

# *Forging University*

## *2009 Catalog*

*Reaching Out To Workers  
Delivering Training  
Where They Need It  
When They Want It*

- An interactive, on-line, web-based training center
- Open 24 hours a day, 7 days a week
- Foster a more knowledgeable, loyal and involved work force
- Reduce time lost to employee training
- Reach more employees
- Reduce off-site training
- Reduce training costs

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## ***Courses at a Glance***

### **Forging Industry Specific Courses**

- Ferrous Metallurgy for Plant Personnel
- Heat Treatment of Carbon Steel Forgings
- Induction Heating For Forging
- Lubricants in Forging
- Optimizing Die Care

### **Safety / Health & Human Resources**

- Harassment of Gays & Lesbians (NEW)
- OSHA and Medical Emergencies (NEW)
- OSHA: Walking-Working Surfaces and Housekeeping (NEW)
- Sexual Harassment (NEW)
- Dealing with Criticism (NEW)
- Simple Conflict Resolution (NEW)
- The Family and Medical Leave Act (NEW)
- Working With a Mentor or Coach (NEW)
- OSHA Employee Safety-Electrical Systems and Equipment
- Avoid big blow-ups in the workplace
- Successfully managing workplace stress
- Creating a Safe and Sound Environment
- Watching Out for Others Prevents Accidents
- OSHA Employee Safety Personal Protective Equipment and Hazardous Confined Spaces
- OSHA Employee Safety - Special Work Issues
- OSHA Employee Safety—The Work Environment
- Risk of Drug and Alcohol Abuse in the Workplace-Overview for Employees
- Sharpening Employee Skills to Stay On-Target
- Ethics – Issues in Business
- Substance Abuse-Manager's Guide to Identification and Prevention
- Workplace Violence—Identify and Defuse Your Time Bomb
- Sharpening Employee Skills to Stay On-Target
- Ethics-Issues in Business
- Diversity in the Workplace
- How To's of Successful Staffing
- Recruiting—Quick Quality Results in a Tight Labor Market
- Sexual Harassment Prevention-Guidelines for Employees
- Sexual Harassment Prevention-Guidelines for Managers
- Smart Hiring Techniques for Managers
- Targeted Staffing-Confirming Candidate Credentials
- Targeted Staffing-Job Matching and Interviewing

### **Sales / Marketing / Customer Service**

- Communicating for Sales Success (NEW)
- Excelling as First-Time Manager/Supervisor (NEW)
- Handling Terminations (NEW)
- Executive Must-Knows for E-Business
- Fast and Effective Web Research
- Marketing on the Internet - A Strategic Approach
- On-line Marketing
- Organizational Skills for Powerful Presentations

Powerful Sales Relationships  
Secrets to Sales Success—The Basics  
Seven Qualities of Successful Selling  
Succeeding at Sales Preparation and Practice  
Using the PACER Virtual PR-Building Business Relationships Online  
Web Sites That Sell - Promoting and Measuring Success  
Web Sites That Sell - Building Your Site  
Double Your Sales—Without Quadrupling Your Effort  
Online Market Research  
Customer Service Teams—Keys to Success  
Effective Customer Service—The Communication Component  
Strategic Customer Service—Using the PACER™ Process to Keep and Grow Customers

### **Management / Self Development**

Conducting Performance Evaluations (NEW)  
Finance Essentials (NEW)  
Manager/Supervisor Responsibilities Regarding Workplace Violence (NEW)  
Preparing and Working With Budgets (NEW)  
Preparing Presentations That Have Impact (NEW)  
Selection Interviews for Employers (NEW)  
What Managers and Supervisors Need to Know About Drug Testing (NEW)  
High Impact Skills for career success  
High Impact Skills for presentations that impress  
High Impact Skills negotiate, influence, persuade.....succeed  
High Impact Skills to conduct highly productive meetings  
Keeping your employees focused through mentoring  
Leadership transition  
Moving up: successful strategies for career development  
Expert Stress Management strategies that work  
Expert time management strategies that work  
Supreme teams: how to make teams work  
Winning Management-Customer Focused  
Winning Management-Change Driven  
Winning Management-Climate Building  
Winning Management-Coach and Empower  
Winning Management- Building the Foundation  
Winning Management – Communication  
Envision Success – Creative Leadership for Managers  
Strategic Planning for Business  
Turning Strategy Into Action: Understanding Strategy  
Power Management-Maximizing Your Facilitation Skills  
Power Managing-Understanding and Evaluating Performance  
Turning Strategy Into Action: Managing Change  
Turning Strategy Into Action: The People Factor  
Introduction to Supervisory Skills  
Leadership Every Day  
Management Awareness Workshop  
Managing for Peak Performance  
Principles of Total Quality Management  
Project Management (3 lessons)  
Raising the Bar  
Success Through Service  
Twenty-First Century Business Protocol

## Forging Industry Specific Courses

### Ferrous Metallurgy for Forging Plant Personnel

**Description:**

Ferrous metallurgy is an intense and complex science. It is a process that combines a sophisticated knowledge of steel classification, cutting and shearing, heating for forging, forging processes, heat treat and grain flow, testing for mechanical properties, and non-destructive testing. *Ferrous Metallurgy for Forging Plant Personnel* presents you with the essential theories behind ferrous metallurgy so that you can apply these theories in your workplace and grow in the forging industry. While the scope of this course is not all inclusive, it provides a solid foundation for all forging plant staff members.

**Instructor:**

Forging Industry Association (FIA), headquartered in Cleveland, Ohio, is the only organization that offers process-specific information, provides statistical, training, educational and technical services; and serves as a common voice on legislative and regulatory issues on behalf of the metal forging community in North America. FIA and its members are dedicated to the continuing development of the forging industry. FIA supports this development through increasing the level of knowledge about the forging process and its advantages; providing customers with information to source forgings; developing new technologies and applications; continuous process improvement; providing ongoing educational opportunities; developing new markets; and offering benchmarking opportunities.

**Duration:**

15 hrs

**Objectives:**

*Ferrous Metallurgy for Forging Plant Personnel* is specifically designed to help you understand the basic principles of ferrous metallurgy. For example, you will (1) learn the basics about steel classification, (2) study the principles of cutting and shearing, (3) explore the components of heating for forging, (4) understand forging processes, (5) learn the elements of heat treat and grain flow, (6) gain an overview of testing for mechanical properties, and (7) understand the basics about non-destructive testing.

### Heat Treatment of Carbon Steel Forgings

**Description:**

*Heat Treatment of Carbon Steel Forgings* is a short introduction to the basics of heat treatment for forgings. The course covers basic metallurgy concepts and applications, including a discussion of microstructure of heat-treated steel forgings. Three heat-treatment processes are covered in the course—(1) full annealing, (2) normalizing, and (3) austenitizing, quenching, and tempering.

**Instructor:**

Forging Industry Association (FIA), American Induction Corporation and Radyne Corporation provided the expertise and many of the graphics that served as the basis for this course.

**Duration:**

2 hrs

**Objectives:**

*Heat Treatment of Carbon Steel Forgings* is specifically designed to introduce you to the basic concepts, terminology, and techniques associated with the heat treatment of carbon steel for forging. For example, you will (1) learn how steel specimens are prepared for examination in the metallographic laboratory, (2) encounter the phase diagram and its importance in predicting the microstructure of steel alloys, (3) examine the effects of each heating and cooling method on steel microstructure, (4) observe improvements to the physical properties of heat-treated steels, (5) become familiar with various heat treatment departments and equipment, (6) receive an overview of basic strength and hardness tests, including the Brinell test, the tension test, and the Charpy or notched impact test.

### [Induction Heating for Forging](#)

**Description:**

You don't have to be an engineer to take *Induction Heating for Forging*. You don't even need to understand the mathematical principles behind electromagnetic induction to use induction-heating equipment. After taking this course you will come away with a layman's overview of the principles that drive the process and a better understanding of what really happens in induction heaters. In addition, you'll get the practical information you need for the appropriate selection, use, and maintenance of induction heating equipment.

**Instructor:**

Forging Industry Association (FIA), American Induction Corporation and Radyne Corporation provided the expertise and many of the graphics that served as the basis for this course.

**Duration:**

4 hrs

**Objectives:**

This course has been designed to build your skills and information base piece by piece. By completing each module, you will gain the fundamentals necessary to make you a better operator of better-maintained, more reliable, and more productive induction heating equipment. Modules include coverage of the following topics: 1) comparison of fuel-fired and induction heating systems, 2) benefits of induction heating for forging, 3) principles behind induction heating 4) importance of frequency selection in relation to billet size and reference depths, 5) types of induction heating systems, 6) basic components of induction heating systems, 7) care and maintenance of system components, 8) coil considerations, 9) water system types and care, 10) basic power supply maintenance, 11) load matching fundamentals, 12) transformer requirements and maintenance, 13) primary power considerations, 14) cabling requirements, 15) general control options and maintenance.

### [Lubricants in Forging](#)

**Description:**

Lubricants play a critical role in all four stages of the forging process—cavity loading, impact, metal flow, and part release. *Lubricants in Forging* is a short introduction to the basics of using lubricants in each of these phases. Three basic modes of lubrication are discussed as well as the relative film strength of each.

**Instructor:**

Forging Industry Association (FIA), American Induction Corporation and Radyne Corporation provided the expertise and many of the graphics that served as the basis for this course.

**Duration:**

1 hr

**Objectives:**

*Lubricants in Forging* is specifically designed to make you aware of the special concerns associated with proper lubrication of forging equipment. For example, you will (1) learn what type of lubricant to apply under varied forging conditions, from low-temperature forging to high-temperature, high-pressure forging, (2) study the basic components that constitute a lubricant, (3) and explore the potential catastrophic consequences of poor lubrication—especially problems related to asperity contacts or spot welding.

### [Optimizing Die Care](#)

**Description:**

*Optimizing Die Care* is an introduction to the basics of die care with a focus on the critical concern of die temperature control. You will be introduced to the importance of Fracture Transition Temperature and learn the various factors that influence it. You will also cover concepts related to strain rate, energy dissipation, and the effects of high-energy finishing blows.

**Instructor:**

Forging Industry Association (FIA), American Induction Corporation and Radyne Corporation provided the expertise and many of the graphics that served as the basis for this course.

**Duration:**

1 hr

**Objectives:**

*Optimizing Die Care* is specifically designed to introduce you to the key principles that are the basics of die care. For example, you will (1) examine the distinctions between die temperature control factors that are in the domain of the die user and the die supplier, (2) be introduced to die preheating and cooling recommendations, (3) study the consequences of exceeding tempering temperatures, (4) overcompensating with coolants, (4) die cavity and shank failures.

## **Safety / Health & Human Resources**

**Harassment of Gays & Lesbians (NEW)****Description:**

Regardless of your organization's size, 3% to 12% of the people in your organization are gay, lesbian, or bisexual. According to Workforce Management, that's a conservative estimate.

Women and men of every background, race, ethnicity, religion, class, and so on are homosexual and bisexual in roughly the same proportions.

There is no valid set of criteria (e.g., jewelry, attire, hairstyles, etc.) by which you can determine if someone is straight, gay, lesbian, or bisexual. What people say they are is what we should always take as the most important indicator of their sexual orientation.

Many larger organizations are recognizing the gay and lesbian workforce by providing special groups and forums for discussion of their interests and concerns. Participation in these groups is growing:

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**OSHA and Medical Emergencies (NEW)****Description:**

The focus of this learning brief is medical emergencies in the workplace. Unfortunately, despite our best efforts to prevent accidents, they do occur. In this lesson, you will learn the nature of common medical emergencies and ways you can avoid being the victim of a medical emergency on the job.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After completing this brief, you should be able to:

- Identify the range of types of medical emergencies that can happen on the worksite and apply prevention guidelines;
- Anticipate emergencies by being more aware of your environment;
- Apply OSHA requirements for prevention and control of medical emergencies
- Handle a medical emergency should one occur.

**OSHA: Walking-Working Surfaces and Housekeeping (NEW)****Description:**

If you work on a walking-working surface that is six or more feet above a lower level, you can be in danger of falling. Accordingly, OSHA requires that you be protected from these work surface dangers.

Furthermore, housekeeping may not be high on your list of exciting topics or fun things to do – but the lack of housekeeping in your area can lead to many unnecessary accidents.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

- To introduce learners to the general requirements for walking / working surfaces
- To overview housekeeping safety standards

**Sexual Harassment (NEW)****Description:**

What you need to know about Quid Pro Quo and hostile environments.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

This short course will provide you with an understanding of two important terms: quid pro quo and hostile work environment, and explain how these contribute to sexual harassment. In this course, you will be provided with examples of workplace behavior and asked to identify examples of problematic behavior. You will learn the ramifications of engaging in quid pro quo or contributing to a hostile work environment. The overriding objective of this brief is to help you to avoid engaging in sexual harassment and to recognize when others' behavior is questionable.

**Dealing with Criticism (NEW)****Description:**

Praise is a pleasure to give and receive, but it isn't always possible in the workplace. In the real world of work, criticism is a fact of life. Sometimes you have to deliver a complaint, and other times you are on the receiving end. Either way, criticism can start a cycle of defensiveness that pollutes the climate between people or teams. Despite their risks, critical messages don't have to create problems. With enough skill, you can learn to both deliver and respond to criticism in ways that can maintain — or even improve — working relationships.

**Instructor:**

DEALERS GROUP, LTD..

**Duration:**

0.5 hrs

**Simple Conflict Resolution (NEW)****Description:**

Basic communication strategies for preventing stress, aggression, and violence.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After completing this module, you will:

- Understand the difference between disagreement and conflict, and recognize the positive and negative impacts each has on the workplace
- Identify your own level of tolerance for disagreement and learn how to modify this attitude in order to reduce stress in the workplace
- Practice effective conflict prevention and management strategies

### The Family and Medical Leave Act (NEW)

**Description:**

The Family and Medical Leave Act requires the following:

Covered employers\* must grant an eligible employee\* up to a total of 12 work weeks of unpaid leave during any 12-month period for one or more of the following reasons:

- for the birth and care of the newborn child of the employee;
- for placement with the employee of a son or daughter for adoption or foster care;
- to care for an immediate family member (spouse, child, or parent) with a serious health condition; or
- to take medical leave when the employee is unable to work because of a serious health condition.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

The purpose of this short course is to introduce you to the important elements of the Family and Medical Leave Act. Specifically, after completing this course, you should:

- Know and understand the key responsibilities of covered employers under the FMLA;
- Practice proper posting and noticing rules within your company.

