased errors and conflict and increased morale. Understand some of the reasons for miscommunication and barriers to listening. Learn the difference between listening and hearing and the role of nonverbal communication.

8:30 am – 12:30 pm.

Delivered by Beth Sears

\$125 RBA Members; \$165 Non-Members

## Managing Emotions

Understand the connection between emotions and stress and how emotions affect your job performance—and your ultimate ability to succeed. Many are surprised to find out how many different types of emotions are considered to be negative. Everyone displays some negative emotions at various times. Ultimately, displaying the wrong emotion, at the

# Communication Styles

wrong time, can dramatically alter your ability to succeed. Recognize the ways you may be contributing unintentionally to your own levels. Create less stress in the workplace by fostering work environments where emotional honesty and emotional energy are accepted.

8:30am – 4:30pm

Delivered by: Michael Mattie

\$195 RBA Members; \$265 Non-members

## Business Writing and E-Mails

This interactive and comprehensive program will help participants to think strategically about the communication process and to produce effective and efficient email and other written business communication. Learn to analyze the needs of your readers and organize written messages coherently, efficiently and persuasively. We will use actual examples of participants' emails and written communication to guide you to produce more effective professional writing.

8:30 am – 12:30 pm (4 four-hour sessions)

Delivered by Ellen Zuroski

\$390 RBA Members; \$530 Non-Members

## Creating and Delivering Presentations

It's important to prepare for a presentation to ensure you meet your goals. Use a process model to plan, develop and deliver a good presentation. Practice skills to deal with presentation anxiety. Discover how to analyze audience and environment. Identify different presentation types. Learn how to use visual aids to enhance a presentation. Become skilled at giving feedback for the purpose of improvement. Find out how to deal with challenging participants and the best ways to field questions.

8:30 am – 4:30 pm

Delivered by Beth Sears

\$195 RBA Members; \$265 Non-Members

## Customer Service

Organizations today face more competition than ever before. In order to stand out, companies need to create a customer service experience. Be aware of the ripple effect of poor customer service. Understand the importance of "impression management" and the employee's role in making a difference. Learn ways to move customers from loyal to advocates and how to deal with difficult customers.

8:30 am – 12:30 pm

Delivered by Beth Sears

\$125 RBA Members; \$165 Non-Members

## Getting It Right: Grammar and Mechanics

Review and refresh your ability to produce effective and professional written business communication. Beginning with a needs assessment exercise to determine your area for improvement, this highly interactive workshop will provide extensive small group and peer practice in grammar, mechanics and appropriate word and phrasing choices.

8:00 am – 12:00 pm

Delivered by Ellen Zuroski

\$125 RBA Members; \$165 Non-Members

## Getting Organized: The GO System

Chances are you've tried a variety of ways to get organized at work and haven't been able to maintain any system successfully. This can cause workplace stress, frustration and anxiety. Become more focused, organized and productive and significantly improve workplace results. Stop feeling overwhelmed by managing all those sticky notes and pieces of paper floating around your desk. Employ techniques to stop stacking and stuffing. Check your top priorities off your list every day. Handle interruptions. Understand why we procrastinate and why multi-tasking is counterproductive. Learn to follow up and through on assignments and how personality impacts productivity.

8:30 am – 12:30 pm

Delivered by Ann Michael Henry

\$169 Members; \$199 Non-members

## Getting Time on Your Side

Do you feel like you never have enough time to complete all the tasks you have? Get control of your day. Learn to prioritize daily activities and find the best and most valuable use of time at any moment. Assess which tasks and responsibilities your time and personal resource are presently being invested. Identify and use important principles to increase the availability of time. Organize and prioritize tasks and assignments. Defining the balance needed between work and personal life to keep a positive attitude and be productive.

8:30 am – 4:30 pm

Delivered by Robert Brancato

\$195 RBA Members; \$265 Non-Members

## How to Be a Valued Employee - Accountability

While specific skills go in and out of fashion, accountability is a skill employers want all of their employees to have. It is a learnable skill that can be improved, and when done effectively, it provides tremendous job satisfaction to the employee. Designed for employees, this seminar ensures all participants leave with strategies to clarify their responsibilities, communicate effectively, and manage their work as a fully accountable employee.

