



Training and Development Programs

Program Descriptions and Outlines

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SESCO Public Seminars and Multi-Day Development Programs

(Designed for ongoing development. However, modules can be delivered independently.)

- **SESCO's Jumpstart to Supervision**[®] (1-day program/modules can be standalone)
 - Line of Sight to the Organization's Goals
 - Transitioning Into a Leadership/Supervisory Role
 - The Supervisor and Communication
 - Coaching for Performance/Dealing with Complaints
 - Influencing Others
 - Introduction to Discipline
 - Action Planning

- **SESCO's Effective Leader/Manager Course**[®] (2-day program/modules can be standalone)
 - Who is a Leader/Manager
 - Your Personality and Your Management Style
 - Effective Communication
 - Planning for Performance
 - Managing Performance
 - Evaluating Performance
 - A Positive Approach to Discipline
 - What You Need to Know -- The Basics

- **SESCO's Human Resources – The Basic Course**[®] (3-day program/modules can be standalone)
 - Human Resource Management In Perspective – An Introduction
 - Recruiting/Selection and Screening
 - Developing a Compensation Plan
 - Wage-Hour Regulations
 - HR Compliance Issues
 - EEO
 - Performance Management
 - A Positive Approach to Discipline
 - Employee Handbook
 - Maintaining a Union-Free Environment
 - Employee Relations and Retention

- **SESCO’s Human Resources – The Advanced Course**® (2-day program/modules can be standalone)
 - Human Resource Management – The Challenges of Change
 - Strategic Planning for the Human Resource Director
 - Train the Trainer
 - Career Development
 - Conflict Management
 - Managing Change
 - Diversity
 - Key Competencies for the HR Manager

- **Long-term Care Competency Training Series**® (multi-day course)
 - Non-Supervisory Curriculum
 - A Closer Look at Ourselves
 - Providing Superior Service
 - Effective Workplace Communications
 - Professionalism in the Workplace I
 - Professionalism in the Workplace II
 - Critical Focus: Development of Self
 - Critical Care: Decision Making
 - Supervisory Curriculum
 - Making Performance Management Work for You
 - Becoming a Superior Leader I
 - Becoming a Superior Leader II
 - Becoming a Superior Leader III
 - Hiring the *Diamond in the Rough*

Individual Training Modules

- Becoming a Team
- Behavioral-Based Interviewing
- Communication Training for Employees and Managers
- Diversity Awareness
- How To Find and Keep Good Employees
- How To Maintain a Drug-Free Workplace
- How To Reduce Employment Liability
- Job Search Workshop
- Workplace Violence
- Key Competencies for the Human Resource Manager and Human Resource Trends
- Maintain Positive, Union-Free Employee Relations
- OSHA/Safety/Workplace Skills (Various modules)
- Performance Management

- Harassment Awareness – Employee
- Harassment Awareness – Management
- Stress – Managing It Effectively
- Superior Customer Service
- Train The Trainer
- DiSC – Dimensions of Leadership
- “Super Supervisor” Series

Vital Learning Development Series – Certified Training

- **Vital Learning Leadership Curriculum** (individual modules)
 - Essential Skills of Leadership
 - Essential Skills of Communicating
 - Coaching Job Skills
 - Communicating Up
 - Managing Complaints
 - Delegating
 - Developing Performance Goals and Standards
 - Effective Discipline
 - Improving Work Habits
 - Providing Performance Feedback
 - Resolving Conflicts
 - Supporting Change
- **Vital Learning Leading Successful Projects** (2-day program)
 - Getting Started
 - Getting Ready
 - Building An Action Plan
 - Executing and Closing
- **Vital Learning Hiring Winning Talent** (1-day program)
 - Defining What You’re Looking For
 - Planning the Interview
 - Conducting the Interview
 - Making the Selection
- **Vital Learning Customer-Oriented Selling** (2-day program)
 - Introduction to Customer-Oriented Selling
 - Focusing on the Customer
 - The COS Sales Process
 - Managing Sales Obstacles
 - COS Call Planning

- **Vital Learning Winning Through Customer Service** (1½-day program)
 - Your Role as a Professional
 - The Essential Communication Skills
 - The Customer Service Technician
 - Dealing With Difficult Customer Situations