### Working With a Mentor or Coach (NEW)

**Description:**

Mentoring relationships bridge the gap between strictly professional relationships and those that are more personal. These kinds of relationships can be formalized programs established by the organization to assimilate new employees, or may occur naturally between colleagues who develop a close relationship.

This compliance brief is designed to introduce you to the importance of seeking out a mentor or coach in the workplace and give you some tips on how to find one, and how to make the most of the relationship once it is established.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After completing this compliance brief, you should:

- Understand the importance of having a mentor
- Be able to strategically select and approach the right mentor
- Know the best and most productive ways to maintain your mentor/protégé relationship.

### OSHA Employee Safety—Electrical Systems and Equipment

**Description:**

Many workers know that the principal danger from electricity is electrocution. But did you know that even the current drawn by a tiny 7.5 watt, 120 volt lamp is strong enough to electrocute someone? If you didn't, *OSHA Employee Safety—Electrical Systems and Equipment* will educate and inform you. This course is designed to help you learn about the many and varied dangers of electrical energy. It is meant to provide an overview of general electrical safe work practices to keep you from becoming a statistic like the scores of people that are electrocuted each year because of poor work practices.

**Instructor:**

Marilyn K. Boring

**Duration:**

2 hrs

**Objectives:**

*OSHA Employee Safety—Electrical Systems and Equipment* is designed to cover all aspects of electrical systems and equipment from personal protection equipment to handling and maintaining portable power and hand tools to ensure your workplace safety. For example, you will (1) learn about the importance of knowing and following safe practices and, (2) know what OSHA requires of you and your employer in terms of equipment and environment safety, personal protective equipment, and working electrical equipment hot, (3) learn about employee safety through lockout/tagout, (4) have the information necessary to handle and maintain portable power and hand tools safely with machine guards and other safety-related procedures, (5) understand OSHA standards regarding wiring, conducting and grounding, and the requirements for temporary wiring and flexible cords and cables that will help keep you safe on the job, and (6) be provided with links to numerous OSHA web sites that will cover specific standards.

**[Avoid Big Blow-Ups in the Workplace](#)****Description:**

You've seen stories about workplace violence in the newspaper or on the evening news. Normally, the story is about a raging, uncontrolled worker who goes on a murder spree which ends in tragedy. As far as the news tells the story, workplace violence is a frightening but rare event that almost always ends in death. But did you know that the news is only telling half the story? The truth is that workplace violence encompasses much more than the rare murder spree. Domestic violence, harassment, and other forms of aggression are types of workplace violence that destroy employee morale and affect your company's bottom line. Instances of workplace violence are increasing, and to stay on top, your business must learn to anticipate and prevent violence in the workplace before it occurs. *Avoid Big Blow-Ups in the Workplace* teaches you how to implement a violence prevention plan that will protect your workers and improve productivity.

**Instructor:**

Behavioral Health Strategies, LLC

**Duration:**

1 hr

**Objectives:**

*Avoid Big Blow-Ups in the Workplace* provides you with an outline of the essential components you need to implement a workplace violence prevention plan. After completing this course, you will (1) learn the various types of workplace violence, (2) understand the various causes that are associated with workplace violence, (3) survey the costs of workplace violence that affect businesses, (4) consider the most typical behavior problems of potentially violent employees, and (5) evaluate the essential steps you must take in order to implement your own workplace violence prevention plan.

**[Successfully Managing Workplace Stress](#)****Description:**

We live in exciting times—with advanced technology, an interconnected global market, and lots of opportunities for growth and achievement. The dazzling changes that everyone seems to regard as “normal” often create a potentially lethal byproduct: workplace stress. CEOs who run major organizations, team members who must simultaneously juggle multiple projects, and entrepreneurs who want to streamline their efforts all need effective tools for *Successfully Managing Workplace Stress*.

**Instructor:**

Author: Mr. Jeff Davidson, MBA, CMC

**Duration:**

2 hrs

**[Creating a Safe and Sound Environment](#)****Description:**

Safety violations are costly, both in monetary loss and in employee pain and suffering. This course takes a behavioral approach to workplace safety. You'll learn how to make safety a sustained value in your workplace, and educate your workforce on safety issues and safety processes. You'll also learn how to collect safety data, analyze it, and provide feedback and coaching to produce safe employee behavior and reduce at-risk behavior.

**Instructor:**

Author: Behavioral Health Strategies, LLC

**Duration:**

2 hrs

**[Watching Out for Others Prevents Accidents](#)****Description:**

Workplace accidents are costly both financially and in employee morale. Prevention is the best approach. In this course you will assess the safety of your workplace and discover what you can and should do to improve safety and security for your employees. You will learn about your legal responsibilities and the role that the Occupational Safety and Health Administration (OSHA) plays in workplace safety. You will also review a comprehensive Safety Prevention Program that you can adapt to meet the needs of your own organization.

**Instructor:**

Author: Behavioral Health Strategies, LLC

**Duration:**

1 hr

**[OSHA Employee Safety—Personal Protective Equipment and Hazardous Confined Spaces](#)****Description:**

The effective management of worker safety and health protection is very important in today's workplace. Successful employers know that work-related injuries and illness are very costly, both financially and in employee well-being. This is why they, along with the Occupational Safety and Health Administration (OSHA), are setting standards. This course is designed to cover two of the most important ways to ensure your safety on the job. The first is through the understanding and proper use of personal protective equipment (PPE)—what it is, and when it's required. The other part of the safety equation is your awareness and understanding of hazardous confined spaces.

**Instructor:**

Marilyn K. Boring

**Duration:**

2 hrs

**Objectives:**

*OSHA Employee Safety—Personal Protective Equipment and Hazardous Confined Spaces* combines the procedures required for personal safety in hazardous confined spaces with the proper use of PPE to help keep you safe on the job. For example, you will (1) understand the need for personal protective equipment, (2) know OSHA requirements and specific standards (3) learn about the specifics of head, eye and face, hearing, and respiratory protection, (4) find out the specific OSHA standards that need to be implemented in certain scenarios and workplaces, (5) explore in-depth the ins and outs of respiratory protection and respirator fit testing and training, (6) understand the different types of confined spaces, the risks they pose, and the procedures you must follow to ensure employee safety, and (7) have a better understanding of evacuation procedures.

**[OSHA Employee Safety—Special Work Issues](#)****Description:**

Did you know that workplace fires take a tremendous human and financial toll each year? Or that trenching and excavating accidents continue to injure and kill hundreds of workers annually? These are just a few safety topics covered in *OSHA Employee Safety—Special Work Issues*. In addition to learning OSHA standards on fire protection, trenching and excavating, you'll also read about welding, cutting and brazing, and machine guarding. This course is designed to keep you from becoming a statistic by increasing your awareness of workplace hazards and dangers.

**Instructor:**

Marilyn K. Boring

**Duration:**

2 hrs

**Objectives:**

*OSHA Employee Safety—Special Work Issues* is designed to show you safe practices in dealing with some specific hazards of the work environment. For example, you will (1) read about what OSHA requires of you and your employer in terms of fire protection, machine guarding, trenching and excavating, and welding, cutting and brazing, (2) learn about the many hazards involved in fire protection and the safeguards that will help ensure your own safety, (3) know about soil mechanics, utility safeguards, and program safety requirements so that you can avoid becoming a victim of a cave-in or other dangerous excavation accident, (4) learn the specifics of welding in terms of proper ventilation, moving and storing compressed gas cylinders, and metal fume hazards, (5) and be able to apply all this information to your own workplace situation with the help of exercises and worksheets.

**[OSHA Employee Safety—The Work Environment](#)****Description:**

Did you know that fall protection violations are among those most frequently cited by OSHA? Did you also know that over 100,000 employees are injured each year as a result of falls, especially at construction sites? What can you do to protect yourself? This course, *OSHA Employee Safety—The Work Environment*, is a great place to start. You will learn about the importance of knowing—and following—safe practices when dealing with specific worksite hazards. After taking this course, you'll be able to recognize potential dangers, and take active measures to help you and your co-workers remain injury-free on the job.

**Instructor:**

Marilyn K. Boring

**Duration:**

2 hrs

**Objectives:**

*OSHA Employee Safety—The Work Environment* is designed to show you safe practices in dealing with some specific hazards of the work environment. For example, you will (1) read about what OSHA requires of you and your employer in terms of fall protection, (2) now know how to protect yourself and prevent scaffolding injuries that relate to falls, falling objects, structural instability, electrocution, and overloading, (3) understand how to handle rigging, and (4) learn about walking-working surfaces and good housekeeping in the workplace.

**[Risks of Drug and Alcohol Abuse in the Workplace—Overview for Employees](#)****Description:**

The trend is clear. Today's workers must be prepared to recognize substance abuse in their workplaces. And they must be prepared to take proactive steps to prevent substance abuse from compromising their safety and productivity. *Risks of Drug and Alcohol Abuse in the Workplace—Overview for Employees* is a high-powered training course that fills this need. The course instructor, Tim Dimoff, is a nationally recognized expert in workplace issues, personnel training, investigative services, and security needs analysis for organizations of all sizes. This web-based version of Dimoff's rich and provocative coverage of substance abuse issues makes the most of his proven expertise in training corporate management, law enforcement, and private security personnel.

**Instructor:**

Timothy A. Dimoff

**Duration:**

3 hrs

**Objectives:**

*Risks of Drug and Alcohol Abuse in the Workplace—Overview for Employees* has been specifically developed to help employees identify and prevent substance abuse in the workplace. After finishing this course, employees will have completed a broad range of focused and effective training activities, designed specifically to help them master the following: (1) the role and responsibility of employees, (2) understanding drugs and their effects, (3) defining alcoholism and drug addiction as legal handicaps, (4) distinguishing various types of paraphernalia, (5) recognizing substance abuse in the workplace, (6) confronting a co-worker effectively, (7) understanding substance abuse policies, (8) knowing drug-testing procedures, and (9) responding effectively to incidents of substance abuse.

### **Substance Abuse—Manager’s Guide to Identification and Prevention**

#### **Description:**

In today’s complex and sophisticated workplaces, many managers find themselves facing the challenge of identifying and preventing substance abuse in the workplace. *Substance Abuse—Manager’s Guide to Identification and Prevention* is a high-powered training course that fills this need. The course instructor, Tim Dimoff is a nationally recognized expert in workplace issues, personnel training, investigative services, and security needs analysis for organizations of all sizes. This web-based version of Dimoff’s rich and provocative coverage of substance abuse issues makes the most of his proven expertise in training corporate management, law enforcement, and private security personnel.

#### **Instructor:**

Timothy A. Dimoff

#### **Duration:**

3 hrs

#### **Objectives:**

*Substance Abuse—Manager’s Guide to Identification and Prevention* has been specifically developed to help employees identify and prevent substance abuse in the workplace. After finishing this course, employees will have completed a broad range of focused and effective training activities, designed specifically to help them master the following: (1) the role and responsibility of employees, (2) Understanding drugs and their effects, (3) defining alcoholism and drug addiction as legal handicaps, (4) distinguishing various types of paraphernalia, (5) recognizing substance abuse in the workplace, (6) confronting a co-worker effectively, (7) understanding substance abuse policies, (8) knowing drug-testing procedures, and (9) responding effectively to incidents of substance abuse.

### **Workplace Violence—Identify and Defuse Your Time Bomb**

#### **Description:**

Managers in today’s complex workplaces face many challenges. Among the most frightening of these is the dramatic increase in incidents of workplace violence. Keeping the workplace safe may seem like an overwhelming responsibility, and for unprepared managers, it is. *Workplace Violence—Identify and Defuse Your Time Bomb* is a high-powered training course that fills this training need. The course instructor, Tim Dimoff, is a nationally recognized expert on workplace issues, personnel training, investigative services, and security needs analysis for organizations of all sizes. This web-based version of his rich and detailed coverage of workplace violence makes the most of his proven expertise in training, corporate management, law enforcement, and private security personnel.

#### **Instructor:**

Timothy A. Dimoff .

#### **Duration:**

2 hrs

#### **Objectives:**

*Workplace Violence—Identify and Defuse Your Time Bomb* has been specifically developed to help managers identify and implement preventative strategies for workplace violence. The course covers a wide range of topics including the following: (1) understanding workplace violence and its causes, (2) defining legal responsibilities, (3) building an effective policy statement, (4) identifying corporate risk factors, warning signs and violence profiles, (5) managing against violence, (6) knowing how to discipline and terminate employees safely, (7) developing preventative strategies, and (8) responding to violence.

### **Sharpening Employee Skills To Stay On-Target**

#### **Description:**

Many businesses promise training to employees, but few actually take the necessary steps to implement effective training programs. Businesses today must create a culture of learning that meets the needs of employees in every level of the organization. Anything less restrains employee performance and threatens the organization’s bottom line. *Sharpening Employee Skills To Stay On-Target* teaches you how to plan a training program that supplements the vision of the organization and meets the needs of every employee.

**Instructor:**

Author: Behavioral Health Strategies, LLC

**Duration:**

1 hr

**Ethics—Issues in Business****Description:**

Do you know how to reach your full potential and help your employees do the same? This course teaches techniques designed to help you adopt workplace behaviors that lead to peak performance within your organization.

**Instructor:**

Author: Frank C. Bucaro, CSP, CPAE

**Duration:**

2 hrs

**Diversity in the Workplace****Description:**

In today's workplace, creating a diverse team is critical to your organization's success. And, it is not only your legal responsibility, it is also a major growing trend that parallels our country's ever-changing demographics. But how can you create a more diverse workplace? Where can you start? *Diversity in the Workplace* is designed to teach you effective techniques to change your management style, break down stereotypes, and improve communication among your team members. The instructor for this course, Mauricio Velasquez, has trained over 15,000 employees, managers, and executives nationwide from over 575 different companies in the areas of diversity, gender equity, mentoring, and multicultural marketing and selling. This web-based version of his excellent diversity training techniques was designed to bring you Mr. Velasquez's most comprehensive and up-to-date resources available.

