

## PROGRAMS AND SERVICES FOR GENERAL AUDIENCES

### **Learning and Leading: It's a matter of style and style does matter**

Oprah has it. Donald Trump has it. Michael Jordan has it. And believe it or not, you have it, too! It's called style. Why is it so important? Because how you use it can determine your success – at work, at home and at life. In this hands-on seminar, you'll examine your own personal learning and leading style. You discover what works, what needs improvement and how to make some simple changes in your life so that you can make the most of it. You might not aspire to celebrity status, lead a billion dollar company or win an NBA championship, but you will leave with more awareness of your own style and some tips on how to become a more effective learner and leader.

### **Building Volunteer Capacity: Giving and getting the most to and from your volunteers**

Often employees of an organization can't do all that needs to be accomplished. They sometimes invite volunteers, based on their interests and skills, to assist in the mission of the organization. Volunteers in various settings serve in different capacities. In some cases, the nature of the volunteer's work is very basic and routine and a volunteer might require only a very basic and general introduction to the organization and the tasks they need to complete. In contrast, if the volunteer's work is rather complex, and related to the specific needs of a library, a museum, a school or a hospital, then the volunteer may benefit from a more complete orientation to the organization and also training in the areas of policies and procedures, how to respond to particular situations, when to ask for help and how to use certain equipment or facilities. If you include volunteers in your staff, then you need to include volunteers in your staff development programs.

### **Petting Porcupines: How to get along with difficult people**

Complainers, troublemakers, steamrollers. Yes, we all know someone who fits one or more of those descriptions. They seem to be everywhere that people are. They're always quick with the negative response, the sarcastic comment or the angry grumble. Sure, they make your life more difficult. That seems to be their role in life. But you don't have to buy into their prickly porcupine personalities any longer. During this interactive workshop you will learn several effective strategies for communicating with the complainers, taming the troublemakers and stalling the steamrollers and for avoiding becoming one of them yourself.

### **Clutter's Last Stand: Conquering chaos by getting organized from the inside out**

Does it seem as though there is just not enough time in the day to get everything done? Does your office or house look like a tornado just blew through? Would you like your days to be more productive, more effective and less stressful? Then do yourself a favor. Take some time to get organized from the inside out. Get control of your life instead of allowing life's events control you. This hands-on workshop will provide you with practical tips for getting organized that you can immediately apply to your work and home life. Too busy to attend? Then you really do need to sign up now!

## **Crisis Communications: When every minute counts**

In a crisis or emergency situation, the first 30 minutes are the most critical to your organization's future credibility and reputation. Now is the time to plan for the unexpected and the unthinkable. Developing policies, plans, procedures, checklists, media protocols and more will make your crisis communications more effective. Make every minute count when clear communication counts most.

## **Sensational Service: The power of positive people**

"Hello! Thank you for calling!" Was there a smile in that voice? How do callers and visitors perceive your organization? When support staff understands the importance and value of customer service, they realize how profoundly their actions and responses affect your organization's reputation. Improving knowledge and skills in customer service and interpersonal courtesy can make a big difference in how the community views your organization.

## **The Effective Communicator: How to say and write the right thing the right way at the right time**

This is a must-have workshop experience for anyone who is in the public eye. In a world of political correctness, how you get your message out is critical. In this hands-on, example-driven session you'll learn how to handle any situation that comes your way. From dealing with the media in crisis situations to avoiding murky meanings with your staff, this program will lead you through tough moments. It will equip you with all the tips, tools, rules and pointers that you'll need to communicate in all situations.

## **Branding: What it means to your organization in today's competitive environment**

Corporate communications are familiar with the concept – in today's competitive market, your brand is everything. Now, all organizations – from schools to libraries to churches – are wise to take a page from the corporate handbook. Branding will help you shape the mental images and perceptions that people hold when they see your logo, hear your name or read about your organization in the news media. A serious effort involves your employees, board members and customers. You will learn to develop powerful messages, the value of consistency and the critical need for total commitment.

## **Service With A Smile: Customer service basic training for every employee**

An angry customer demands, "Who's in charge around here?" and insists on speaking to the manager. Is the customer always right? Are unhappy customers a result of our busy world or a symptom of failed customer service training? Customers aren't always right, but they always deserve polite, respectful treatment from your employees. This workshop encourages employees to develop their own definition of customer service and then to measure their Customer Service Quotient. Participants will also learn how they react to conflict and strategies to deal with unhappy customers, using real-life scenarios.

## **Strategic Planning: Getting there from wherever you are**

If you don't know where you're going, you'll probably end up somewhere else. Facilitation of strategic planning sessions by a skilled consultant from outside the organization often results in more productive interaction among team members and a more useful final product that better reflects the desired organizational vision, mission, goals, objectives and action plans. Let us use Storyboarding and World Café processes to help you turn your group's aspirations into results. This service is especially designed for non-profit organizations such as libraries, museums, hospitals and community service organizations and agencies.

## **Focus Groups: Taking the pulse of your constituents**

Are you wondering whether what your organization does is accomplishing what your stakeholders want and expect? Consider conducting a focus group to take the pulse of your constituents. A focus group is a form of qualitative research in which a group of people are asked about their attitude towards a service, concept, program or organization. Specifically designed questions are asked in an interactive group setting where participants are free to talk with other group members. How might you use focus groups to acquire feedback about your customers' perceptions of your organization?

## **ADVOCACY 101: A dozen ways to promote your cause**

What's your passion? Do you believe in early childhood education? Where do you stand on accessibility for people with disabilities? Do you love your library and want more resources allocated to it? Well, if you have a passion for it, we'll teach you the basics of advocating for it. We have a dozen ways for you to get the attention of the powerbrokers and to make your case for your cause.