8:30 am – 12:30 pm

Delivered by Mary Anne Shew

\$125 RBA Members; \$165 Non- Members

## Managing E-Mail (webinar)

Tired of being overwhelmed by your e-mail? Are you using your in-box as a “to-do list”, a contact manager, a calendar, or a filing cabinet? How many e-mails do you have in your in-box – 100...250...500...more than 1,000? Learn the five steps for clearing out an overloaded in-box and properly managing e-mail and proven secrets, tips and tricks to improve overall performance.

12:00 pm – 1:30 pm

Delivered by Anne Michael Henry

\$125 RBA Members; \$165 Non- Members

## Personal Effectiveness

Leadership begins with leadership of self. Formal leadership is the outgrowth of self-leadership which involves the ability to set a specific direction for yourself and proceed with self-confidence. This seminar introduces the components of self-leadership and provides techniques to determine and establish a base to improve effectiveness by developing a positive self-image, motivating you, and building success attitudes. Learn to manage time and setting goals. Stretch yourself by getting out of your comfort zone and establishing visions and envisioning possibilities.

8:30 am – 4:30 pm

Delivered by Sequetta Sweet

\$195 RBA Members; \$265 Non- Members

## Success by Design Through Goal Setting

What do the most successful companies in Rochester have in common, no matter what their size or industry? Their leaders set and take action on *goals*. Want to join their ranks? Then this seminar is for *you*. Designed for business leaders and employees, this class incorporates the latest research on setting effective goals. It ensures all participants leave with strategies to set and prioritize the right goals, organize actions and get results.

8:30 am – 12:30 pm

Delivered by Mary Anne Shew

\$125 RBA Members; \$165 Non-Members

## Employment Law Basics

Complying with the many federal, state and local laws is one of the most challenging aspects of keeping your employees and business in the best place possible. Understand important laws and regulations governing the daily management of employees giving you a firm grasp on legal issues: key concepts of labor and employment law/ employment at will; pre-employment issues and hiring practices; recordkeeping and discrimination, EEOC, SDHR, unemployment, workers comp claims and wage and hour issues, discipline/documentation and termination and the alphabet soup of ADA, FMLA, FLSA, PERB, DOL, USSERA, COBRA and HIPAA.

8:00 am – 12:00 pm

Delivered by Kate Hill, Esq., Harris Beach PLLC

\$125 RBA members; \$165 Non-Members

## Harassment and Diversity Awareness

Employers are responsible for maintaining a respectful workplace culture that supports the rights of all employees. This seminar will generate the awareness about appropriate communications and behavior in the workplace, changing negative attitudes and resistance into appreciation and cooperation. Understand the value of culture differences and handling cultural differences positively and comfortably.

8:30 am - 12:30 pm

Delivered by Margaret Sanchez

\$125 RBA Members; \$165 Non- Members

## HR Legal Symposium - 1

This comprehensive advanced level series will analyze legal developments and provide practical applications for your business. These workshops will be delivered in 5 two-hour sessions with the option of attending all or individual sessions.

### **Session 1- When Someone Blows the Whistle**

**January 19**

Retaliation and whistleblower claims are on the rise. This session will address strategies employers can use to protect their companies against claims.

### **Session 2- Cutting Edge Wage and Hour Issues**

**February 2**

Learn new developments in employee status regulation and litigation and misclassification cases, proper calculation of time worked, the regular rate of pay and overtime, new challenges outside FLMA including meal and rest break violations, failure to reimburse for expenses and conducting effective in-house investigations.

### **Session 3- Independent or Not So Independent**

**February 15**

In these tough times, employers are looking for methods to control increases in employment costs. The DOL and IRS have identified employer misclassification of independent contractors as a priority. Misclassifying worker can cost your business. You will learn how to avoid problems and defend your business.

### **Session 4- Top 10 FMLA Mistakes and How to Avoid Them**

**February 29**

Avoid the top 10 FMLA mistakes that employers routinely make and learn the solutions to avoid these costly mistakes. Protect your company against FMLA violations by ensuring that you have a well-drafted and legally compliant FMLA policy setting forth both the employer's and employee's rights under this very technical law.

### **Session 5- Internet Security, Privacy and Social Media Policies**

**March 7**

This session will offer strategies for managing the legal risks relating to social media, cleaning up social media problems, limiting the problems can cause, and using social media within applicable legal guidelines.