- **Vital Online Management Training Systems** (standalone 1½-hour modules)
 - Achieving Communication Effectiveness
 - Assigning Tasks Effectively
 - Coaching Job Skills
 - Communicating Up
 - Dealing with Difficult Customer Situations
 - Delegating
 - Delivering Customer Focused Service
 - Developing Performance Goals and Standards
 - Diversity Awareness
 - Effective Discipline
 - Essential Skills of Communicating
 - Essential Skills of Leadership
 - Hiring Winning Talent
 - Improving Work Habits
 - Making Customer Recommendations
 - Managing Complaints
 - Professionalism in the Office
 - Providing Performance Feedback
 - Resolving Conflicts
 - Supporting Change
 - The Incoming Sales Call

Training Delivery Options

Training systems can be provided in a number of different ways to include:

- Onsite by SESCO certified trainers.
- Train The Trainer provided by a certified SESCO consultant.
- Purchased off-the-shelf for delivery in-house.
- Vital Learning modules online.
- SESCO tele-seminars.

All SESCO training products, if purchased for use in-house include facilitator's guides, videos or CD's, participant workbooks and support assistance from certified SESCO training staff.

Training Program Descriptions

JUMPSTART TO SUPERVISION

Often, leaders are promoted from the ranks of a team or hired based on their leadership potential as opposed to their leadership experience. This **one-day** session is specifically designed for new supervisors with limited leadership experience, to help shorten the leadership learning curve and more quickly deliver effective performance. Rather than have your new supervisors learn by trial and error, attendance at this workshop will help them transition from co-worker to leader, understand how to deal with employee complaints, effectively coach team members, and influence others in the organization.

Modules include:

- Line of Sight to the Organization's Goals
- Transitioning into a Leadership/Supervisory Role
- The Supervisor and Communication
- Coaching for Performance/Dealing with Complaints
- Influencing Others
- Introduction to Discipline
- Development of a Personal Action Plan

EFFECTIVE LEADER/MANAGER

Leaders (managers and supervisors) are normally chosen for their positions because of their knowledge about the products and services they provide to their customers. All too often, however, their training has covered only the technical aspects of their duties, neglecting the people related skills which are extremely important in ensuring a successful organization.

This **two-day** workshop is designed to make supervisors aware of their responsibility in many areas which can create enormous liability for the organization as well as improve their leadership and management skills.

Our experience has shown if companies are going to have a problem with poor employee morale, fair employment practice cases, or wrongful discharge, there is about 99% certainty it will come from one of the areas discussed in this workshop. If a company can avoid just one claim, the workshop will pay for itself many times over. Elements taught include who is a leader/manager, DiSC Personal Profile, the people we manage today, performance management, positive discipline, effective communication and the basics (EEO, job protection laws, sexual harassment, ADA, wage-hour).

Modules include:

- Who is a Leader/Manager
- Your Personality and Your Management Style
- Effective Communication
- Planning for Performance
- Managing Performance
- Evaluating Performance
- A Positive Approach to Discipline
- What You Need to Know -- The Basics

HUMAN RESOURCES – BASIC

SESCO's *Human Resources – Basic Course* is a fundamental **three-day** program for the new human resource manager or staff member. This workshop covers pre-employment recruiting, screening and hiring, the importance of employee handbooks and clear discipline policies, determining pay rates and developing compensation systems, effective performance appraisal systems, EEOC and Wage-Hour regulations and practices, and ADA, FMLA and COBRA compliance.

Modules include:

- Human Resource Management In Perspective – An Introduction
- Recruiting/Selection and Screening
- Steps in a Compensation Plan
- Wage-Hour Regulations
- HR Compliance Issues
- EEO
- Performance Management
- A Positive Approach to Discipline
- Employee Handbook
- Maintaining a Union-Free Environment
- Employee Relations and Retention

HUMAN RESOURCES – ADVANCED

After completing SESO's *Human Resources – Advanced Course*, you can appreciate the value of training designed specifically for the HR professional. This **two-day** seminar covers topics completely different than the *Human Resources - Basic Course* also offered by SESO, and includes information about personal development for the HR professional and the role of HR in strategic planning for the organization.