**Instructor:**

Mauricio Velasquez

**Duration:**

2 hrs

**Objectives:**

*Diversity in the Workplace* is specifically designed to help you and your organization understand diversity and learn how to successfully incorporate it into your organization. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to help you understand and implement workplace diversity. For example, you will (1) learn how your own experiences shape your views, (2) understand the reasons behind stereotypes and be able to break them down, (3) how workforce demographics are rapidly changing and how you can use this to your organization's advantage, (4) recognize myths about diversity, (5) learn what diversity training is all about, (6) know the guidelines of cultural competence, (7) master techniques to communicate more effectively, both verbally and nonverbally, and (8) build a stronger, more successful team with diversity.

**How To's of Successful Staffing****Description:**

In today's fast-paced, competitive business climate, the quality of your staff has a direct impact on your business success. Whether you are the owner of your own business, or manager or human resources professional, or whether your company is brand new or has been in business for decades, you need to learn the skills of smart staffing. Why? Because when your staff excels, your company excels. Because people, or human capital, is your best investment.

**Instructor:**

Wayne Outlaw

**Duration:**

2 hrs

**Objectives:**

*How Tos of Successful Staffing* is specifically designed to help you and your organization locate, screen, interview, hire and retain qualified applicants. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to increase your level of business success. For example, you will (1) learn the importance of approaching hiring with forethought, preparation, and commitment, (2) understand the value of human capital, (3) learn why the quality of your employees so dramatically affects the health of your business, (4) establish a recruiting plan and complete a job definition, (5) be able to locate red flags in the screening, interviewing and evaluating process, (6) learn which style of interview works best for you, (7) create lists of “musts” and “preferreds” and then rate candidates according to objective criteria and score their fitness for the job and (8) retain your top employees by creating an acclimation plan, orientation, and training.

**Recruiting - Quick Quality Results in a Tight Labor Market****Description:**

By completing this course, you'll learn how to use smart staffing to maximize your opportunities in a tight labor market. Because employees can make or break a business (especially when the business is small or mid-sized), this course will show you how settling for unqualified candidates will cost you in the long run. To avoid this problem, you will clarify your staffing criteria by creating job definitions and candidate profiles. You'll also learn several strategies for locating candidates who possess the skills and qualities that will benefit your company. After taking this course, you'll be on your way to staffing your company with the best and the brightest!

**Instructor:**

Wayne Outlaw

**Duration:**

2 hrs

**Objectives:**

*Recruiting—Quick Quality Results in a Tight Labor Market* is specifically designed to help you make educated and planned decisions about hiring. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you find and keep the right employees. For example, you will (1) understand the need for smart staffing and the value of human capital, (2) create a Recruiting Plan, (3) be able to advertise effectively, (4) take advantage of the seven traditional sources for applicants, including networking, referrals, internships, employment firms and print advertisements, (5) also learn to recruit in innovative ways like offering Career Nights and using the Internet, (6) understand the importance of total compensation, benefits and incentives, (7) learn how to offer continuing opportunities and job enrichment so that your employees become more productive and loyal.

**Sexual Harassment Prevention—Guidelines for Employees****Description:**

In complex and sophisticated modern workplaces many employees find themselves facing the challenge of building understanding of and sensitivity to workplace sexual harassment issues. *Sexual Harassment Prevention—Guidelines for Employees* is a high-powered training course that fills this need. The course instructor, Tim Dimoff, is a nationally recognized expert on workplace issues, personnel training, investigative services, and security needs analysis for organizations of all sizes. This web-based version of his rich and provocative coverage of sexual harassment issues makes the most of his proven expertise in training corporate management, law enforcement, and private security personnel.

**Instructor:**

Timothy A. Dimoff

**Duration:**

2 hrs

**Objectives:**

*Sexual Harassment Prevention—Guidelines for Employees* has been specifically developed to help employees to identify sexual harassment and to build sensitivity to sexual harassment issues in the workplace. After finishing the course, participants will have completed a broad range of focused and effective training activities, designed specifically to facilitate mastery of the topics listed here: recognizing sexual harassment, distinguishing various types of sexual harassment, understanding the legislation behind current cases, applying legislation and legal concepts to your workplace, understanding sexual harassment policies, participating in the development and improvement of sexual harassment policies, and responding effectively to incidents of sexual harassment.

***Sexual Harassment Prevention—Guidelines for Managers*****Description:**

In the complex modern workplaces, many managers find themselves facing the challenge of building understanding of and sensitivity to workplace sexual harassment issues. *Sexual Harassment Prevention—Guidelines for Managers* is a high-powered training course that fills this need. The course instructor, Tim Dimoff, is a nationally recognized expert in workplace issues, personnel training, investigative services, and security needs analysis for organizations of all sizes. This web-based version of his rich and provocative coverage of sexual harassment issues makes the most of this proven expertise in training corporate management, law enforcement, and private security personnel.

**Instructor:**

Timothy A. Dimoff.

**Duration:**

2 hrs

**Objectives:**

This course has been designed to prepare managers and supervisors to effectively develop policies and strategies that 1) prevent sexual harassment in the workplace, 2) protect organizations from litigation, and 3) increase understanding, sensitivity, and awareness among staff members at all organizational levels.

***Smart Hiring Techniques for Managers*****Description:**

Finding the best people for available jobs is one of the most challenging tasks faced by managers in the complex modern workplace. Managers with hiring responsibilities must be prepared to complete effective employee screenings and interviews. In addition, they must be aware of the liability issues that come into play whenever a potential employee applies for a job. *Smart Hiring Techniques for Managers* is a high-powered training course that fills this need. The course instructor, Tim Dimoff, is a nationally recognized expert on workplace issues, personnel training, investigative services, and security needs analysis for organizations of all sizes. This web-based version of his rich and provocative coverage of hiring issues makes the most of his proven expertise in training law enforcement and private security personnel.

**Instructor:**

Timothy A. Dimoff

**Duration:**

2 hrs

**Objectives:**

*Smart Hiring Techniques for Managers* has been specifically developed to help managers identify and hire the “best of the best.” After finishing this course, you will have completed a broad range of focused and effective training activities, designed specifically to help you master important hiring topics. For example, you will (1) understand the importance of hiring the right person the first time, (2) define your legal responsibilities as an employer, (3) learn how to implement a smart hiring process, (4) know how to identify the right candidates, (5) learn strategies for outlining candidate specifications and essential job functions, (6) understand the importance of credentialing and its legal boundaries, (7) be ready to plan and conduct interviews.

### **Targeted Staffing - Confirming Candidate Credentials**

#### **Description:**

Do you know what the most valuable asset to your company's organization is? It is people, or human capital. But how do you find the right people? *Targeted Staffing—Confirming Candidate Credentials* will show you how. You'll not only learn how not to hire by reviewing the inherent risks involved in staffing, you'll also analyze your organization's legal responsibilities. We'll cover pre-employment evaluations, and spend time reviewing reference checks—one of the most important tools that are available to you as an employer. Through the use of these strategies, your organization will enjoy greater productivity, higher employee morale, and eventually, increased profits.

#### **Instructor:**

Wayne Outlaw

#### **Duration:**

2 hrs

#### **Objectives:**

*Targeted Staffing—Confirming Candidate Credentials* is specifically designed to help you make educated and informed decisions about hiring. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you find and keep the right employees. For example, you will (1) create a job definition that works, (2) look beyond resumes to find the qualities and skills you want in a worker, (3) be able to check that a candidate is a quality individual, (4) learn about your legal responsibilities, negligent hiring, and discrimination laws, and read several case studies that will help you practice these strategies in your workplace, (5) learn the importance of pre-employment evaluations, including background checks, applicant tests, and reference checks, (6) learn strategies that will help you weed out undesirable applicants, locate quality candidates, and reap the benefits of Smart Staffing.

### **Targeted Staffing—Job Matching and Interviewing**

#### **Description:**

Are you satisfied with the quality of your employees? Or do you want to improve your hiring decisions? There is a wealth of evidence proving that people are your most valuable business asset. That's why it's important to hire top level employees. This course will show you how to create an effective job definition and establish hiring criteria. In addition, you'll learn valuable ways to prepare for and conduct interviews—preparation that will raise your chances of hiring the best person for the job! With top level employees on your side, you'll see greater market value, higher sales, AND increased profits per employee.

#### **Instructor:**

Wayne Outlaw

#### **Duration:**

2 hrs

#### **Objectives:**

*Targeted Staffing—Job Matching and Interviewing* is specifically designed to help you make educated and planned decisions about hiring. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you create a job definition, and prepare for and conduct interviews. For example, you will (1) understand why it's important to Smart Staff, regardless of the size of your business, (2) have the tools necessary to become a good job matchmaker, (3) be able to establish hiring criteria, (4) learn the difference between job responsibilities and duties, (5) be able to conduct screening interviews and know which style of interview works best for your company, (6) design a questioning strategy, (7) learn techniques that accomplish the goal of an in-depth interview: to uncover the qualifications, values, attitudes, and capabilities of each candidate.

## Sales / Marketing / Customer Service

### Communicating for Sales Success (NEW)

**Description:**

Communicating for sales success means identifying the right strategies to approach and satisfy a customer's request. You don't sell a product; you provide a solution!

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After completing this course, users should be able to: (1) use active listening techniques to better understand client needs; (2) Demonstrate communication that motivates buyer action; (3) Present solutions to potential clients; (4) Practice communication that leads to ongoing sales success, including customer service and post-sale follow-up.

### Excelling as First-Time Manager/Supervisor (NEW)

**Description:**

Moving up in the organization can be a bumpy ride if you don't clearly understand your role as a manager and leader. This course will outline the steps to take in order to excel as a first time manager.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

Lots of people become managers. Few become true leaders and excel as managers. Through this course, you will examine the skills you need to succeed as a first time manager.

After completing this course, you should be able to:

- Understand your role and key responsibilities as a manager
- Identify strategies to motivate your staff
- Delegate effectively for improved work performance
- Demonstrate communication techniques for handling difficult behavior
- Practice effective leadership skills

### Handling Terminations (NEW)

**Description:**

The most seasoned executive often turns into a white-knuckled novice when the time comes for a difficult termination. Ending an employment relationship is never easy, but some termination meetings can be particularly contentious.

Verdicts in favor of employee/plaintiffs are on the rise. That fact alone makes it important to examine the dynamics of a termination meeting to avoid a potentially costly mistake.

The primary purpose of this brief is to increase your understanding of the termination meeting and to greatly diminish the possibility of litigation as a result of a termination.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After completing this course, you should:

- Understand the critical considerations regarding the law before terminating an employee;
- Demonstrate communication competence (knowledge, skill, and motivation) in a termination meeting.

**Executive Must-Knows for E-Business****Description:**

Launching an e-business can be a daunting task—so many questions to answer! But a company that hesitates to enter the competitive Digital Age risks its very survival. *Executive Must-Knows for E-Business* will teach you what you must know if your company is to make that transition to the New Economy. You will learn how to chart your course around unexpected obstacles, how to meet the continual challenge of your new venture, and how to become an effective and inspirational leader, despite the difficulties of change.

**Instructor:**

Author: Wally Bock

**Duration:**

1 hr

**Fast and Effective Web Research****Description:**

The World Wide Web is the largest, most powerful information resource available to business professionals today. Unfortunately, finding that particular document or bit of data can be a challenging task for users unfamiliar with Web search tools. Our high-powered training course meets this need. Beginning with familiar research methods, this course helps users master the strategies and tools needed to complete efficient, focused Web searches.

**Instructor:**

Author: Marge Cataldo, MA

**Duration:**

2 hrs

**Marketing on the Internet—A Strategic Approach****Description:**

Now that the Internet has changed the nature of business, it should be no surprise that it has also changed the nature of consumers, the way to reach them, and what they want from you. This means that you must know how to build a successful online presence—before your clients turn away to your competitors, who are certainly already online. *Marketing on the Internet—A Strategic Approach* teaches you how to adapt your company to the new economy, to the Internet, and to customers' new expectations. By the end of the course you will know how to integrate the Internet into your marketing efforts, how to create a solid online business plan, and how your company can establish a successful online presence. It's not just marketing anymore; it's *Marketing on the Internet—A Strategic Approach*.

**Instructor:**

Daniel Janal

**Duration:**

2 hrs

**Objectives:**

*Marketing on the Internet—A Strategic Approach* is specifically designed to introduce you to the methods and techniques that build a successful online marketing program. For example, you will (1) learn how the Internet has changed marketing, (2) recognize the potential of online marketing, (3) engage the principles of integrated marketing with the Internet, (4) appreciate the importance of branding, (5) learn how to create your online marketing business plan, (6) know how to define your marketing mission, and set and monitor your goals, and (7) manage all aspects of your online presence.

### Online Marketing

**Description:**

The Internet is now more than a marketing possibility—it is a marketing necessity. *Online Marketing* is specifically designed to give you the most up-to-date information about online marketing strategies and customer relations. You'll learn the unique advantages offered to the online marketer, and you'll get solid instruction on such topics as creating your own web site image, following the latest "netiquette," and making the transition from online marketing to sales. This course won't speak only in generalities. It will give you the practical details you need to develop and achieve your own self-tailored online marketing goals.

**Instructor:**

Rick Crandall

**Duration:**

1 hr

**Objectives:**

*Online Marketing* is specifically designed to help you learn all of the most up-to-date information about online marketing strategies and customer relationships over the internet. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to market your products and services effectively over the internet. For example, you will (1) learn the unique advantages of an online market, (2) develop strategies for getting yourself recognized on the internet, (3) recognize ways to maintain developing relationships with customers, (4) understand the importance of proper netiquette and effective linking, (5) familiarize yourself with important suggestions for your own business e-zine, (6) develop strategies for an effective and refined website image, (7) create self-tailored online marketing goals, and (8) grasp the essentials of the online marketing steps to sales.

### Organizational Skills for Powerful Presentations

**Description:**

Did you know that every presentation you make is a golden opportunity to impress your boss, colleagues, and customers? Are you making the most of each and every one of your presentations? If not, *Organizational Skills for Powerful Presentations* can help. You'll learn that presentations aren't just rehearsed speeches. Different situations require us to communicate information and ideas in different styles—the very essence of oral presentations. After taking this course, you'll have all the tools you need to prepare yourself for well-organized, informative, and persuasive presentations.