8:00 am -10:00 am (5 two-hour sessions)

Delivered by Kate Hill, Harris Beach, PLLC

Full series: \$440 RBA Members; \$530 Non - Members

Individual sessions: \$125 RBA Members; \$165 Non- Members

## Human Resource Management Series - Basic

A pragmatic update of the basic and current issues in human resource management, this series will prepare practitioners on the roles and responsibilities of the HR function. It is particularly useful as a refresher class for those solely responsible for the day-to-day operations of Human Resources or for newer professionals wanting to strengthen and expand their knowledge of this growing, dynamic field. The series is delivered in 8 four-hour interactive sessions, with the option to attend all or individual sessions.

### **Session 1: Overview of the HR Role**

**February 13**

HR management, the emerging role of HR, the strategic planning process, developing the organization culture, diversity, succession planning, overview of employment law

### **Session 2: Staffing and Recruiting**

**February 20**

Applicant sourcing, recruiting on the Internet, interviewing, selection, applicant communications, applicant tracking, reference and background checks, pre-employment testing, turnover and retention

### **Session 3: Employee Rights and Discipline**

**February 27**

Performance management and appraisal, dispute resolution, maintaining morale, team building, the disciplinary process, termination, content and use of an employee handbook

### **Session 4: Compensation**

**March 5**

Job descriptions, job analysis, Fair Labor Standards Act, salary surveys, wage and salary structures, broad banding

### **Session 5: Benefits**

**March 12**

Linking pay to performance, incentive plans, merit plans, basic benefit plans, trends in benefits, benefits communications

### **Session 6: Health, Safety and Security**

**March 19**

Legal requirements for workplace safety and health, worker's compensation, ADA, OSHA overview and record keeping requirements, workplace violence, life threatening illnesses

### **Session 7: Training and Development**

**March 26**

New hire orientation, training needs assessment, approaches to training, training media, the psychology of learning, evaluating training effectiveness

### **Session 8: HR Effectiveness**

**April 2**

Employee attitude surveys and exit interviews, benchmarking and assessment, HR audits, employee suggestion programs, HRIS as a measurement tool, using the internet as a resource, networking through professional organizations

1:00 pm -5:00 pm (8 four-hour sessions)

Delivered by Toni R. Zeiser, SPHR

Full series: \$695 RBA Members; \$845 Non - Members

Individual sessions: \$125 RBA Members; \$165 Non- Members

## Human Resource Management Series - Advanced

These workshops are a continuation of the Basic Human Resource Management Series with emphasis on practicing and applying concepts, tools, and techniques used in the human resource function. The series is delivered in 6 four-hour interactive sessions, with the option to attend all or individual sessions. The practicum component of each session allows participants to work on active issues with feedback from the group.

### **Session 1: Staffing and Recruiting**

**April 9**

Recruiting initiatives, candidate profiling, screening and selection of candidates, interviewing techniques, retention efforts

*Practicum:* Develop a standardized list of interviewing questions for your organization

### **Session 2: Human Resource Development**

**April 16**

Orientation, training, employee development, succession planning, career planning, performance evaluation

*Practicum:* Review current performance evaluation(s) for your organization and develop recommendations for change

### **Session 3: Employee and Labor/Management Relations**

**April 23**

human resource policies, employee rights, health, safety, and security, union/management relations, grievance processes

*Practicum:* Review current policies and procedures for your organization and develop recommendations for change

### **Session 4: Benefits Administration**

**April 30**

Incentive plans, reward and recognition programs

*Practicum:* Review a proposed benefit package and develop a cost analysis and recommendation for changes

### **Session 5: Compensation Plan Designs**

**May 7**

Wage and salary administration

*Practicum:* Review job descriptions provided and use a point factor analysis plan for grading jobs

### **Session 6: Labor Law Updates**

**May 14**

Review recent law and mandated changes and their impact, challenges of implementation

*Practicum:* Design implementation and communication plans for changes and adjustments required

1:00 pm – 5:00 pm (6 four-hour sessions)

Delivered by Toni R. Zeiser, SPHR

Full series: \$595 RBA Members; \$745 Non-Members

Individual sessions: \$125 RBA Members; \$165 Non-Members

# Management and Supervision

## Being Your Best Self

Human factors contribute to and influence the personal and professional development of a leader. Explore some of the human qualities commonly associated with exemplary leaders. The concepts and exercises introduced are intended to encourage interaction, personal reflection and self discovery.