This program will cover key competencies for the HR professional, strategic planning, career development systems, training program design and development, and management of change, conflict and diversity in the workplace.

Modules include:

- Human Resource Management – The Challenges of Change
- Strategic Planning for the Human Resource Director
- Train the Trainer
- Career Development
- Conflict Management
- Managing Change
- Diversity
- Key Competencies for the HR Manager

LONG-TERM CARE COMPETENCY TRAINING SERIES

The Long-term Care Competency Series offers both a non-supervisory as well as a supervisory curriculum.

Non-Supervisory Curriculum

Designed to provide across the board training on competencies that are relevant for every level employees. The courses have been written on a high school level of education so as to successfully communicate the skill points. Non-Supervisory programs include:

- A Closer Look at Ourselves
- Providing Superior Service
- Effective Workplace Communications
- Professionalism in the Workplace I
- Professionalism in the Workplace II
- Critical Focus: Development of Self
- Critical Care: Decision Making

Supervisory Curriculum

Modules were developed in conjunction with the core competency training outlined in the non-supervisory curriculum; however, the skill points are more highly developed and jointly focus on the responsibilities of leadership.

- Making Performance Management Work for You
- Becoming a Superior Leader I
- Becoming a Superior Leader II
- Becoming a Superior Leader III
- Hiring the *Diamond in the Rough*

BECOMING A TEAM

Organizations are more apt to succeed when there is a strong sense of teamwork, interdependence and understanding. This workshop will explore the elements of an effective team structure and how teams are developed to include potential barriers to teamwork and team self-assessment. We will discuss the basics of every good team and participants will look at how the team must operate to be successful to include being an effective team member themselves and resolving team conflicts.

The **one-half day** program concludes with answering the two questions *Why do we need each other?* and *What uniqueness does each of us bring to the team?* This program can also be combined with the DiSC Personal Profile System to maximize the team building experience in a **one-day** format.

BEHAVIORAL-BASED INTERVIEWING

Behavioral-based interviewing focuses on experiences, behaviors, knowledge, skills, abilities, and other characteristics necessary to be successful on the job. The premise behind behavioral interviewing is that the most accurate predictor of future performance is past performance in similar situations.

Behavioral interviewing is said to be 55% predictive of future on-the-job behavior, while traditional interviewing is only 10% predictive. Behavioral-based interviewing is touted as providing a more objective set of facts to make employment decisions than other interviewing methods.

Employers use the behavioral interview technique to evaluate a candidate's experiences and behaviors so they can determine the applicant's potential for success. The interviewer identifies job-related experiences, behaviors, knowledge, skills and abilities that the company has decided are desirable in a particular position.

SESCO's program not only covers the structure of the behavioral-based interview but provides job-specific hands-on practice of the skill in the controlled learning environment. The program also adds the elements of what an interviewer can and can not do to remain legally compliant. This is traditionally a **one-day** program.

COMMUNICATION TRAINING FOR EMPLOYEES AND MANAGERS

Good communication is the key to productive relationships in the workplace. We are all responsible to see that communication is productive and helpful. Likewise, good listening skills are the key to effective communication in the workplace. Being a good listener is not easy. It is a skill that we have to develop. Working together and communicating effectively as a member of the work team are key skills to having a healthy and productive workplace.

Being open to help from others is also key to being a part of a team. We have to be willing to admit that we need help and then ask for it in a healthy manner. We have to overcome our resistance to it. Lastly, being assertive is also a part of being on a team. We need to be able to communicate without violating the other person's rights as a human being.

In addition to addressing the above, this **one-day** program deals with perhaps the two most important relationships in the workplace: a productive relationship with one's boss and a collaborative relationship with peers. In a relationship with one's boss, it is important to have open lines of communication, to give him or her information that will be helpful, and to meet expectations. In the relationship with peers, it is important to practice openness and to affirm the unique qualities each brings to the relationship.

DIVERSITY AWARENESS

Diversity means differences. Although many organizations are now offering diversity training for their employees, diversity is not really a skill or something for which you can be trained. Diversity simply means "differences" and more specifically "differences in people." Whether diversity becomes an asset or a liability to you and your organization depends on how it is used.