**Instructor:**

Marjorie Brody

**Duration:**

2 hrs

**Objectives:**

*Organizational Skills for Powerful Presentations* is specifically designed to help you make the best presentations possible. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you get your ideas across to any audience. For example, you will (1) learn why good presentation skills are essential in today's workplace, (2) master a 5-step system for developing presentations, (3) know methods of organizing information for a presentation, (4) be able to think about audiences in terms of their needs and attitudes, (5) learn strategies to develop content and to perform a smooth delivery, (6) become familiar with the levels of persuasion you have with an audience, including motivating and convincing, and (7) learn specific models for persuasive organization.

### Powerful Sales Relationships

**Description:**

In today's fast-paced, competitive business climate, the quality of your customer service relationships has a direct impact on your sales success. And it sets you apart from other sales professionals. How can you improve these relationships? Through relationship selling. *Powerful Sales Relationships* has been designed to teach you the relationship-selling approach to sales. You'll not only learn the keys to relationship prospecting, you'll also know how to conduct sales interviews with impact and master the art of repeat business.

**Instructor:**

Tim Connor

**Duration:**

2 hrs

**Objectives:**

*Powerful Sales Relationships* is specifically designed to help you increase sales through productive prospecting, strong sales interviews, and secure repeat business. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to teach you the relationship-selling approach to sales. For example, you will (1) discover several sales constants in our changing world, (2) learn the ins and outs of relationship selling and why it's better than traditional selling, (3) learn how to use the relationship-selling model to conquer delaying tactics, disarming tactics, misunderstandings and prejudice, (4) know how to build relationships with more and better-qualified prospects from an endless supply of sources, (5) be able to generate good referrals, (6) learn how to conduct sales interviews with impact (7) know how to handle objections successfully, and (8) master the art of repeat business.

**Secrets to Sales Success—The Basics****Description:**

What motivates the superior salesperson? Recognition? Job opportunities? A new car? Or is it something else? The truth is that the most successful sales professionals are self-motivated. It's not enough to simply want to be successful—you must plan, concentrate, and train for success to develop behavior patterns that can become a part of your automatic, daily conscious activity. Simply put, you must learn how to be successful. *Secrets to Sales Success—The Basics* will show you how.

**Instructor:**

Tim Connor

**Duration:**

2 hrs

**Objectives:**

*Secrets to Sales Success—The Basics* has been specifically developed to help you implement techniques for improving your communication and prospecting skills. Specific topics covered include the following: (1) understanding success and what it means to you, (2) determining your own motivational factors, (3) recognizing why salespeople occasionally fall short, (4) establishing good sales habits including planning, training, discipline, concentration and attitude, (5) dealing with rejection and turning it into a positive experience, (6) understanding your prospect market, (7) knowing the right questions to ask and when, (8) improving your customer service skills, and (9) learning to communicate more effectively.

**Seven Qualities of Successful Selling****Description:**

This powerful sales course teaches effective sales by identifying seven important qualities that set successful sales people apart. The course demonstrates the three-fold effects of practicing these qualities: (1) they allow salespersons to communicate with customers, (2) they establish a foundation of trust, and (3) they nurture a sense of loyalty that will earn desirable repeat business and referrals. The instructor for this course, Marvin Montgomery, is an experienced keynote speaker and professional sales-training specialist who has helped hundreds of companies improve their productivity. The course makes the most of his informative, practical and stimulating training programs that reflect his basic philosophy: preparation and practice are the keys to sales success!

**Instructor:**

Marvin Montgomery

**Duration:**

2 hrs

**Objectives:**

*Seven Qualities of Successful Selling* has been specifically developed to help users to identify and build on the seven characteristics that make a great salesperson. Specifically, after completing this course, users will have mastered the following topics: (1) recognizing the Seven Qualities of successful salespeople, (2) distinguishing various types of sales approaches, (3) understanding how appearance, demeanor and confidence play a crucial role in success, (4) applying effective communication skills to the sales approach, (5) understanding the importance of nurturing a customer's trust, (6) knowing what customers want and how to give it to them, and (7) earning customer loyalty.

**[Succeeding at Sales Preparation and Practice](#)****Description:**

In today's fast-paced, competitive business climate, the importance of maximizing each sales opportunity with every customer is paramount. Through preparation and practice, you can help your sales staff attain their highest possible level of success with customers. *Succeeding at Sales—Preparation and Practice* will show you how to do this, as well as introduce you to the Ten Tools for Top Sales Performance.

**Instructor:**

Marvin Montgomery

**Duration:**

2 hrs

**Objectives:**

*Succeeding at Sales—Preparation and Practice* is specifically designed to help you and your organization prepare sales associates before they meet with customers. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to help you understand and improve sales performance. For example, you will (1) understand the importance of practicing, (2) teach your associates how to Ask and Listen rather than Tell and Sell, (3) implement tried-and-true practice strategies, (4) learn how to effectively train, hold sessions, and offer feedback, (5) understand the importance of having product knowledge and knowledge about your company, (6) maximize your company's features and benefits, (7) teach your associates how to handle objections and what specific objections really mean, and (8) practice twelve effective closing strategies.

**[Using the PACER Process to Find, Grow and Keep Customers](#)****Description:**

It takes time, effort, and knowledge to grow a business effectively and productively. Sales, marketing, and customer service are all necessary aspects of developing a successful organization. But how do you accomplish this using minimum effort to gain maximum results? The PACER Process is specifically designed to help you and your team members learn strategies and techniques that will allow you to develop the full potential of your business. In this high value-course, Andrew Birol explains the PACER Process (Process of Acquiring Customers and Enhancing Retention). This will help your organization to find and keep good customers through a constant commitment to knowing their needs and understanding your best and highest use. In this course, Andy provides a framework, tools, tactics and formulae to measure and hold accountable your investments in sales, marketing and customer service. Birol is President of PACER Associates, a consulting, coaching, training, speaking, publishing, and expert witness services company that helps organizations measurably find, keep and grow customers. Clients who have benefited from his expertise include First Energy, IBM, and ProForma.

**Instructor:**

Andy Birol

**Duration:**

3 hrs

**Objectives:**

*Using the PACER Process™ to Find, Grow and Keep Customers* is specifically designed to help you and your organization increase your success by finding, keeping and growing loyal customers. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to help you see more profits. For example, you will (1) learn how to locate and accelerate your most profitable activities, (2) use customer service to multiply your profits and grow your company, (3) understand the real value of customer service, (4) implement the PACER Process™, (5) define your target market, (6) know how to locate the best prospects and close sales, and (7) master techniques to create champion customers.

**Virtual PR—Building Business Relationships Online****Description:**

You've probably heard by now that the Internet is a wonderful, new, interactive environment for businesses and customers. But do you know exactly what that means? The Web has radically changed the way businesses perform public relations. In the past, it used to be mass mailers directed at a general public and press kits sent to indifferent media outlets. But now, businesses can individually target customers and establish online relationships with them. All you need is a targeted online PR campaign. *Virtual PR—Building Business Relationships Online* starts from scratch to give you all the strategies you need to implement a PR campaign that will strengthen your customer relationships. Whether you already have a site for your business, or you are considering your first venture into the virtual world, this course has all the information you need from the experts for immediate results.

**Instructor:**

Daniel Janal

**Duration:**

2 hrs

**Objectives:**

*Virtual PR—Building Business Relationships Online* is specifically designed to help you improve your online customer relations and to effectively sell your products over the Internet. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to create a focused PR campaign that conveys your advertising message to online communities. For example, you will (1) learn the importance of one-to-one marketing, (2) develop effective strategies for applying one-to-one marketing over the Internet, (3) know the best methods to increase "customershare" and encourage repeat visits, (4) familiarize yourself with various online methods for building value for customers, (5) discover tips for utilizing e-mail in marketing efforts, (6) be able to effectively implement online newsletters and mailing lists, (6) learn the essentials of proper "netiquette," and (7) understand the online community as well as strategies for structuring these communities around your products.

**Web Sites That Sell - Promoting and Measuring Success****Description:**

You've seen the commercials with the "dot.com" addresses. You've heard about the number of "hits" that different web sites receive. You know that the Internet is important for today's businesses, but do you know all of the tools for effective web promotion? Effective promotion of your web site is more than simply increasing the number of your online "hits"—it's the development of repeat visits and online relationships with your customers. *Web Sites That Sell—Promoting and Measuring Success* shows you the best methods for increasing your site's visibility and offering just the right benefits to your customers and potential customers so that they'll keep coming back for more.

**Instructor:**

Daniel Janal

**Duration:**

1 hr

**Objectives:**

*Web Sites That Sell—Promoting and Measuring Success* is specifically designed to help you improve your online visibility and to effectively sell your products over the Internet. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to develop long-term relationships with your customers. For example, you will (1) learn the subtleties of various Internet search tools, (2) develop effective strategies for increasing your visibility on search engines, (3) know the best methods for developing online endorsements, (4) familiarize yourself with various integrated promotional tools, (5) discover tips for encouraging bookmarks and startup pages, (6) learn the importance of an online restricted area, and (7) understand the benefits of hiring outside professionals for web promotion.

**Web Sites That Sell: Building Your Site****Description:**

You are part of a successful business. Your sales are steady. You may even have a web site for your business. But, have you tapped into all the potential that the Internet offers? In today's competitive environment, you need more than the typical web site. You need a web site that successfully sells. The Internet offers a wealth of possibilities to reach new customers, establish customer relationships, increase customer interactivity with your business, and yes, increase your sales. If your web site isn't doing all of these, then it's time to make some adjustments. *Web Sites That Sell: Building Your Site* starts from scratch to give you all the strategies you need to construct a web site that will increase your sales. Whether you have yet to design a site, or you have a site that isn't meeting your goals, this course has all the information you need for immediate results.

**Instructor:**

Daniel Janal

**Duration:**

2 hrs

**Objectives:**

*Web Sites That Sell: Building Your Site* is specifically designed to help you improve your online customer relations and to effectively sell your products over the Internet. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to create a web site that conveys your advertising message in a customer-friendly presentation. For example, you will (1) learn the traditional direct mail model of advertising, (2) develop effective strategies to apply this advertising model over the Internet, (3) know the best methods for gaining customer attention and encouraging repeat visits, (4) familiarize yourself with various online closing tools, (5) discover tips for effectively organizing your homepage, (6) be able to effectively organize your information to assist customer navigation, (6) learn how to successfully upsell your products, (7) create management guidelines for delegating web site design tasks, and (8) understand the best tactics for focusing your online efforts towards the customer.

**Double Your Sales—Without Quadrupling Your Effort****Description:**

This powerful sales course teaches effective sales by identifying the eight basic elements of ATTITUDE. The course demonstrates the effects of fostering and practicing the elements of ATTITUDE to bring excellence to the basic actions and tasks of selling. The instructor for this course, Jim Meisenheimer, specializes in speaking, training and consulting with salespeople and managers on how to achieve maximum sales results in minimum amounts of time. In the last ten years alone, Meisenheimer has helped over 305 companies and 40,313 salespeople master the fine art of selling. This course makes the most of his 29 years of executive sales management and strategic planning experience!

**Instructor:**

Jim Meisenheimer, CSP

**Duration:**

2 hrs

**Objectives:**

*Double Your Sales—Without Quadrupling Your Effort* has been specifically developed to help users to identify the eight characteristics that make a great salesperson. More importantly, the course demonstrates how users can personally build on them. Specifically, the course addresses the following topics: (1) developing ATTITUDE, (2) recognizing the impact of style and confidence, (3) planning for success, (4) understanding the importance of preparation, (5) applying effective action plans, (6) investing in key technologies, (7) shoring up your knowledge base, (8) understanding the importance of achieving a life balance, and (9) knowing how to network.

**Online Market Research****Description:**

Effective market research has always been about information—on your customers, your competitors, and your industry. It's research that helps you to meet your customers' needs and to distinguish yourself from your competitors. But now with the Internet, information is radically changing. You have access to a greater amount of information, faster than you ever had it before. And it's this sort of research that you need to put to use. Your competitors certainly are! *Online Market Research* offers you all the tips from the experts themselves to provide you with an integrated and thorough online market research plan.

**Instructor:**

Daniel Janal

**Duration:**

1 hr

**Objectives:**

*Online Market Research* is specifically designed to help you improve your online research efforts and to effectively solicit feedback from your customers. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to create an online research plan to best understand your customers and your competitors. For example, you will (1) learn how to implement an online survey, (2) develop effective strategies for increasing your survey responses, (3) know the best methods for structuring an online focus group, (4) familiarize yourself with various newsgroups to uncover unsolicited comments on your products, (5) discover the importance of log files and their implications, (6) be able to effectively use the various search tools of the Internet, (6) learn the most important sites for gathering information on your competitors, and (7) understand ways to improve your overall understanding of your industry.

**Customer Service Teams—Keys to Success****Description:**

In today's workplace, a good customer service team is integral to the success of an organization. And putting a customer service team in place, structuring for performance, and promoting performance are all aspects of a great customer service team. This course will teach you techniques to accomplish this as well as how to be flexible and responsive through workplace training. The instructor for this course, Joan Thomas, is a nationally established training consultant whose expertise is designing and implementing custom training programs for the banking, education, government, health care, manufacturing, retail and social service industries. In addition, this provocative and informative web-based version makes the most of Thomas' Consulting Goal, which is to use proven behavioral and motivational techniques to make the daily efforts of employees more profitable for their business or organization.

**Instructor:**

Joan Thomas

**Duration:**

2 hrs

**Objectives:**

*Customer Service Teams—Keys to Success* has been specifically developed to help you to build on your current customer service skills and learn new techniques. When you finish this course, you will have completed a broad range of focused and effective training activities, designed specifically to help you master the topics listed. For example, you will (1) understand the importance of a good customer service team, (2) distinguish the attributes for teamwork, (3) discover the benefits of consulting veteran employees, (4) bring teamwork and service together, (5) recognize the importance of goal-setting, (6) structure for team performance, (7) understand the importance of training, and (8) discover the importance of promoting employees.

