
People Development Program Course Catalog



People Development Program Course Catalog

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Create Your Own Learning Experience

Option I: Pick one of our existing titles

Go to our Web page <http://thinkaha.com/books> and explore the topics available that can be incorporated into your own personal webinar.

Option II: Create your own topic

Use one of your experts (whether inside the organization or outside of it) to create a new THiNKaha book and webinar to address the topic you want to learn.

Becoming a Recognized Thought Leader

Summary:

In this Webinar series, Thought Leader Creator Mitchell Levy will help you understand why you should be a thought leader, how you can find the time to pull the content together and where to share it to get the most return for your effort. Whether you are focusing on sharing your thought leadership inside or outside your organization, this series will be extremely insightful.

Continue reading if any of these questions resonate (positively or negatively) with you:

- Are you an expert in your subject area, but those that should know about that both inside and outside your organization don't recognize it to the extent that they should?
- Are you invited to speak at key events and participate in webinars to share your valuable insights?
- Do you need help communicating your thoughts, ideas and visions in ways that attract a better following?
- Are you truly taking advantage of the platforms that are available to you?
- Do you want to know some of the industry tricks and tips to help you get ahead as a thought leader?



Mitchell Levy

This webinar series is broken into four sections that will answer the questions above and then some:

1. Transforming Yourself from Expert to Thought Leader
2. Getting the Content You Need
3. Sharing Your Knowledge to Become a Thought Leader
4. Measuring Success

Segment I: Transforming Yourself from Expert to Thought Leader

*Thought leadership as an intangible asset is not just nice to have, but a **CRITICAL** lever for business growth!*

How can your organization stand out? In today's world where an organization's prospects have access to more information about their industry, key firms in that industry, and customer testimonials of other companies products and services, how can any organization stand out? In some industries, buyers have conducted 75% of their research on the Internet prior to talking to any firms to make their purchasing decisions. How do you make sure that your firm is not only at the table, but has a strong seat at it? It's simple, two words: **thought leadership!**

Mitchell is the most forward-looking, high energy, and creative entrepreneur I've met in years. The phrase, think outside the box describes him perfectly he spends all of his time creating, exploring and imagineering new paradigms in business and in society. Just spending a few hours with him will leave

you thinking and creating in new ways. If you want to take your business to a new and higher level, Mitchell is the person who can facilitate that next step.

Hanoch McCarty, Director of Training, Bestspeaker.com and Co-Author Chicken Soup for the Soul

Topic 1: What is an Expert vs. a Thought Leader?

Topic Description:

In this section, we share a common lexicon and cover the key things "not" to do.

Topic 2: How can you Transform into a Thought Leader?

Topic Description:

To transform into a thought leader, you need H.E.L.P. We cover the core elements of this term which are Healthy following, Execute well, Leadership, and Proven Platform. You will not just understand what these elements mean, but will have ideas of what you need to do to increase value in these areas.

Topic 3: Steps You Can Take to Start?

Topic Description:

Many times you go to a webinar or hear a speaker talk and are excited. You want what they have to share and you want it now. The problem is where to start. In this section, we cover three key things you need to do to start today (or tomorrow).

Learning Outcomes:

1. Common lexicon.
2. A new acronym H.E.L.P. that will power your future thought process and interactions.
3. Immediate action steps and an approach that can power your interactions in the future.

Segment 2: Getting the Content You Need

With the changing environment that the Internet and social media is shepherding, it's not as much about the global organization, but the individual experts, the thought leaders at organizations whose names are associated with expertise in their respective niches. These thought leaders are being supported by their organizations to write/crowdsource books and eBooks, articles, blogs, tweets, speak at conferences and webinars, as well as getting quoted in traditional media on events and trends in the marketplace. So, how do you find the time and where can you get all this content?

Mitchell has been my guide through the publishing world, enabling me to write & publish my first solo business book (and, since, a second co-authored book plus a third co-authored book for which we just submitted our manuscript). Mitchell has a great understanding of traditional publishing and has created a terrific niche for helping experts become gurus. His process and team are top-notch and serve to build the best content in a terrific form for any first-time author.

Chris Edmonds, Senior consultant with Ken Blanchard

Topic 1: What's the goal and why is content so important?

Topic Description:

If you want to be relevant in today's world, you need to have a voice that people want to listen to. Every organization is becoming a publisher. Without thought leadership, you can become invisible. This section covers different forms of content and how to utilize them.

Topic 2: Creating a Content Creation Process

Topic Description:

By understanding the buyers journey in the sales funnel, you can understand what type of content is necessary at different parts of their journey. Creating an editorial calendar and your roadmap are the key tools to making it happen.

Topic 3: Creating Your Original, Aggregated and Curated Content

Topic Description:

Original content is great, but not all of the content you share needs to be original. Depending on who you listen to and in what context, aggregated and curated content can represent up to 80% of the content you share. As a thought leader with a healthy following, you are in a great position to aggregate and curate content. This sections covers some of the tools you can use to make it easier as you incorporate them into your day-to-day routine.

Learning Outcomes:

1. Treating Content as the Important Asset that it is.
2. Knowing how to Conduct a Content Audit.
3. Learning ways to Aggregate and Curate Content.