Diversity is a distinct advantage in the workplace . . . and in the world. Each of us benefits from the depth and vitality that diversity offers. There is little wisdom in putting together a group of people who all have the same looks, feelings, and thought processes.

This **one-half day** program explores the nature of diversity in the workplace to include the protected classes of race, religion, sex, national origin, age and disability as well as those personality differences that can either help or hinder our working relationships.

HOW TO FIND AND KEEP GOOD EMPLOYEES

This **one-day** program begins with an open discussion of the true costs and effects of turnover and poor recruiting and hiring practices. All elements and/or systems that affect an organization in its hiring and *people* management are discussed.

To begin, participants will learn about recruiting, sourcing and screening candidates. Next, they will learn the art of behavioral-based interviewing (further explained in the Behavioral-Based Interviewing program description). Logically, the next step of instruction includes elements of background investigations to include employment, education, criminal history, credit history and other license and credential confirmation.

As we know, finding the right person and keeping the right person are related but still very different matters. So, this workshop will address both finding, as above, and keeping the most qualified employees of your organization. Employee retention tools as well as workplace enhancements and how

compensation fits into retention are discussed. Specific retention programs such as employee recognition and awards programs as well as employee/supervisory surveys are explored.

HOW TO MAINTAIN A DRUG-FREE WORKPLACE

As managers, we face a challenge unlike we have ever before encountered -- the very real problem of illegal drug usage and its effect on our employees. It is an insidious problem that may involve as many as one in five workers using illegal drugs on the job; 73% of drug abusers hold full-time jobs. No organization is above the problem.

Almost all larger companies conduct pre-employment drug screening. Drug users seeking employment will migrate to employers who don't. In addition to the unacceptable risk to personnel, employers are picking up the tab for lost productivity, absenteeism, and health care expenses -- the total bill in terms of money, time, and safety to American employers is approximately \$100 billion a year.

This program covers current statistics of drug use in the workplace, drug testing issues and risks, policy guidelines, intervention and treatment effectiveness and documentation guidelines. This program is typically a **one-half** day program.

HOW TO REDUCE EMPLOYMENT LIABILITY

Traditionally, this **one-day** SESCO program has been customized to include any areas of potential liability that the client has felt were pressing for their business. Topics have included fair employment regulations, diversity, an introduction to industry specific wage-hour regulations and legality in hiring practices, etc.

The outline as it stands now includes elements of effective and legal hiring practices, using positive discipline to change behavior and protect the company in the future, sexual harassment overview and the elements of the American's with Disabilities Act. As stated above this program is fully customizable. Please contact your SESCO training specialist to discuss alternative topics.

JOB SEARCH WORKSHOP

Through this seminar, participants will gain the expertise they need to identify and to launch an effective job search campaign. The program has been developed to best assist participants in their future career direction after suffering a reduction in force, layoff or termination. Participation includes a close examination of the participants work history, and the exploration of those needs and concerns specific to them.

The workshop provides a guide for developing strategies for effective interviewing, along with techniques in communication which will enable participants to best sell themselves to future employers, their most marketable skills, and their qualifications.

In this **one-day** workshop participants will find knowledge that leads toward the enhancement of their present and future situation. (This program can be a **two-day** workshop when incorporating full résumé writing)

WORKPLACE VIOLENCE

This is a **two-hour** program designed to break open a logical and practical discussion about this most important topic. The program covers the leading reasons for violence in the workplace as well as initial steps organizations can take in the development of a proactive, long-term, strategy to limit their liability and create a safe working environment.

This program provides a risk assessment and sample workplace violence policies that organizations can adopt. This program is designed for the lead person, manager or supervisor who needs to be skilled in recognizing the profile of a violent employee as well as risk factors seen in individuals prone to violent acts. Lastly, we explore how to properly diffuse a violent workplace situation and recommendations on how to prevent domestic violence in the workplace.

KEY COMPETENCIES FOR THE HUMAN RESOURCE MANAGER AND HUMAN RESOURCE TRENDS

What pressures do organizations face today? What must they do to remain competitive? What is the role of human resources in providing competitive advantage, and how is this role changing? What distinguishes superior HR performance from average performance?