**Effective Customer Service—The Communication Component****Description:**

Effective customer service is built on a number of factors, most important of which is strong communication. This course is designed to support customer service professionals at all levels as they work to develop their communication skills. More importantly, the course uses real-world scenarios and interactivity to help users apply these communication skills to the situations they face every day as they serve customers, both internal and external.

**Instructor:**

Joan Thomas

**Duration:**

2 hrs

**Objectives:**

*Effective Customer Service—The Communication Component* has been specifically developed to help users improve existing communication skills and learn new techniques. Specifically, after completing this course, users will have mastered the following topics: (1) understanding the role of the customer service professional, (2) understanding the importance of product quality, (3) distinguishing attitudes, behaviors and skills, (4) recognizing the importance of organizational competence, (5) honing communication skills, (6) understanding the importance of voice, and (7) dealing with conflict management.

**Strategic Customer Service—Using the PACER Process™ to Keep and Grow Customers****Description:**

If you asked the average professional to describe the purpose of customer service, you're likely to hear the response, "to make our customers happy." The truth is that it's only half of the equation. Superior customer service helps you find, keep, and grow customers. It establishes long-term relationships with your customers. And it develops advocate customers who refer you to others to improve your bottom line. In this course, you will learn a strategic approach to improved customer service and retention: the PACER approach, or the Process for Acquiring Customers and Enhancing Retention.

**Instructor:**

Andy Birol

**Duration:**

2 hrs

**Objectives:**

Strategic Customer Service is specifically designed to help you and your organization increase your success by finding, keeping and growing great customers. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to help you see more profits. For example, you will (1) learn how to achieve a balance and efficiency in your customer service efforts, (2) use customer service to multiply your profits and grow your company, (3) understand the real value of customer service, (4) implement the PACER Process™, (5) define your target market, (6) know how to locate the best prospects and close sales, and (7) master techniques to create champion customers.

## Management / Self Development

### Conducting Performance Evaluations (NEW)

**Description:**

This course will equip you with an understanding of communication climates for successful performance evaluations, raise your awareness of EEOC laws regulating these types of interviews, and will give you an overview of how to plan for and conduct performance appraisals in several challenging situations. By successfully completing this short course, you will have armed yourself with the skills and awareness necessary to help your company retain and develop the very best employees.

The performance review is a feedback mechanism that may serve multiple purposes for everyone involved. The most important purpose for the employer is not to review and judge past performance but to bring about better future performance.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After completing this short course, you will be able to:

- Identify and improve communication climate for performance evaluations.
- Comply with the Equal Employment Opportunity Commission's regulations concerning performance evaluations.
- Use the template provided to plan an effective performance evaluation.

### Finance Essentials (NEW)

**Description:**

By preparing and keeping updated, basic financial documents, your company is ready to act quickly if a financing opportunity comes along.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

Through this course you'll learn that financial records serve a variety of purposes.

After completing this course, you should be able to:

- Describe two systems of accounting
- Identify and interpret essential financial statements
- Use accounting principles to make realistic financial projections
- Practice appropriate record keeping for financial transactions

### Manager/Supervisor Responsibilities Regarding Workplace Violence (NEW)

**Description:**

Workplace violence continues to be the biggest security concern businesses have in the U.S. – Pinkerton Consulting & Investigations 2003 survey

Violence has been the #1 threat facing companies for the last five years. – Top Security Threats and Management Issues Facing Corporate America survey

More than 5,000 cases of workplace violence are reported every day in this country. – Pinkerton Consulting & Investigations

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

This brief learning module will overview your responsibilities in preventing violence in the workplace.

Violence is an offshoot of other workplace problems, such as poor communication and problem solving, ineffective working relationships, stress, and factors such as a poor economy, downsizing, and employee perceptions of being overworked and underpaid.

So, our approach is a holistic one that encourages managers and supervisors to take a leadership role in working with employees to reduce the impact of all of these problems. Several additional briefs are available for employees in the WCTS library on these topics.

**Preparing and Working With Budgets (NEW)****Description:**

A budget isn't just a record of what you spent. It is a plan for asset management. Learn all you'll need to create, deploy and manage budgets for the benefit of your organization.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

Budgets are the foundation of any successful business. A well-prepared budget better equips you to:

- Manage your money
- Plan for the future
- Meet monthly, quarterly and annual objectives
- Project the confidence that your business will make a profit
- Monitor your company's performance and identify problems before they occur
- Improve decision making
- Build a motivated staff because they have a clear picture of your company's goals

**Preparing Presentations That Have Impact (NEW)****Description:**

Presentations are a primary way to gain consensus or seal the deal. Learning how to prepare an effective presentation is a vital skill to have in today's competitive business climate.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

After taking this course, you should be able to do the following:

- Identify key characteristics of your target audience;
- Develop an appropriate "approach" for a presentation, dependent on topic, goal, and audience;
- Organize and outline your presentation; and
- Rehearse your speech efficiently.

### Selection Interviews for Employers (NEW)

**Description:**

This brief will provide you with techniques for interview protocols that put you and your company in the best light – so that you retain the best candidates in the applicant pool.

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

Your participation in this brief learning module will result in more effective interviewing and hiring practices within your department, group, and company. In this short lesson, you will learn the important laws that govern which questions are, and are not, legal in employment interviews (thus protecting your company from damaging litigation or embarrassing allegations). You will explore and practice strategies for avoiding common question pitfalls.

### What Managers and Supervisors Need to Know About Drug Testing (NEW)

**Description:**

The average employer loses \$7,000 per year, per employee who abuses drugs and / or alcohol.

74% of all drug abusers are employed.

Drug abusers cost companies 300% more in medical costs and benefits.

Drug abusers are absent up to 16 times more often, and are 1/3 less productive than non-users.

In surveys of drug abusers:

44% admitted selling drugs to co-workers

18% admitted stealing from employers

People and organizations that deal in the sale of illegal drugs have very elaborate ways of targeting specific markets. The two primary markets are:

- blue collar workers (usually at work)
- students at public schools and universities

**Instructor:**

DEALERS GROUP, LTD.

**Duration:**

0.75 hrs

**Objectives:**

Upon completing this learning brief, you should be able to:

- Associate definitions with important terms related to drug testing in the workplace;
- Illustrate a working knowledge of the 10 steps of the collection process;
- Identify the three methods donors use to adulterate urine specimens in order to avoid detection of illegal substances;
- Identify some future trends in accurate drug testing.

### Coaching Illustrated

**Description:**

Any company is only as good as its people. That's why you must know how to get the most from your staff, and build the teams that will help you compete and thrive. Your staff will have confidence in your abilities and will follow you only if you know how to lead. But you must not only lead your team, you must develop their abilities. Our course, *Coaching Illustrated* demonstrates how you can tap into the full potential of your workforce. You will learn thirty coaching principles that will inspire your employees to embrace your vision and consistently achieve shared goals.

**Duration:**

3 hrs

**Objectives:**

*Coaching Illustrated* is specifically designed to help you develop the potential of individual employees and build teams that consistently exceed expectations. After finishing this course, you will have learned the 30 coaching principles that will strengthen your leadership skills. For example, you will learn to (1) broadcast your vision, (2) generate trust and respect, (3) build long-term partnerships with employees, (4) teach your team to make excellent decisions, (5) instill desired habits through repetition, and (6) determine the true level of your employees' commitment.

**High-Impact Skills for Career Success****Description:**

What qualities separate the successful professional from the ordinary professional? It's not intelligence. It's not background. It's not even a matter how hard someone works. The simple fact is that successful professionals and high-achievers are able to create a powerful impression, influence others, and demonstrate a positive approach. These aren't qualities with which people are born—they are skills that can be learned and developed. *High-Impact Skills for Career Success* takes you step by step through all the skills you need to effectively impress, negotiate, and persuade others throughout your entire career.

**Instructor:**

Michael W. Mercer, Ph.D.

**Duration:**

2 hrs

**Objectives:**

*High-Impact Skills for Career Success* is specifically designed to help you learn how to effectively impress, negotiate, and influence others. After finishing this course, you will have completed a broad range of focused and effective training activities that you can apply throughout your career. For example, you will (1) learn about the Platinum Rule and its importance, (2) consider the four interpersonal styles of business, (3) be able to practice the skill of artful vagueness, (4) learn the distinctions between pacing and leading, (5) be able to plan and organize effective meetings, and (6) grasp the essential tools for effective professional writing.

**High-Impact Skills for Presentations That Impress****Description:**

It's the event that almost everyone dreads—the business presentation. Maybe it's a department presentation in front of your supervisors. Or maybe it's a product demonstration in front of a client. No matter the situation, every professional must be prepared for the inevitable public performance. So what separates the dynamic presenters from the rest? They know how to impress an audience. They prepare and practice. They handle tough questions and adversity. And they translate successful presentations into business success. *High-Impact Skills for Presentations That Impress* is designed to teach you these invaluable presentation skills by taking you from the initial preparation to the actual delivery in front of an audience.

**Instructor:**

Michael W. Mercer, Ph.D.

**Duration:**

2 hrs

**Objectives:**

*High-Impact Skills for Presentations That Impress* is specifically designed to help you learn how to effectively present in front of various groups and persuade others. After finishing this course, you will have completed a broad range of focused and effective training activities that you can apply in front of numerous audiences. For example, you will (1) learn about the importance of presentation style and impact, (2) consider various techniques for reducing nervousness, (3) be able to assess an audience's interpersonal style, (4) learn how to best incorporate multimedia tools, (5) be able to handle difficult questions, and (6) grasp the essentials of effective presentation organization.

### **High-Impact Skills to Negotiate, Influence, Persuade...Succeed**

#### **Description:**

People who become high-achievers in their careers possess certain qualities that differentiate them from those who never attain a comparable level of success. High-achievers, for example, seem to have exceptional ability to negotiate, influence, and persuade with remarkable results. They smoothly and diplomatically get others to do what they want them to do. Where did they learn to do this? Can you learn the same? Yes! In this course, you'll learn how to negotiate, influence, and persuade effectively. You'll learn how to get people to agree with you by using a number of simple, yet practical strategies. First, you'll learn how to get in sync with others through the pace-and-lead strategy. It's a way of keeping stride with others, mirroring their habits, gestures, and feelings and then tactfully influencing their opinions and decisions. You'll learn how to get what you want by asking the right questions in just the right way. And you'll also learn effective responses when you're persuasive abilities fall short, and you're faced with resistance. Playing hardball when necessary will be no problem for you, and wrapping up negotiations properly will be easy after you take this course.

#### **Instructor:**

Michael W. Mercer, Ph.D.

#### **Duration:**

2 hrs

#### **Objectives:**

*High-Impact Skills to Negotiate, Influence, Persuade...Succeed* is specifically designed to help you learn how to effectively negotiate and influence others. After finishing this course, you will have completed a broad range of focused and effective training activities that you can apply throughout your career. For example, you will (1) learn how to negotiate in two steps: pace and lead, (2) persuade others by asking, pacing, and using the right questions, (3) develop simple strategies to get people to agree with you, (4) be able to respond to roadblocks and resistance, (5) develop surefire negotiation savvy, (6) play various types of hardball when necessary, (7) be able to wrap up negotiations properly.

### **High-Impact Skills to Conduct Highly Productive Meetings**

#### **Description:**

Few things you will ever do in your career provide a greater opportunity to impress the right people than when you preside over a meeting. On the other hand, if you blow it—participants leave with a much different view of your abilities. This interactive course offers you hard-to-find details on assuming the role of a meeting leader. You'll learn how to calculate a meeting cost-benefit analysis, serve as ringmaster, plan your meeting, and organize the agenda. You will also discover how to set the right tone and atmosphere, create the best physical environment, and properly conclude and follow up after your meeting. If you've ever wondered how to keep things on track and in control, then try our course: *High-Impact Skills to Conduct Highly Productive Meetings*.

#### **Instructor:**

Michael W. Mercer, Ph.D.

#### **Duration:**

2 hrs

#### **Objectives:**

*High-Impact Skills to Conduct Highly Productive Meetings* is specifically designed to help you learn how to effectively control meetings. After finishing this course, you will have completed a broad range of focused and effective training activities that you can apply throughout your career. For example, you will (1) link meetings to money and perform a cost-benefit analysis, (2) know how to serve as ringmaster of the meeting, (3) effectively plan your meetings, (4) organize great agendas, (5) be able to handle problem personalities, (6) learn to create the best physical environment, and (7) know how to stay in charge before, during, and after the meeting,

### [Keeping Your Employees Focused Through Mentoring \(New\)](#)

#### **Description:**

In today's Information Age, employees must have access to the tools they need to develop their skills—and they need those tools fast. Companies that continue to increase the knowledge of their workforce gain the competitive edge—companies that don't will fall behind. How do you encourage employee development? The answer is through a formal mentoring program. Mentoring in the corporate environment is not a fad—it's a powerful concept that sharpens the skills of both mentor and protégé and improves the company's bottom line. *Keeping Your Employees Focused Through Mentoring* teaches you how to plan and implement a formal mentoring program that encourages continued learning in the workplace and meets the needs of your workforce.

#### **Instructor:**

Behavioral Health Strategies, LLC

#### **Duration:**

1 hr

#### **Objectives:**

*Keeping Your Employees Focused Through Mentoring* provides you with a comprehensive model for implementing and evaluating your formal mentoring program. After completing this course, you will (1) learn the history of mentoring and define its practice in the corporate environment, (2) distinguish the advantages of informal and formal methods of mentoring, (3) learn the benefits of mentoring for the mentor, the protégé, and the company, (4) consider the criteria for an effective mentoring committee, and (5) understand the various steps that must be taken to implement and evaluate a formal mentoring program.

### [Leadership Transition](#)

#### **Description:**

Do you know the difference between a manager and a leader? Many people believe that leadership and management are synonymous. But managers are often seen as administrators, not leaders. Leaders, however, are agents of change. And the truth is that leadership is within the grasp of us all. Leadership skills can be learned. If you want to make the transition from manager to leader all you need are some simple tools and insights to build the necessary skills—tools that this course will provide.