8:30 am - 12:30 pm (2 sessions)

Delivered by David Ramsey

\$ 125 RBA Members; \$ 165 Non- Members

## Coaching and Counseling Employees

Coaching and counseling is really “shaping behaviors” for win –win outcomes. Coaching isn’t counseling and counseling isn’t coaching. One is voluntary and the other isn’t. Coaching is a proactive interaction and counseling is, most often, a reactive activity. Coaching is a form of staff development and supervisors need to invest time to coach and counsel in order to ultimately achieve performance results. Learn to coach for professional development, counsel performance behaviors, not personality change, and how to unlearn past performance. Understand the difference between technical competencies and behavioral competencies. Know what to do when counseling sessions go bad, how to confirm what you think you heard, and how to preview performance needed.

8:30 am – 12:30 pm

Delivered by Pat Piles

\$125 RBA Members; \$165 Non-Members

## Having the Title, Earning the Respect

For newly promoted supervisors (in the position less than twelve months) who need to establish and polish supervisory skills or someone who is assuming supervisory responsibilities. Learn how to interview and hire the best candidates and develop employees, which includes motivating and delegating. Evaluate employee performance. Understand the supervisor role and the impact perceptions and expectations can have on effectiveness. Manage time effectively and sharpen communication skills.

8:30 am - 4:30 pm (2 days)

Delivered by Dan Hedberg

\$390 RBA Members; \$530 Non-Members

## Hold Your Staff Accountable

In a world where you get results through teams and teamwork, enforcing accountability plays a key role in success. Designed for managers, supervisors, project managers and team leaders, this class ensures all participants leave with practical strategies to clearly communicate expectations, gain buy-in, overcome obstacles, reduce their stress, and improve their productivity through managing the accountability of others.

8:30 am – 12:30 pm

Delivered by Mary Anne Shew

\$125 RBA Members; \$165 Non-Members

## Leadership

This program presents the practical concepts, strategies, and skills needed to enhance a leader’s performance. Learn to create an environment of trust where people do better work by building a higher trust. Integrate generational differences into leadership mindset. Improve interpersonal skills and build emotional intelligence. Improve teamwork and motivation. Understand TQM and lean thinking in the modern organization. Master all forms of communication to reduce stress and conflict.

8:30 am – 12:30 pm (5 four-hour sessions)

Delivered by Robert Whipple

\$485 RBA Members; \$585 Non -Members

## Managing Employees from Every Generation

Have conflicts in your workplace that seem unsolvable? Consider that people from up to four different generations now work together, each with its own values, milestones, work ethics, communication methods, and work styles. Designed for business leaders, managers, supervisors, and team leaders, this seminar ensures that all participants leave with practical strategies to reduce workplace conflict, take advantage of each generation's strengths, and retool recruitment, training, and retention plans to accommodate generational differences.

8:30 am – 12:30 pm

Delivered by Mary Anne Shew

\$125 RBA Members; \$165 Non-Members

## Performance Management Basics

One of managers' most disliked tasks is performance appraisals or annual reviews. Performance management removes performance appraisals or annual reviews as the focus of employee performance. The focus then becomes the entire spectrum of performance improvement strategies to influence employee behavior and results. Performance management involves, among other things, effective employee performance improvement strategies, development of performance measures and expectations, regular performance feedback, goal setting, coaching, performance development, training, cross-training, challenging assignments and 360° feedback. The manager/employee relationship is the focal point of effective performance management strategies. Learn to manage different levels of employees: high, marginal and low performers.

8:30 am – 4:30 pm

Delivered by Sequetta Sweet

\$195 RBA Member; \$265 Non Members

## Performance Reviews and Coaching

Develop managers coaching skills to assist them in maximizing the potential of their employees. Appreciate the importance of making reviews and coaching a regular component of the performance management process. Learn to set clear goals and expectations. Use the key skills of observation, inquiry and feedback.