There is a clear link between an organization's level of success and the effectiveness of its HR leadership. Effective HR leaders rely on sound business analysis to assess human resource implications and make strategic business decisions. They are visionary in their approach, proactive in their decisions, innovative in their actions, and aggressive in the business opportunities they seek. Most importantly, they work with the top executive team to provide leadership to their organizations. This **two-hour** program explores these elements in the context of self-development for the HR professional.

MAINTAINING POSITIVE, UNION-FREE EMPLOYEE RELATIONS

This **one-half** or **one-day** workshop is designed for non-union organizations that have a strong desire to remain union-free and a willingness to share that vision with their management/supervisory team. This program will explore in depth strategies used by the AFL-CIO in unionizing organizations as well as current statistics surrounding the effects of the AFL-CIO members on today's employment environment. Additionally, proposed EFCA will be discussed.

Most importantly, managers and supervisors are taught how they should handle union organizing activity in the workplace as well as their rights as a supervisor – what they can and can not do during a union organization attempt. This goes to the heart of being proactive and compliant when faced with union organizing activity. This program is also proactive in sharing with managers what they can do to help remove the “need” employees may feel to become unionized. This is taught through utilizing the “Ten Commandments” for maintaining union-free employee relations.

PERFORMANCE MANAGEMENT

Practically everyone complains about managing performance. Employees dislike performance appraisals because they feel powerless in the process. They also feel like they are getting a “report card” which may be based on arbitrary, confusing, and biased factors such as race, gender, and other issues out of their control. Supervisors dislike performance appraisals because they know that they may be forced to make

decisions about an employee's performance, and then, after communicating sometimes upsetting news to the employee, they must face him or her every day thereafter. *So why bother with performance management if neither the employee nor the supervisor likes the process?*

Performance management establishes a method of managing work groups that allows supervisors/managers to set clear expectations with measurable standards with all employees regarding their job responsibilities. It also supports and provides on-going monitoring, coaching, and feedback to employees regarding their performance. Formal performance evaluations are based on the extent to which the employee meets the specified expectations. Managers use the results of the process to make decisions regarding selection, placement, training, compensation, and promotion. This **one-day** program is designed to cover the practicality of performance management, the importance of documentation and application of job-specific practice during the workshop.

HARASSMENT AWARENESS – EMPLOYEE

All employees have the right to work in an environment free of sexual harassment. They also have personal responsibility to not sexually harass other employees. Because most of the sexual harassment in today's workplace is not of an obvious nature, it is sometimes difficult to know what is okay and what is not. This program will help employees, of a non-supervisory nature, understand the difference.

This program explores the legal basis of sexual harassment, strategies to recognize and stop unwelcome behavior and guidelines for personal behavior on the job. This is a **two-hour** program.

HARASSMENT AWARENESS – MANAGEMENT

This program mirrors the elements presented in the employee sexual harassment program; adding the elements of identifying behavior that constitutes sexual harassment, eliminating it in the workplace and conducting an investigation when necessary. This program is designed as a **three-hour** program.

STRESS – MANAGING IT EFFECTIVELY

Stress is our mental, emotional, physical, and behavioral response to anxiety-producing situations. Stress starts mentally when you perceive a situation as being stressful and emotionally when our mental response changes. There is a change in our body chemistry and our normal emotional response changes as the anxiety rises. Physiologically, several things happen. Stress is expressed behaviorally when we respond in an erratic or unconstructive, self-defeating way.

This **two-hour** program will help participants discover what triggers stress, how it can be managed and how stress can be used in a productive, positive manner when managed appropriately.

SUPERIOR CUSTOMER SERVICE

The competitive advantage is that the customer-focused company is not just different – it is better! Getting to know your customer is one of the most important, if not the most important, activity that you can engage in when seeking to provide outstanding customer service. You need this basic understanding to know what your customer expects and how you can serve him or her most effectively.

This workshop explores customer expectations, the customer service mindset, dealing with difficult customer situations, handling difficult customer requests, telephone skills to improve customer service and art of graceful service recovery. This is a **one-day** program.

TRAIN THE TRAINER

This **one-day** workshop is designed for the beginning training instructor or program facilitator. It is not program specific; however, covers elements that must be necessary in any program facilitated for it to be most successful.

