



Limelight

Strategic Communications

Training Catalog 2015



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Leadership Development ---1-5 days---What is a leader? What is the difference between a leader and a manager? Leadership is one of those things that are hard to define but you know it when you see it, and you definitely know when it's missing. Training will include: Self Awareness, Self- Management, Power and Influence, Communication, Developing Others and Teamwork and the Leader as a Servant. At the end of the session each participant will have developed an individualized plan to achieve their full leadership potential.

Mentoring ---1 day---The goal of Mentor Training is to prepare mentors and their mentees for the roles that they will play in a mentoring partnership, and to manage this relationships' expectations, roles and boundaries. In addition, we will address any questions or concerns the partners may have, so that they are fully prepared to execute their roles.

Diversity and Inclusion---1-2 days---Ninety percent of the ways individuals are different are things that cannot be seen. Our course model is probably the most honest, least politically correct model of its kind. We will examine the individual prejudices we all carry, how and why stereotypes were created and how to interact with people as individuals, instead of members of a certain group. In today's world, diversity in the workplace is no longer a nice-to-have, but a must-have. To achieve sustainable diversity, and to align it with business goals, diversity needs to be not merely an end in itself, but a business strategy and a means to a better bottom line.

Strategic Thinking---1 day---Strategic thinking is the way in which people in an organization think about, assess, view, and create the future for themselves and their associates. It is more than responding to day-to-day and long-term problems, opportunities and new realities; it is creating tomorrow. This class will teach the six factors critical to successful strategic thinking and encourage staff to stretch themselves higher than they ever dreamed possible.

Communication Skills: Written and Verbal---4 days---In today's world, verbal and written communication skills are more important than ever. No matter where you work or what you do it is important that you learn to communicate with your peers, your boss and your customers in a manner that facilitates a clear interaction without misunderstanding. Also, the way in which you communicate sends a powerful message about who you are and how you think about yourself and others. At the end of this class participants will be able to identify what image their verbal and written communication skills convey and how to improve this image.



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Don't Bring Doughnuts; Bring JUICE to Your Workplace---1-5-days--*Bringing JUICE (Joy, Unity, Integrity, Commitment and Empathy) to Your Workplace™* is our award-winning cornerstone program based on the premise that each employee, not just the leader, has a significant role in improving morale and productivity in their workplace. People spend 1/3 of their lives at work and unhappy people are unhappy employees who are not productive and can demoralize those around them. This class **emphasizes individual accountability** at all levels. At the end of these this course, each participant will have an implementation plan for bringing JUICE into their work lives.

Conflict Resolution---1 day---Conflicts at work are inevitable. This class will teach participants to resolve conflict in a way that is productive rather than destructive and to create a win-win situation.

Standards of Conduct and Ethics---1 day---In contrast to most classes on this subject, this training will be presented in an interesting interactive participant-driven manner and ends with each participant having their personal code of moral and ethics.

Violence in the Workplace---1 day---The purpose of this training is to provide employees with the knowledge to recognize potentially violent workplace situations, techniques to diffuse escalating situations and security procedures to ensure their safety during violent situations.

Presentation Skills---3 days--- Glossophobia is the fear of public speaking. Some surveys and research results show that many people would rather die than speak in front of a live audience. However, whether we work alone or with large numbers of people, eventually we will need to speak in public to get certain tasks accomplished. And if we want to be leaders or achieve anything meaningful in our lives, we will often need to speak to groups, large and small, to be successful. This class will teach participants to transition from glossophobics to confident, effective presenters.

Media Training---2 day---Is there ever something that is off the record? How do you respond to a reporter's question when you know the answer might cause public relations problems? Is it ever ok not to answer a reporter's question? How do you handle the media when a crisis occurs? Do you have policies and plans for dealing with the media? This class, through case studies and role playing, will provide insight in to the complex world of the media, where every mis-spoken word has the potential of being a gotcha!

Financial Literacy for Adults---2 day--Whether you are saving for your children's education, or paying off your own student loans, we have information which can help you achieve a secure financial future. Are you sabotaging yourself financially? Fighting with your mate about money? Spend some time learning to be more financially savvy.



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Stress Management ---2 days--- Everyone has stress in their lives. Whether it stems from positive events, such as getting a job or buying a car, or from a challenging situation, such as death or a child's addiction, it is important to have the right tools to manage it. Stress from any source can place a strain on the body and contributes to disease. Stress becomes a problem when you reach a point where you feel that you are unable to cope so you use anger, alcohol or drugs to ease the anxiety. This class will teach participants the warning signs of stress overload and safe ways to lessen its impact.