#### **Instructor:**

Frank C. Bucaro, CSP, CPAE

#### **Duration:**

2 hrs

#### **Objectives:**

*Leadership Transition* is specifically designed to help you understand the advantages of and become familiar with all aspects of leadership. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you make a smooth transition from manager to leader. For example, you will (1) learn what it takes to be a leader, (2) create a personal mission statement, learn to set goals and achieve results, and develop a sense of self-worth, (3) discover the power of adaptation, (4) approach leadership through verbal and non-verbal relationship-building, (5) understand decision-making for leaders, (6) utilize the language of effective leadership, (7) see problems as opportunities (and the advantages to this approach), and (8) acquire the skills to build leadership relationships.

### [Moving Up: Successful Strategies for Career Development \(New\)](#)

#### **Description:**

Are you ready to do what it takes to move up in your career, but aren't sure where to begin? Then *Moving Up: Successful Strategies for Career Development* is for you! You'll learn that by nurturing an entrepreneurial attitude, you'll be the one moving your career to new heights. You'll discover that constantly learning and improving your skills are key to staying competitive in today's marketplace. This course will help you define what success means to you and how to achieve it. You'll sharpen your public speaking and negotiation skills, and you'll learn practical tips that will keep you right where you need to be to receive the pay and promotions you deserve. And how do you know when it's time to move on—to make a job switch or even a career shift? This course will help you know when and how to make those choices and how to prepare for taking those big steps up the ladder of success.

**Instructor:**

Mr. Jeff Davidson, MBA, CMC

**Duration:**

2 hrs

**Objectives:**

*Moving Up: Successful Strategies for Career Development* is specifically designed to help you beat out the competition and move up the career ladder before the rest. After finishing this course, you will have completed a broad range of focused and effective training activities. For example, you will (1) define what success means to you personally, (2) assess what you need to be doing in the office to start moving up, (3) learn to view your career through the lens of an entrepreneur, (4) discover what you can do to improve your public speaking skills, and (5) review how to negotiate for a raise or promotion with confidence.

**[Expert Stress Management Strategies That Work](#)****Description:**

No matter where you earn your living or what you do, stress has become an inescapable fact of life in today's society. When stress rears its ugly head, we could all benefit by having ready-to-apply *Expert Stress Management Strategies That Work*. This online course, developed by a leading authority on stress management and personal change, can help you learn a variety of simple and effective techniques you can use whenever workplace stressors pop up. In short, this course offers a realistic approach to dealing effectively with on-the-job pressures.

**Instructor:**

Mr. Jeff Davidson, MBA, CMC

**Duration:**

2 hrs

**Objectives:**

*Expert Stress Management Strategies That Work* is specifically designed to help you master your workplace environment. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to help you simply and effectively reduce your level of stress. For example, you will (1) learn how to reduce stress levels and recharge your batteries by taking a strategic pause, (2) examine ways that you can relieve tension through exercise, spirituality, nutrition, supplementation, and massage, (3) focus on achieving your goals by means of progressive relaxation, visualization, and guided imagery, (4) learn how important visualization can be in reducing stress and improving your success at work, (5) explore the rewarding world of deep breathing, meditation, mindfulness, and centering, and (6) learn several three-minute meditation forms as well as other breathing techniques to ward off stress.

**[Expert Time-Management Strategies That Work](#)****Description:**

You've started the day with a stack of papers on your desk. Your boss has a new project you have to finish today, your coworker needs your help, and you have several letters to write and respond to. You've already skipped your lunch break, but you'll still never finish all your work. What can you do? If this scenario sounds familiar, you've come to the right place for help. *Expert Time-Management Strategies That Work* will start by teaching you how to say **no**, diplomatically, to everyone's request for your time. You'll learn how to take control of your workspace, and learn some simple, but effective, tools that will improve your efficiency. Lastly, you'll review several tried and true methods for sending and receiving correspondence that is guaranteed to reduce your time at handling mail by sixty to seventy percent.

**Instructor:**

Mr. Jeff Davidson, MBA, CMC

**Duration:**

2 hrs

**Objectives:**

*Expert Time-Management Strategies That Work* is specifically designed to help you save time in the work setting. After finishing this course, you will have completed a broad range of focused and effective training activities, that will show you how to reclaim your time. For example, you will (1) learn how to protect yourself from demands others make for your time, (2) be able to manage the glut of information to which you are subjected, (3) learn techniques to improve your office space by getting control of your desk, shelves, and papers, (4) discover filing techniques that can streamline your work, (5) evaluate several office tools that promise to make your life easier, (6) be able to differentiate between proactive and reactive correspondence, and learn strategies for handling both more efficiently, (7) learn the importance of implementing tickler files, and (8) have the opportunity to take what you've learned in this course and apply it to your own workplace situation.

**Supreme Teams: How to Make Teams Work****Description:**

"Working as a team," "meeting team goals"—no doubt you've heard these phrases before. "Team" seems to be the magic word for today's businesses. But how exactly do you manage a team? How do you organize a team to achieve results? *Supreme Teams: How to Make Teams Work* has all the strategies you need to organize and manage a team from start to finish. You will learn the various types of teams and the team evolution cycle. You'll understand the value of the inverted organizational pyramid and know the best strategies to establish team values and team norms. You'll have the opportunity to target your own team's current Life Cycle Stage and be able to recognize methods for valuing individual differences within the team setting. Plus, you'll study the potential pitfalls for teams and the best methods for organizing a team to accomplish goals. The Review sections and lesson case scenarios will further reinforce the material provided, and help you use your newfound knowledge and apply it to your everyday workplace.

**Instructor:**

Tony Alessandra, Ph.D.

**Duration:**

2 hrs

**Objectives:**

*Supreme Teams: How to Make Teams Work* is specifically designed to help you improve your understanding of the effective use of teams in today's business. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to manage your team effectively and maximize your team's potential. For example, you will (1) learn the importance of developing team work values, (2) understand the value of the inverted organizational pyramid, (3) know the best methods for establishing team values and team norms, (4) familiarize yourself with the Team Life Cycle, (5) target your own team's current Life Cycle Stage, (6) recognize methods for valuing individual differences, and (7) learn how to successfully avoid the pitfalls for workplace teams.

**Winning Management—Customer Focused****Description:**

In today's workplace, building customer satisfaction is critical to your organization's success. It's something that all businesses strive for, but few actually achieve. Are you happy with your level of customer satisfaction? Or do you want to increase your profits by recruiting and retaining more customers? This course will show you what customers want and how they measure quality. You'll also gain valuable insight into why customers leave, and what you and your organization can do about it.

**Instructor:**

Author: Wolf Rinke, PhD, CSP

**Duration:**

2 hrs

### ***Winning Management—Change-Driven***

#### **Description:**

Businesses must continually adapt to the revolutionary changes that define today's marketplace. Is your organization accepting and thriving on change? If not, this course will help. You'll learn why change is a revolution and how it costs your organization if you don't keep up, you'll also learn the change process, and how to build a learning organization. An Organizational Transformation Process is provided that will show you tools and techniques you can implement in your own workplace to stay ahead of the competition in the next millennium.

#### **Instructor:**

Author: Wolf Rinke, PhD, CSP

#### **Duration:**

2 hrs

### ***Winning Management—Climate Building***

#### **Description:**

In today's fast-paced, competitive business climate, the importance of cultivating and retaining good employees is paramount. Do you know why employees are dissatisfied with their jobs, a feeling that carries over into customer service? Do you know why they leave? Do you know what you can do about it? This course answers these questions and more. You'll not only learn how to create and maintain a positive corporate climate, you'll also learn tried and true reward and recognition strategies, and be able to make the connection between employee/customer satisfaction.

#### **Instructor:**

Author: Wolf Rinke, PhD, CSP

#### **Duration:**

2 hrs

### ***Winning Management—Coach and Empower***

#### **Description:**

Have you ever wondered if you bring out the best in your staff? Have you ever asked yourself if there might be an easy way to get employees to do more and do it better? This course teaches techniques that can make your employees happier, more productive, and stronger team members.

#### **Instructor:**

Wolf Rinke, PhD, CSP

#### **Duration:**

2 hrs

### ***Winning Management—Building the Foundation***

#### **Description:**

Too often, businesses institute changes without making the proper preparations. The major reason these management interventions fail is that managers have not built a solid foundation. The first in the *Winning Management* series, this course will teach you the principles of winning management necessary to build a solid foundation for your company. Become a winning manager by combining the process skills of a manager with the vision and people skills of a leader. You will also learn how to build a team and help your company make the transition from the machine economy to the chip economy.

#### **Instructor:**

Author: Wolf Rinke, PhD, CSP

#### **Duration:**

2 hrs

### ***Winning Management—Communication***

#### **Description:**

How are your communication skills? If you are like most managers and want to improve these skills, this course will help. You'll learn specific strategies for improving your communication, achieving win-win outcomes and obtaining the cooperation of team members. You will learn the benefits of communicating your organization's big picture to team members—this leads to greater employee motivation and empowerment. You will also be presented with nine sure-fire strategies to help you communicate like a pro.

**Instructor:**

Author: Wolf Rinke, PhD, CSP

**Duration:**

2 hrs

***Envision Success—Creative Leadership for Managers*****Description:**

Dreams. We all have them. Maybe it's moving up the corporate ladder, obtaining an advanced degree or starting your own business. No matter what the dream, you're not likely to make it a reality without setting goals. This course will help you set those goals as a business manager and leader. It will move you along a path, step by step, so you can envision your future, share your vision with others, form strategic alliances, and implement your plans. You'll end this course knowing how to measure your progress and reward yourself and your supporters as you realize each of your dreams.

**Instructor:**

Author: Jo Condrill, MS

**Duration:**

2 hrs

***Strategic Planning for Business*****Description:**

Every organization today must learn to manage change. Change is inevitable, but the organization with a clear strategic plan will avoid marketplace threats and take advantage of new opportunities. Organizations must have a vision that defines the organization's future, a purpose statement that articulates its reason for existence, and a values framework that holds the organization together through change. *Strategic Planning for Business* teaches you the crucial steps of strategic planning and equips you with the tools you need to adjust your goals and stay on the path of success.

**Instructor:**

Author: Vantage Associates, Inc.

**Duration:**

2 hrs

***Turning Strategy Into Action: Understanding Strategy*****Description:**

Strategy is more talked about than understood. This means that understanding strategy will give you a decisive advantage over your business rivals in today's intensely competitive world. This course will give you that edge by supplying you with a wealth of information that will deepen your understanding of strategy. This course will fully prepare you to excel in today's tough business climate, despite the dizzying pace of change.

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

***Power Managing—Maximizing Your Facilitation Skills*****Description:**

With the tools provided in this course, you'll learn how to make presentations like a pro. In addition to presentation skills, you will learn facilitation techniques for running successful meetings. You'll find out how to run meetings with confidence and energy, and get the attention and participation of your audience, whether your group is two, twenty, or two hundred. We'll also show you how to answer the question: "Is this meeting absolutely essential, or can I achieve my objectives in other ways?" You'll learn that a results-focused agenda is the secret to achieving great outcomes from your meetings!

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

### **Power Managing—Understanding and Evaluating Performance**

**Description:**

Poor performance in the workplace is an epidemic. Are you tired of spinning your wheels over poor employee performance? In this course, find out what you can do about it, beginning with a focus on observable behavior. You'll learn how to create performance-based outcomes through coaching and counseling, and how you can use communication to optimize the performance of both you and your subordinates. We'll provide real work scenarios to help you grasp concepts easily and more thoroughly apply this material to your workplace.

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

### **Turning Strategy Into Action: Managing Change**

**Description:**

Let's face it, any business can encounter an unexpected crisis. But you can do more than cross your fingers and hope for the best—you can incorporate and manage change in your organization. In this course you will learn the author's most up-to-date techniques for dealing with the constant change that is the rule in today's marketplace.

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

### **Turning Strategy into Action: The People Factor**

**Description:**

To turn strategy into action, you must understand the people factor. Too often, managers and executives say they believe in the power of their people, but don't truly understand them or how to use that power. This course will give you the key workforce-related issues to successfully implement your organizational strategy. This course will fully equip you to harness and lead your most important resource—your people. You'll never again underestimate the people factor.

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

### **Introduction to Supervisory Skills**

**Description:**

In today's workplace, great supervisory skills are a must for successful organizations. And developing great teams includes knowing how to communicate and understanding group processes as well as maintaining great supervisory skills. These are all tools that *Introduction to Supervisory Skills* provides. In short, this web-based version of Mr. Pettit's dynamic approach, respected content and comfortable training style provides the tools needed for your organization's success.

**Instructor:**

Author: Charles (Skip) Pettit, MEd

**Duration:**

2 hrs

**Objectives:**

*Introduction to Supervisory Skills* has been specifically developed to help you build more productive and successful teams at your organization with great supervisory skills. When you finish this course, you will have completed a broad range of focused and effective training activities, designed specifically to help you master the topics listed. For example, you will (1) develop great supervisory skills, (2) recognize the styles of ineffective supervisors, (3) supervise problem solving processes, (4) understand the importance of communication, (5) apply successful and positive conflict management techniques, (6) invest in and develop great teams, (7), deal with conflict behavior and understand group processes and (8) know the categories of group behaviors and how these affect your team.

### Leadership Every Day

**Description:**

Leaders are not born, they are educated. Any successful leader in business has to learn important strategies and techniques for developing talent and creating an organizational vision. More importantly, the way we understand leadership in the workplace is evolving, and any effective leader needs to stay up-to-date on all the latest information. The old hierarchies are out-of-date—new leaders are learning new strategies. This course is designed to help you do just that.

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

**Objectives:**

*Leadership Every Day* is specifically designed to help you learn all of the most up-to-date information about leadership strategies, organizational vision, and mentorship. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to practice productive leadership in the workplace. For example, you will (1) learn the beginning steps to establishing an organizational vision, (2) develop strategies for problem prevention, (3) recognize ways to maintain an accurate picture of your environment, (4) understand the importance of concurrent, abstract, and tangible goals, (5) learn examples of inspiration, (6) develop strategies for effective mentorship and delegation, (7) create self-tailored tactics of motivation, (8), grasp the essentials of time management, and (9) learn the boundaries of leadership style and capability.