Elements uncovered in the program include discussing what makes a session successful, understanding the people we train, the psychological climate for learning and how adults learn to include stages of skill development and adult competency development. The method of training taught is that of behavior modeling. Lastly, the participants will discuss what it takes to develop a training plan. The developmental elements taught include:

- What a Facilitator Does
- Preparing for Training
- Developing a Training Plan
- The Nine Events
- Tools for Training – Room Set-up
- Establishing a Comfortable Learning Environment
- Developing Participation
- Giving Clear and Concise Instructions
- Managing Difficult People in Training
- Guidelines for Using Role Plays in Training
- Guidelines for Using Overheads
- Guidelines for Using Video in Training
- The Art and Science of Flip Charting

DISC – DIMENSIONS OF LEADERSHIP

The premise of this program is four-fold: (1) To understand your work behavioral tendencies and begin developing an understanding of how these styles may affect others, (2) to understand, respect, appreciate and value individual differences, (3) to enhance your effectiveness in accomplishing tasks by improving your relationships with others, and (4) to develop strategies for working together to increase productivity.

Employees have many personalities; they may be shy, reserved or concerned about losing control of a situation. Whatever the reasons, unless we understand ourselves better, it will more difficult to understand others. The DiSC Profile is designed to help us understand more about our natural behavioral styles. Being aware of how we behave is one thing.... knowing why we behave the way we do is something else.

We all think, feel and act they we do because of a pattern of behavior that has occurred over time. In fact, we call that pattern of behavior a “style” because it has become so ingrained in us that it is in fact, second nature. The Personal Profile System is a simple, self-scoring instrument that will help us not only understand ourselves and others, but also learn about how to work more productively with those in our organization whose behavioral styles are different from ours.

The *DiSC Personal Profile System* isn't a test that you can pass or fail. There's no one style or pattern that is most effective or productive in an organization. Remember that we are all different and it is that difference that makes us unique. We need the different temperaments and talents of artists and

engineers, actors and entrepreneurs, poets and politicians. Imagine how boring it would be if we all acted the same way. This program can be conducted in either a **one-half day** or a **full-day** option.

“SUPER SUPERVISOR” SERIES

Mildred Ramsey’s “Super Supervisor” Training program is transforming the workplaces of America by teaching managers basic people skills that will endear them to their workers’ hearts. Leaders who experience the training are grateful for the life changing improvements in relationships both at work and at home. CEO’s, Presidents, HR directors and corporate attorneys value the strategic impact – especially the top to bottom improvement in morale. The video series and book are in use by over 1,500 organizations across America in all kinds of businesses. Whether you choose to use the books, videos, or a facilitated training session, the “Super Supervisor” will leave a powerful, positive and permanent impression on your company.

VITAL LEARNING LEADERSHIP CURRICULUM

Are people within your organization being asked to do more with less? Is your environment shifting and changing? Because of the diversity and challenges in today's business environment, managers and team leaders more than ever need the basic tools to effectively manage today's workforce.

The *Leadership Curriculum* is a curriculum focused on building a participatory management culture in organizations. The premise for a participative culture is leadership, which encourages employee involvement in the decision making process that results in greater team member ownership, job satisfaction, and productivity. Leadership is primarily the ability to accomplish goals and objectives through other people.

Course Structure

Training in the *Essential Skills* and *Interpersonal Skills* courses is based on the technique of behavioral modeling. The basic concept of behavioral modeling is that the learner watches a skilled model perform and then attempts to emulate that performance. The learner is given feedback on this emulation and continues to practice until his/her performance demonstrates an acceptable level of mastery. The learner then applies these skills on the job.

The classroom workshop, opposed to the online version, is designed so that there is at least one job specific practice. This time a job-specific situation the participants have prepared as part of the pre-workshop exercise is the topic for role-play. This step helps participants transfer the skill points taught to their own work situation and builds the bridge to their every day employee interactions.

Leadership Curriculum Objectives

The *Leadership Curriculum* is designed to give supervisors, managers and team leaders the skills necessary to impact the bottom line, promote teamwork, create a positive work environment and increase productivity.