Problem Solving and Decision Making---3 days--- Much of what people do is solve problems and make decisions. Often, they are "under the gun", stressed and very short for time. Consequently, when they encounter a new problem or decision they must make, they react with a decision that seemed to work before. It's easy with this approach to get stuck in a circle of solving the same problem over and over again. Therefore, it's often useful to get used to an organized approach to problem solving and decision making. During this class students will identify how they currently make decisions and how to use a more rational approach to decision making.

Domestic Violence---1 day--- 600,000 and 6 million women and between 100,000 and 6 million men, are victims of domestic violence each year. Whether you are a victim of domestic violence, a perpetrator, or a witness, domestic violence has a huge impact on your life. Learn more about how you can cope and get help. Although domestic violence usually occurs within the home, it carries over into the workplace in many ways. This workshop helps employers and employees identify domestic violence and develop policies to protect everyone in the workplace.

Respect Yourself---2 days--- Respect is something that is earned, not demanded. Having respect for others is difficult if you have no respect for yourself. Too many people expect to be respected by others when they don't act respectfully themselves. This class will teach participants what respect is, how to show respect and how to be respected.

Business Etiquette---2 days--- Whether you work as a janitor or a CEO there are certain manners you must have to get along with your co-workers, your boss and your customers. This class will teach participants basic manners at the workplace and they will learn the three secrets, which if used consistently, will almost guarantee a promotion.

What to Wear---1 day--- Does dressing for work mean deviating from your personal style? Your goal should be to project a professional, competent image, regardless of your employment level or career path. Find out which clothing will give you a polished,



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professional look and which fashions can be career killers. Participants will learn how to maintain their own style while looking professional.

Communication for Leaders---2 days--- Leadership effectiveness is only as good as their communication skills. Great leaders recognize and value individual personalities, purposes and potentials and communicate their recognition so effectively that others feel valued as unique and special contributors. The best leaders have learned how to inspire, motivate, value and grow others through the way they communicate. This training will assist current and aspiring leaders in bridging the gap between a leader's current level of effectiveness and where they would like it to be

Managing Up---1 day---Participants will learn the art of managing up, a method of career development that's based on consciously working for the mutual benefit of yourself and your boss. It doesn't mean avoiding work, rebelling, kissing up, or trying to turn the tables on a higher-up, but instead understanding your boss's position and requirements and making yourself known as a stellar employee by exceeding her expectations and needs.

Transitioning from Supervisors to Managers---2 days---What is a manager? What is the difference between being a manager vs. supervisor? Are you ready to manage? Management requires strategic planning, goal setting, budget savvy, leadership and organizational development skills. This class teaches all of these, as well as how to manage up and identifying and effectively managing customer relations.

Difficult Conversations---2 days--- Based on the bestselling book, *Difficult Conversations*, this training will provide a step-by-step guide to having the most difficult conversations with less stress and more success. This training is especially effective for significantly improving conflict in the workplace and enhancing corporate culture.

Suicide Prevention---1 day-- This session will address the significant problem of suicide by examining the associated risk and protective factors, and discussing how to build suicide prevention measures into Employee Assistance Programs. This course will also provide post suicide intervention programs to assist employees to deal with the aftermath of a colleague's suicide. Finally participants will become aware of the impact and cost of suicide to businesses, the responsibility of the business community to its employees, and available resources for prevention in this arena.



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Human Resource Training for Managers ---2 days---This is a basic course for new managers, and a refresher course for experienced ones. It covers topics such as: How do you build an employee performance appraisal? What are the laws governing EEO and other grievances? How to enhance your relationship with your union representative? What is a PIP and when is one needed?

Team Leadership Training---2 days— This course discusses the basic components of teamwork with the emphasis on team leadership. Participants will learn leadership skills, how team leadership differs from traditional leadership and how to effectively and timely accomplish team goals.

Government Plain Writing---1 day---Many people are uncomfortable with their skills as a writer and therefore rely on complex language and sentence structure to mask their insecurity. This class fulfills the government's plain language training mandate while building individual confidence in participant's writing skills.



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Tuition

\$3,000-\$4,000/day --- determined by level of instructor required.

All of our classes are customized to meet the specific needs of the organization. Tuition costs are based on a 20-person class, and do not include travel expenses, printing or curriculum development.