### Management Awareness Workshop

**Description:**

Management Awareness Workshop, developed by The Klock Company, Realtors in the mid-1970s, has been continuously in use and constantly updated since then. It has helped people of all ages to decide whether seeking (or continuing) to pursue a career in management is consistent with their personal goals. It has launched thousands of men and women into rewarding new careers, while returning others to their present positions with renewed self-esteem, enhanced job satisfaction and a greater appreciation of managerial support. This course is for you if you're a recently appointed branch office sales manager, OR you're thinking about making the "jump" to management, OR you're a busy sales associate with a personal assistant, OR your company wants to establish a pipeline for future managers, OR you'd like to experience a "real world" look at first-line management, OR you feel the need for a refresher course in leadership.

**Instructor:**

Author: Joe Klock, Sr.

**Duration:**

2 hrs

**Objectives:**

*Management Awareness Workshop* is specifically designed to help you improve your real estate managing efforts and to increase the level of your employee retention. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to manage, train, and retain your real estate sales force. For example, you will (1) learn the elements of a manager's mission statement, (2) develop effective strategies to shape your own management style, (3) know the difference between the application of good and bad management, (4) familiarize yourself with strong management characteristics, (5) discover tips for handling staff turnover, (6) be able to consider alternatives in candidate prospecting, (7) learn the key steps for effective training programs, (8) create methods for proper praise and recognition, and (9) familiarize yourself with the essentials of effective and smooth termination.

### **Managing for Peak Performance**

#### **Description:**

Do you know how to really reach your full potential and help your employees to do the same? This course teaches techniques designed to help you adopt workplace behaviors that lead to peak performance in your organization. The instructor for this course, Alan Weiss, PhD, is president of Summit Consulting Group, Inc., a firm specializing in management and organization development. In addition to his worldwide consulting work, Dr. Weiss presents over 50 keynote addresses and workshops annually for management conferences, trade show conventions, and public symposia.

#### **Instructor:**

Author: Alan Weiss

#### **Duration:**

2 hrs

#### **Objectives:**

*Managing for Peak Performance* has been specifically developed to help users to identify characteristics of and implement techniques for reaching and sustaining their full potential. Specifically the course will help users master the following topics: (1) learning the role of behavior in the workplace, (2) identifying the basic behavior types, including your own, (3) reviewing substantial profiles of the various behavior styles, (4) matching behavior fit and the job, (5) learning how areas of behavior like assertiveness, sociability, confidence and consistency affect your performance as well as those who work around you, (6) creating and sustaining the changes that lead to peak performance, and (7) implementing real-life scenarios into your own workplace.

### **Principles of Total Quality Management**

#### **Description:**

In today's fast-paced, competitive business climate, the overall quality of your organization is very important. Why? Because it sets you apart from your competition. Although the philosophy of Total Quality Management (TQM) takes work to understand and time to implement, the resulting payoffs can be incredible both on a short and long term basis. Basically, TQM can help you improve service, increase productivity, and reduce waste.

#### **Instructor:**

Author: Jane Holcomb, PhD

#### **Duration:**

2 hrs

#### **Objectives:**

*Principles of Total Quality Management* is specifically designed to help you increase profits and productivity by implementing the TQM philosophy. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to show you how to use the ten principles of TQM in your organization. For example, you will (1) discover the importance of focusing on the customer, (2) learn the ins and outs of management leadership and company standards, (3) know how to involve employees and create team environments, (4) understand the importance of rewards and recognition, (5) maintain profitable relationships with your suppliers, (6) know how to achieve continuous improvement in your organization, (7) become familiar with work processes and the TQM Improvement Model, and (8) review some of the most common and popular quality improvement tools and standards.

### **Project Management**

#### **Description:**

Today's business trends create challenges that require up-to-date project management skills. Do you have what it takes to move your organization to the next level? If not, *Project Management* can help. In this course, you'll learn the necessary steps and strategies to plan and implement effective and successful projects. No matter what specific management systems and tools your organization has in place, you can apply the techniques presented here throughout the life cycle of any project. You'll learn the various roles and responsibilities of the project manager, and you'll come away knowing the

skills and attributes necessary to be the best project manager you can be.

**Instructor:**

Author: Charles (Skip) Pettit

**Duration:**

2 hrs

**Objectives:**

*Project Management* is specifically designed to provide you with strategies to improve your own project management skills. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you create a well thought-out project plan. For example, you will have (1) a solid overview of the four phases in the life cycle of a project, (2) a better understanding of the roles and attributes of good project managers, (3) a five-step process for planning a project, (4) a method for effective project implementation and oversight, (5) a set of useful techniques for closing out projects and presenting your accomplishments, (6) a list of tips and strategies for improving your odds of successful project management.

**Raising the Bar**

**Description:**

We all know the buzzwords and the cliches: No pain, no gain. Go for the gold. The chain is only as strong as its weakest link. So how can you incorporate the spirit of these ideas into your management style? *Raising the Bar* will help you create a work environment where innovation can flourish. How? By teaching you how to be comfortable with change and by teaching you how to help your staff feel safe amidst the uncertainties of a changing workplace. The instructor for this course, Alan Weiss, PhD, is president of Summit Consulting Group, Inc., a firm specializing in management and organization development. The course makes the most of his proven expertise in productivity and quality.

**Instructor:**

Author: Alan Weiss

**Duration:**

2 hrs

**Objectives:**

*Raising the Bar* has been specifically developed to help you to identify characteristics of and implementation techniques for an empowered workplace. Topics covered include the following: (1) learning to stop fixing and to start innovating, (2) distinguishing various types of winning action steps, (3) recognizing the different opportunities for success and how to exploit them, (4) understanding the four criteria for prudent risk taking, (5) realizing that empowerment and accountability go hand-in-hand, (6) learning the ten guidelines for empowerment, (7) building a winning team by 'raising the bar,' (8) capitalizing on unexpected successes and failures, (9) reacting to real-life scenarios, and (10) convincing every employee to buy into your vision.

**Success Through Service**

**Description:**

In today's fast-paced, competitive business climate, the importance of good customer service is clear: to retain and increase the long-term value of your company's customer base. But recognizing the need for good customer service is only the beginning. *Success Through Service* will show you how to develop and use effective communication skills to achieve balance and efficiency in your customer service efforts—allowing you to maximize your profits.

**Instructor:**

Author: Patti Noussias

**Duration:**

2 hrs

**Objectives:**

*Success Through Service* is specifically designed to help you and your organization improve your customer service attitude. After finishing this course, you will have completed a broad range of focused and effective training activities, created specifically to help you see more profits. For example, you will (1) assess your customer service attitude, (2) understand the value of customer complaints and how to handle them effectively, (3) learn the differences between right-brain and left-brain people, and how this directly impacts your customer service, (4) become familiar with the different types of customers and how to handle each, (5) be able to implement the top ten rules for good customer service, (6) assess your own listening skills and strengths, and find out what areas need improvement, (7) be prepared to provide customers with effective verbal feedback, (8) know what to say and what alienates the customer, and (9) know how to deal with angry customers.

**Twenty-First Century Business Protocol****Description:**

It is safe to say that, in the twenty-first century, the way we communicate will see some radical changes. Technology is becoming increasingly important in the frequent day-to-day interactions we have when we do business. But, as technology changes, it becomes even more important for us to practice etiquette, tact, and professionalism in these business exchanges. New technology demands a new understanding of business protocol, and many individuals could use a refresher in both the old rules and the new ones. This course is designed to do just that.

**Instructor:**

Author: Marjorie Brody, MA, CSP, CMC

**Duration:**

2 hrs

**Objectives:**

*Twenty-First Century Business Protocol* is specifically designed to help you learn all of the most up-to-date information about workplace etiquette, tact, and professionalism. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to practice increased professionalism in the workplace. For example, you will (1) learn the relationship between workplace privacy, morale, and safety, (2) develop strategies for using courtesy techniques, (3) recognize frequent trouble spots for workplace friction, (4) understand the effects of inclusion/exclusion practices, (5) practice various strategies for developing tact, (6) develop tactful scripts based on your own personal experiences, (7) create self-tailored standards of professionalism, (8) grasp the mechanics of a professional meeting, and (9) learn the relationship between etiquette and technology.

## Instructors

### Active Education

Since 1993, ActiveEducation has been developing high-powered online training products for today's mission-critical technologies. Offering both "off-the-shelf" and custom web training products, ActiveEducation has developed training for a wide range of clients including Lucent Technologies, Front Range Community College, and Intuit. In addition, ActiveEducation is one of an elite group that creates training content and products for Microsoft Press. ActiveEducation was selected to develop four books for their popular Step-by-Step series, including *Windows 2000 Professional*. ActiveEducation was also chosen to create 12 courseware books for Microsoft Press.

### Tony Alessandra

**Tony Alessandra**, Ph.D., is the Chairman and co-founder of MentorU.com, an online e-learning company of world-renown business experts who provide training, coaching, and mentoring by using the latest Internet technologies. He also helps companies achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition. Dr. Alessandra earned his MBA from the University of Connecticut, and his Ph.D. in marketing from Georgia State University. He was inducted into the Speakers Hall of Fame in 1985, and is a member of the Speakers Roundtable,

### Behavioral Health Strategies

**Behavioral Health Strategies, LLC** is a unique collaboration of leading behavioral health organizations that have acknowledged credentials in the areas of employee assistance, employee training, and human resource management. An exciting outcome of this collaboration has been the development of the Performance Enhancement Solutions (PES) product line, which addresses Behavioral Risk Management (BRM) in the workplace. The PES approach includes educating employers and employees about behavioral risks; assessing current and potential exposure to behavioral risks in the workplace; offering guidance in minimizing or managing identified behavioral risks; and developing strategies to minimize or eliminate exposure.

### Andy Birol

**Andy Birol**, business development expert and president of PACER Associates, provides advice to owners who need to grow their businesses. He'll help you identify what's keeping your business from realizing long and short-term goals and show you how to fix the problem. As a prolific consultant, advisor, expert, writer and speaker, Andy is a leader on the subject of business growth in the 21st century. His articles have appeared in Crain's Cleveland Business, COSE Update, Idea-Bytes, DIRECT Magazine, NODMA Directions, The Relationship Marketing Report and Cleveland Enterprise. SBN Magazine (Small Business News) awarded Andy his own column entitled "Focus Grow."

Andy's areas of expertise include:

- Internet business strategies & marketing
- Direct & database marketing
- Organizational restructuring & development
- Customer & enterprise relationship management
- Sales & marketing processes
- Distributor & sales force management
- Strategic planning & direction setting

When asked, "What do you really do?" Andy states, "My best and highest use is helping business owners focus and implement programs to grow and profit. If you look at what's happening in corporate America, leaders need advice and expertise to help them grow their companies to the next level. I am there for them."

### Marilyn K. Boring

**Marilyn K. Boring** is an authorized Occupational Safety and Health Administration (OSHA) trainer. She has more than 10 years of experience in developing and administering safety and workers' compensation programs. She has been a Corporate Manager of Safety for a \$100 million company and a National Programs Manager of a highly recognized employment services program that offered safety training, drug screening and medical screening to more than 20,000 workers. This program received recognition from the Secretary of Labor and received the prestigious NOVA Award for innovation from the Construction Industry Foundation. Ms. Boring has also had a seat on the Advisory Council of the Department of Safety and Occupational Health at Murray State University.

### Marjorie Brody

**Marjorie Brody**, MA, CSP, CMC, is the president of Brody Communications Ltd, which offers a wide variety of interactive workshops for effective business communications. She is a best-selling author of sixteen books, and was a Pennsylvania's 1999 Best 50 Women in Business recipient. She has been featured in numerous articles for *People*, *Good Housekeeping*, *The Washington Post*, *USA Today*, and many other national publications. Brody is also an Affiliate Member of the International Association for Continuing Education and Training. In 1998, Brody also earned the designation CMC, Certified Management Consultant. Brody presented the closing keynote session at NSA's 1999 National Winter Workshop. She received a Master of Arts Degree in Rhetoric and Address and completed her Doctoral course work from Temple University. Currently she is continuing her education at the University of Pennsylvania Wharton Business School.

### Frank C. Bucaro

**Frank C. Bucaro**, CSP, CPAE, is a keynote and seminar presenter on the subject of ethics and values for long-term success. The founder and president of Frank C. Bucaro & Associates, Inc., he adds practical ideas with humor and motivation for today's business world. A Certified Speaking Professional (CSP), Mr. Bucaro is author of the recently published book, *Taking the High Road—How to Succeed Ethically When Others Bend the Rules*. A former instructor of moral theology for 18 years, he is committed to shedding additional light on the benefits of ethics and values in business.

### Tim Connor

**Tim Connor**, CSP, has been entertaining, educating and inspiring audiences for more than 25 years on such topics as how to increase sales, how to improve management effectiveness and how to develop and maintain positive relationships. His books, which have sold more than 1 million copies, include *Soft Sell*, *Sales Mastery* and *The Road to Happiness Is Full of Potholes*.

### Rick Crandall

**Rick Crandall**, PhD, is a consultant, writer and speaker, specializing in talks and workshops on marketing, service and sales. His philosophy is that business success today revolves around strong relationships with the customer and ensuring repeat business. He works largely with service providers and others who are uncomfortable with marketing and has presented more than 1,000 public seminars. He is the author or editor of eight books and three tape sets on marketing including *1001 Ways To Market Your Services: Even If You Hate To Sell*, *Celebrate Customer Service*, and *Advanced Relationship Selling*. Dr. Crandall is the recipient of the Small Business Award and he edits an online marketing newsletter, *Marketing Edge*.

### Mark David

**Mark David** is president and founder of The Mark David Corporation, a national training company and the premier developer of real-world productivity programs and tools. Mark's 33 years of real-world sales and management experience ensures that he understands your issues and will develop innovative ways to meet your company's challenges. Mark is the author of *Coaching Illustrated* — A Proven Approach to Real-World Management. He is also the author of goal planning and time-management tools such as The Personal Business Plan and The Eye Chart Focusing Program. Mark conducts workshops and keynote presentations around the nation sharing his real-world expertise in management, sales, self-development, and executive leadership. Current clients include Lucent Technologies, Charles Schwab & Company, AT&T, Nextel Communications

### Jeff Davidson

Jeff Davidson, MBA, CMC, launched the Breathing Space Institute, based in Chapel Hill, North Carolina, in 1995. The Breathing Space Institute is dedicated to helping organizations and individuals through a variety of methods. The Institute develops special learning tools, makes keynote speeches, and conducts seminars and workshops. Mr. Davidson has delivered 550 presentations on three continents to corporations and associates, both large and small. *The Washington Post* has called Mr. Davidson a “dynamo”, and he has been quoted or featured in *USA Today*, the *Los Angeles Times*, and on hundreds of talk shows. More than 725,000 people have found his award-winning books (cumulatively selected by book clubs 21 times), audio books, videos, keynote presentations, and executive seminars to be enlightening, entertaining, and transformational.