8:30 am – 12:30 pm

Delivered by Robert Brancato

\$125 RBA Members; \$165 Non -Members

## Supervision

This workshop provides an understanding of the role of the immediate manager or supervisor and the knowledge necessary for successfully directing the actions of others. Participants will gain an understanding of the leadership skills and techniques that are critical to the increased development of employee performance and overall effectiveness. Using case studies and discussion groups, participants will explore these topics:

- The role of the supervisor: the management process of planning, organizing, and controlling
- Leadership: characteristics most effective in gaining and maintaining the respect of employees
- Motivation: the basics of human relations and the skills in motivating employees
- Communications: methods that reduce misunderstandings in the workplace and encourage open communication
- Performance Management: the evaluation process, coaching, performance improvement strategies, workplace behavior problems, progressive discipline actions
- Interviewing Technique: selecting, hiring, and promoting employees

1:00 pm – 5:00 pm (8 four-hour sessions)

Delivered by Dan Hedberg

\$795 RBA Members; \$995 Non- Members

## Strategic Thinking

Learn to develop an understanding and appreciation of the strategic plan process, so participants can work with their teams at all levels of the organization to “think strategically”. Learn how to define the present state “Where we are now” strengths, limitations, initiatives and understand the values by which the business is run. Identify the gaps and the factors to reach critical success following the 80/20 rules.

8:30 am – 12:30 pm

Delivered by Robert Brancato

\$125 RBA Members; \$165 Non- Members

## Accident Investigation Fundamentals

Accident investigators will learn skills and tools to determine the root causes of any incident and how to apply: the OSHA guidelines and attributes of excellence for accident investigation, the accident investigation process, tips and techniques for a thorough investigation and useful report which includes TOR tm process, accumulating and using accident data, and determining and presenting costs to drive change.

8:30 am – 12:00 pm

Delivered by L. H. “Chip” Dawson

\$125 RBA Members; \$165 Non-Members

## Leading the Safety Process

Safety and health has a strategic role in organizational operations. Learn to lead your organization to safety and health excellence as measured by significantly lower loss costs and markedly improved employee safe behaviors. Understand and apply the following as part of your daily leadership efforts.

- The safety and health process as suggested by academic research and industry best practices
- The strategic role of occupational safety and health in operations, employee development and financial return
- Safety and health program management guidelines and attributes of excellence
- Safety and health tools and techniques from the leaders perspective

The book ***Safety for the Leader/Manager*** will be provided and a workplace-specific survey and research tasks will be introduced.

8:30 am – 4:00 pm

Delivered by L. H. “Chip” Dawson

\$195 RBA Members; \$265 Non- Members

## Managing the Emergency

Gain the information necessary to assess threats, prepare a comprehensive emergency plan, organize and train internal response teams, manage any emergency, coordinate with community emergency responders, and direct an effective recovery. Understand and apply the following to prevent or minimize the impact of natural and man-made emergencies: regulatory overview of emergency management, business continuity requirements, and team training approaches.

8:30 am – 4:00 pm

Delivered by L.H. “Chip” Dawson

\$195 RBA Members; \$265 Non- Members

## OSHA Record Keeping

Acquire a detailed working understanding of the regulation, including updates on revised or new forms, definitions of work-relatedness, recording criteria, criteria for first aid and medical treatment, approaches to illness recording, mandatory privacy cases, expanded employee access to records, longer posting provisions, executive certification and recordkeeping requirements placed on the employer by other OSHA standards.

8:30 am – 12:00 pm

Delivered by L.H. “Chip” Dawson

\$125 RBA Members; \$165 Non -Members

## Safety Committee Operations

This seminar will provide participants with the essential information required to effectively guide the workplace safety and health process using a safety committee approach. Participants will be able to understand and apply the following to ensure a successful and productive safety committee process: examination of the operational, cultural and strategic

relationship between safety and the workplace, practical tools to facilitate committee operations, including inspection and investigation techniques, training approaches, and data collection.

*Note: It is essential that senior management members of the committee participate in this course.*

12:30 pm – 4:00 pm

Delivered by L. H. “Chip” Dawson

\$125 RBA Members; \$165 Non -Members

## Customized Safety Training and Consulting

We offers a variety of seminars, special programs, resources and other services aimed at helping you develop the most up-to-date health and safety programs for your company.

- **Consultation:** We have specialists available to provide services including audits, assessments and job design, as well as general health and safety issues.
- **Customized Training:** Tailored training programs can be developed to address your company's specific operations, risks or concerns in regulatory, compliance or emerging issues.

**Technical Assistance:** Federal and state laws and regulations increasingly require companies to provide procedures and written programs. Our experts can offer assistance in developing documentation plans on such topics as emergency plans, lock-out/tag-out, confined spaced entry, blood borne pathogens and chemical hazard communications and information.