Objectives

- Reduce Turnover
- Increase Productivity
- Resolve Conflicts
- Improve Communication
- Promote Teamwork
- Gain Commitment versus Compliance
- Create a Better Work Environment
- Improve Bottom Line
- Enhance Coaching Skills

We recommend once the first two *Essential* modules have been completed, a core four to six *Interpersonal* modules are selected in order to optimize learning and skill transfer. Please refer to the enclosed supplemental material for a complete description of each module.

Titles Include

Essential Skills of Leadership	Essential Skills of Communicating
Coaching Job Skills	Effective Discipline
Communicating Up	Improving Work Habits
Managing Complaints	Providing Performance Feedback
Delegating	Resolving Conflicts
Developing Performance Goals and Standards	Supporting Change

Administrative Kit

- Trainer Preparation
- Facilitator's Guide/Speaker Notes
- PowerPoint
- Video/Video Script
- Additional Resources

LEADING SUCCESSFUL PROJECTS

Leading Successful Projects enables managers to identify and work with the key variables that impact how projects are defined, planned and implemented. The program also focuses on the interpersonal skills managers must use to win and maintain the commitment, enthusiasm and support of the project team. The 2-day workshop, divided into 4 modules, is designed for 6–18 participants and includes the following:

1. **Getting Started** – The big picture, success factors, and goals.
2. **Getting Ready** – Defining resources, roles, and responsibilities.
3. **Building An Action Plan** – Aligning resources, roles, and responsibilities.
4. **Executing and Closing** – Monitoring, control, and completion.

HIRING WINNING TALENT

Hiring Winning Talent (HWT) enables managers to implement a structured process that can really streamline and empower successful hiring. The program also focuses on the key skills required to interview candidates and ways to build team cohesion by involving team members in the hiring initiative.

The 1-day workshop is designed for 6–18 participants. The workshop includes:

1. **Defining What You're Looking For** – The position description, job competencies, and questioning strategies
2. **Planning the Interview** – Hiring strategy, sourcing, resume screening, the interview team, great reasons to work here
3. **Conducting the Interview** – An appropriate climate, conducting the interview, responding to challenging interviewee questions
4. **Making the Selection** – Decision-making guidelines, evaluating candidates, communicating with candidates

CUSTOMER-ORIENTED SELLING

The core *COS* program is a two-day, interactive workshop designed for 6-18 participants. One and three-day versions are also available. The workshop improves selling effectiveness among participants through activities that include:

- Facilitator presentations and skill modeling.
- Readings.
- Video modeling.
- Group discussions and problem-solving exercises.
- Extensive application of the skills and concepts to your sales environment.
- Multiple pair practices, table group, and role play exercises built around your products or services.
- Immediate feedback and critique of the participants' use of *COS* skills and techniques.
- Video vignettes of real world comments and tips from successful salespeople in various industries.

Modules include:

- Introduction to Customer-Oriented Selling
- Focusing on the Customer
- The *COS* Sales Process
- Managing Sales Obstacles
- *COS* Call Planning

WINNING THROUGH CUSTOMER SERVICE

This workshop trains your sales and service personnel to present a professional image and to communicate effectively in everyday customer service transactions, as well as in difficult situations. The skills taught address the major concerns identified by over fifty organizations within the service industry and over 10 years of product field research. At the heart of this program, is a step-by-step process for conducting a customer service transaction.

Course Format Flexibility

The program is a core 1 1/2-day program that can also be delivered in a condensed one-day version, or in three 1/2-day sessions to accommodate your busy training schedules. The program further incorporates the use of the Vital-Online Customer Service courses *Delivering Customer Focused Service* and *Dealing with Difficult Customers* as pre work or post-work, allowing you to focus more in class time on

customer-specific role plays and group discussions. An optional feature shows you how to incorporate behavior/communication style surveys to reinforce the communication portion of the program.

Winning Through Customer Service-New Edition is designed to be administered by one of your trainers or line managers, or by a Vital Learning trainer. Typically, Vital Learning conducts an initial train-the-trainer (options for on-site or by telephone) session to familiarize and certify your trainers on this program and the techniques of facilitation. Since there are many options built-into this program, Vital Learning is available to answer any questions you may have on how to implement or customize the course in a way that is right for your specific needs.

Modules include:

- Your Role as a Professional
- The Essential Communication Skills
- The Customer Service Transaction
- Dealing With Difficult Customer Situations