### DEALERS GROUP, LTD.

Dealers Group provides consulting, training, and operational expertise and applications for businesses throughout the United States and Canada. Dealers Group’s consulting programs include strategic planning, financial analysis and reporting, and marketing plans designed to increase customer market share. Timothy A. Dimoff

### Timothy A. Dimoff

Timothy Dimoff is president of SACS Consulting & Investigative Services, Inc. SACS is considered one of the nation’s leaders in high-risk workplace management. Available as a speaker, trainer, investigator and author, Dimoff champions for drug-free workplaces and schools and provides integrated human resource solutions for corporations across the nation. Following 20 years of investigative law enforcement as an Akron, Ohio narcotics detective, Dimoff began SACS Consulting as a means of helping corporations gain control of spiraling workplace crime. He is frequently sought as a keynote speaker and expert legal witness. In 1999 he formed Workplace Solutions Group, a broad-scope human resource alliance. This new collaboration is the first to combine human resource management with a high-tech hair/urine drug lab and related employment consultants.

### Forging Industry Association

**(FIA)**, headquartered in Cleveland, Ohio, is the only organization that offers process-specific information, provides statistical, training, educational and technical services; and serves as a common voice on legislative and regulatory issues on behalf of the metal forging community in North America. FIA and its members are dedicated to the continuing development of the forging industry. FIA supports this development through increasing the level of knowledge about the forging process and its advantages; providing customers with information to source forgings; developing new technologies and applications; continuous process improvement; providing ongoing educational opportunities; developing new markets; and offering benchmarking opportunities.

### Jane Holcomb

**Jane Holcomb**, PhD, is an innovator in evaluation and the transfer of learning, and she has developed a unique yet simple system to help improve employee performance and increase productivity. Dr. Holcomb is a Certified Management Consultant (CRS) with the Institute of Management Consultants. She is also a member of the National Speakers Association, where the Los Angeles chapter voted her Member of the Year. The author of *Make Training Worth Every Penny*, Dr. Holcomb’s clients include Toyota Motor Sales, Avis, Mitsubishi, GTE, the City of Los Angeles, American Honda Motor Company, and IREM (Institute for Real Estate Management).

### Daniel Janal

**Daniel Janal** is an internationally recognized Internet Marketing Consultant, professional speaker, and author of eight books about building publicity and Internet marketing, including *Dan Janal’s Guide to Marketing on the Internet*. As president of Janal Communications, he conducts strategic planning for clients ranging from start-ups to the Fortune 1000. A former public relations executive, Mr. Janal was on the PR team that launched America Online, and he directed the PR launch of *Grolier’s Electronic Encyclopedia*. He has been featured on dozens of television and radio talk shows and also teaches Internet marketing at executive-level conferences sponsored by Stanford University and the University of California Berkeley Extension. To subscribe to Dan Janal’s free Internet marketing magazine, visit [www.janal.com](http://www.janal.com).

### Joe Klock

**Joe Klock, Sr.**, has fifty years of experience in sales, management, training, and counseling. He is the retired Dean of Coldwell Banker University, the first institution of its kind in the real estate industry. He started the Klock Co., Realtors® “from scratch” in 1974 and led it to the top position in home sales in the Miami Metropolitan market before merging with Coldwell Banker. He is a regular contributor to national business media. His syndicated opinion columns have appeared in over 80 publications internationally. He has logged more than two million miles on the speaking circuit on four continents. Twice Chairman of the Publications Committee, National Association of Realtors® and Past President, Real Estate Brokerage Management Council, he holds charter designations of Certified Real Estate Brokerage Manager and Certified Residential Specialist.

### Jim Meisenheimer

**Jim Meisenheimer, CSP**, is the president of JM Associates, a company that provides training programs targeting maximum sales results in minimum amounts of time. He is the author of several books including *47 Ways to Sell Smarter* and *How to Double Your Sales Without Quadrupling Your Effort*.

### Michael W. Mercer

**Michael W. Mercer**, Ph.D., is an industrial psychologist and professional speaker with The Mercer Group, Inc., in Chicago. He has trained thousands of managers in interviewing job candidates and has developed two pre-employment tests that are used by companies across North America. Every year he delivers workshops and speeches at numerous companies and conventions. He has appeared on hundreds of radio and TV talk shows, and has been quoted in *The Wall Street Journal* and other leading business periodicals. Dr. Mercer is the author of *How Winners Do It: High-Impact People Skills for Your Career Success* and *Hire the Best. . .and Avoid the Rest*.

### Marvin Montgomery

**Marvin Montgomery** is an experienced keynote speaker and professional sales-training specialist who has helped hundreds of companies improve their productivity. In doing so, he has earned widespread national recognition and praise. Mr. Montgomery’s informative, practical and stimulating programs reflect his basic philosophy “*preparation and practice are the keys to sales success.*” He was director of sales for one of the country’s largest jewelry-chain leaders, training more than 1,200 persons in 95 stores. He has 25 years of sales training experience and is president of his own firm, Marvin Montgomery & Associates. He is the author of *Practice Makes Perfect: The Professional’s Sales Success*.

### Patti Noussias

**Patti Noussias** is the president of Creative Training Concepts, Inc., a company devoted to developing and improving human resource skills through training programs and speaking engagements. Her programs, such as Success Through Service, Be a Dream Team Player, and High Performance Topics, are specifically designed to enhance a company’s customer service and communication needs.

### Wayne Outlaw

**Wayne Outlaw**, CMC, CSP, has been recognized by *The Wall Street Journal* as the “staffing expert” and such publications as *Fast Company* and *Newsweek* frequently quote him. As a Certified Management Consultant, he has published more than 200 articles on staffing, sales, management and customer service. Mr. Outlaw is President of the management consulting firm Outlaw Group, Inc., which publishes *The Outlaw Report*. He is also the author of *Smart Staffing: How to Hire, Reward and Keep Top Employees*. A graduate of The Citadel, Mr. Outlaw served as a captain in the infantry and then went on to work at Xerox Corporation for 13 years, where he took a last-place sales team rated #78 to #1 in the country in just 30 days. He has been an executive search consultant and has trained thousands of managers in effective staffing techniques.

### Charles Pettit

**Charles (Skip) Pettit**, MEd, is the founder and President of International Training Consortium, Inc., a Washington, D.C. area group that has over 25 years experience in custom training and consulting. Mr. Pettit's expertise in team-building, diversity, interpersonal dynamics and mentoring has allowed him to provide customized courses to some of the world's largest and most important organizations, including the U.S. government, the White House and the FBI. Whether showcasing training at the White House for President Clinton's staff, or speaking at a national conference, his dynamic personality and comfortable style provide a bastion for creativity and insight. Highly respected by his peers, he has been cited in *Who's Who International* for the past two years.

### Joan Thomas

**Joan Thomas** is a training consultant specializing in the development of employees who work in banking, education, government, healthcare, manufacturing, retail and social service. Her consultant goal is to use sound behavioral and motivational techniques to make the daily efforts of employees profitable for their business or organization.

### Mauricio Velasquez

**Mauricio Velasquez** is the President of The Diversity Training Group (DTG) in Reston, VA. Mr. Velásquez and his training team specialize in the planning, design, and implementation of organization-wide diversity, gender equity, and mentoring training initiatives to over 15,000 people in over 575 organizations. Mr. Velásquez also serves as an executive coach, mentor, and expert witness, and assists organizations with multicultural marketing, selling, and customer service (diversity of clients).

### Alan Weiss

**Alan Weiss** is the founder and president of Summit Consulting Group, Inc., a firm specializing in management and organization development. His clients include General Electric, Coldwell Banker, Mercedes-Benz, and more than 80 organizations in four countries. Mr. Weiss has published more than 300 articles in the fields of strategy, innovation, leadership, ethics, diversity, and interpersonal relations in publications ranging from *Management Review* to *The New York Times*. He has also written several books and is the author of the Professional Development Series. Mr. Weiss is a member of the American Management Association. He has earned the designation "Certified Management Consultant" from the Institute of Management Consultants and the Certified Speaking Professional (CSP) designation from the National Speakers Association.

## Frequently Asked Questions

**Question:** Can we extend this employee benefit to the families of our employees?

**Answer:**

Yes. We encourage it, as long as you do not exceed your 1000 user limit.

**Question:** We know that FIA is continually adding new courses to the University, so if new courses are added after we subscribe, do we have immediate access to them, or do we have to wait until we re-subscribe the next year?

**Answer:**

You have immediate access. You will be notified of the new courses, and you can then offer them to your employees.

**Question:** Can we track our employees' progress?

**Answer:**

Yes. Unlike many seminars and workshops, where an employer is left to guess how much their employee has learned, or even if the employee stayed for the full session, the Forging University offers the Training Administrator powerful monitoring and assessment tools. At any time, day or night, the Training Administrator can log-in and get an up-to-the-minute look at a learner's progress. The administrator can see who has taken what courses, when, how much of each course they have completed, and how each learner has scored on their final assessments. Or the administrator can take a less active role, and they will automatically be e-mailed a notification each time a learner successfully passes the assessment at the end of each course, with a full color certificate, with the course title, and the learner's name already imprinted. The certificate can be printed, and is suitable for framing.

**Question:** Why Web Based Training?

**Answer:**

**WEB-BASED TRAINING IS:**

### **1. Flexibility, Accessibility, Convenience**

Learners can access the University from any Internet connected computer, anywhere in the world, at any time, and stay only as long as they choose...they progress through their training course on their own time schedule.

### **2. Cost Effective**

Employers have no travel costs, or lost work time for bringing remote workers to a centralized workshop.

### **3. Effective Training**

Web-Based Training is more than just a high-tech means of connecting educators and learners who are spatially separated. Courses remain well grounded in instructional theory. The self-directed, self-paced nature of the University leads to the independent decision-making, the work-readiness, and the knowledge transfer that is so critical to workers in today's manufacturing environment.

### **4. Suited for the Adult Learner**

Studies show that adults bring very different things to the learning process than do children. Adults are self-directed, expect to rely on their own experiences, and display an intrinsic motivation. Their learning needs are immediate, and they have a problem-centered orientation to learning. These skills and characteristics speak directly to the very nature of Web-Based Training.

**5. Solid Course Content** Content is the cornerstone of any successful educational offering. While the Forging University fully utilizes all the bells and whistles that the Internet has to offer, content is still the driving force. To ensure all of our courses are founded on good course content, like the Induction Heating Course, all of the forging specific courses have been developed out of seminars and workshops that FIA has been successfully delivering for years.

## **6. Strong Instructional Design**

Sensible choices about Web-Based Training begin with a simple truth...*"to be effective, Web-Based Training must have a foundation in good educational theory and be built on clear instructional goals."* This is true no matter what your means of delivery. The Forging University courses are designed to encourage learners to discover principles, and solve problems, by themselves. Courses are designed to deliver information appropriate to the learner's current knowledge level. Sequencing of material is paramount, and curriculum is organized in a linear manner so that the learner continually builds upon what they have already learned.

## **7. Interactive**

Every page presented in the University engages the learner in some type of interactive activity. Some pages ask the learner to click a button for sound or animation, or to answer questions, or to highlight an object to reveal hidden information, some pages have the learner downloading tables, and some even offer the learner an opportunity to link out of the University to other Internet sites to review time sensitive information.

## **8. Easy To Navigation**

One of the most powerful features of the Forging University is the learner's ability to control their own journey through the courses. The Course Site Map shows them what materials they have completed and what remains. Learners can log-on and off, as time permits, and restart their studies exactly where they left off. Learners can go back and review past modules to study for an assessment, or they can even go back months later, just to refresh their knowledge.

## **9. Motivates Learners**

One does not need to observe people playing video games very long to see that there is an inherent interaction of the user with the computer, which stimulates motivation. That's because of the constant stream of rewards for correct or appropriate responses. The nature of the computer itself provides stimulus and response to encourage additional interaction. The Forging University also utilizes this concept by requesting interaction by the learner. When the learner responds correctly to a task, or a question, they are rewarded with a positive response. When their response is incorrect, they are encouraged to try again until they get it correct.

## **10. Offers the Learner Constructive Feedback**

At the end of every course, there is a final assessment, to ensure that the learner has picked up the essentials of the course. Before the learner can complete the course and receive their certificate of completion, they must obtain a satisfactory score on their assessment. If a learner fails to receive the necessary score, they are given the correct answers, and instructed to review the course material and try again. However, each time a learner attempts the assessment, they are given a new set of randomly generated questions.

## **11. Offers the Training Administrator Record Keeping Tools**

Unlike many seminars, and workshops, where an employer is left to guess how much their employee has learned, or even if the employee stayed for the full session, the Forging University offers the Training Administrator powerful monitoring and assessment tools. At any time, day or night, the Training Administrator can log-in and get an up-to-the-minute look at a learner's progress. The administrator can see who has taken what courses, when, how much of each course they have completed, and how each learner has scored on their final assessments. Or the administrator can take a less active role, and they will automatically be e-mailed a notification each time a learner successfully passes the assessment at the end of each course, with a full color certificate, with the course title, and the learner's name already imprinted. The certificate can be printed, and is suitable for framing.

## ***What People are Saying About the Forging University***

***“The courses are great, and the interactive graphics and sound keep my attention and involvement.”***

***“I like that I can take my courses anywhere, and anytime.”***

***“I really like the wide selection of courses offered - forging, computer, sales, management, etc.”***

***“We have all of our new people take the Metallurgy course as part of their indoctrination.”***

***“We just purchased a new induction heater, and are using the Induction Heating course to help train our employees.”***

***“As an administrator, I like the automatic e-mail notification, complete with test scores, and a color certificate, that I receive every time one of our employees successfully finishes a course.”***

***“The Forging University is an inexpensive way of offering all of our people ongoing training. It has allowed us to offer more training to more people than ever before.”***

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