Segment 3: Sharing Your Knowledge to Become a Thought Leader

With a new social media tool popping up every other day, how can you stay on top of it and where should you be spending your energy. Obviously, you need to play with the top platforms, but what about the up-and-coming platforms, how can you decide what's a good use of your time?

I worked with Mitchell on two different books doing multiple versions. Mitchell has served as a mentor and friend to me over the years. He helped me become a better speaker by giving me excellent and candid advice. I appreciate his ability to narrow down on changes that I can make to be better at my job(s). If you develop a relationship with Mitchell you will find him to be honest, thoughtful, sincere and knowledgeable. He is a leader who goes out of his way to help. What more could you want in a professional relationship?

Jason Alba, CEO, Jibber Jabbor & Author, I'm on LinkedIn--Now What???

Topic 1: Your Profile on LinkedIn, Twitter, Google+, Facebook, Pinterest, etc.

Topic Description:

Sharing is caring. Learn how to leverage on various social media fronts to share your content and spread your influence. Learn why it's important to convey a consolidated and focused "expertise" across all platforms.

Topic 2: Original & Curated Content

Topic Description:

Learn what original and curated content means, and how content marketing is critical in creating a unique and relevant experience across your social media accounts. Find out how you can best share these kinds of content by tapping relevant circles outside of your network.

Topic 3: Aggregated Content

Topic Description:

Discover the difference between aggregated content vs. original or curated content and how proper content aggregation can be used to increase your follower base when used alongside original and curated content. Learn the advantages and disadvantages of sharing aggregated content.

Learning Outcomes:

1. What social media tools you can use to strengthen your position as a thought leader.
2. How original, curated and aggregated content can be used alongside your social media.
3. Tricks and techniques for increasing your impact and efficiency using the "right" content" on the "right" platform for "your" situation.

Segment 4: Measuring Success

A benefit of today's Internet-connected world is that there are hundreds (technically hundreds of thousands) of megaphones out there for you to share your wisdom. The key is to focus on those areas that are relevant to you and deliver the results you want.

Mitchell Levy is one of the most connected people in Silicon Valley. And for good reason - he provides great value to everyone he comes in contact with. He constantly challenges friends and colleagues to stretch and do more/better. If you want to be part of a successful endeavor, I recommend that you get involved with Mitchell Levy

Rich Goldman, Vice President, Synopsys

Topic 1: Defining the Concept of a Thought Leadership Portfolio

Topic Description:

Learn how to build your own Thought Leadership portfolio by defining clear goals and objectives unique to both yourself and your company. Find out how you can do more than just gather followers (gain sales leads, increase revenue and strengthen your reputation) by having a solid portfolio, clearly set goals and strong follower foundation.

Topic 2: Program Tools to Measure your Thought Leadership Success

Topic Description:

With your portfolio in place, discover the different tools you can use to measure your success. Learn how Google, Facebook and Twitter analytics can be used alongside services like Marketo and Technorati Authority to help you stay focused on meeting your objectives.

Topic 3: How can you Make it Work

Topic Description:

Determine what strategies you can implement based on the information you've gathered from your analytics. Learn how not to rely on cookie cutter marketing strategies and use techniques unique to your company and your industry.

Learning Outcomes:

1. Creating a solid Thought Leadership Portfolio.
2. Knowing what tools to use in measuring your success as a Thought Leader.
3. Learning how you turn your gathered analytics into a viable content strategy.

Tools and Resources

All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of #CREATING THOUGHT LEADERS tweet, #CROWDSOURCING tweet, and 42 Rules for Driving Success with Books.



Delivery Type

- Webinars are 30-90 minutes in length. Each event is recorded and available for download within 24 hrs.

Additional Presenters

- Depending on availability and expertise, Mr. Levy will pull in additional thought leaders to add flavor, context and interactivity to the webinars.

About Mitchell Levy



Mitchell Levy is a Thought Leader Creator, CEO & Publisher of THiNKaha®, and an Amazon best-selling author with eighteen business books including the soon to be released "#Creating Thought Leaders" tweet. He worked at Sun Microsystems running the eCommerce component of Sun's supply chain, has consulted to 100s of corporations, has coached over 500 CEOs through the CEO networking groups he's run, and has been Chairman of the Board of a NASDAQ listed company.

Through this work and his interactions, he knows how to coach thought leaders inside of companies with both the internal politics that they will run into as well as the external relationships that need to be built and fostered. Having started fifteen new companies and partnerships over the past eighteen years, he knows how to be nimble and has run many experiments some of which have succeeded spectacularly while others have failed and carry great lessons. Along the way, he has specialized in strategic consulting in a variety of industries and has effectively implemented his own advice.

Managing Your Virtual Boss

Segment I: Managing your virtual boss

Is your leader located in a different country? Do you telework a few days a week? Do you work on a special project with a global team that you know only by their email address, not by face?

If any of these are true, you are a virtual worker. Working virtually can mean less commuting stress, greater independence, better life balance and can allow you to be an integral part of an exciting project without having to relocate your family.

Working virtually can also mean you are on call 24/7, you get little professional development, and feel isolated, unappreciated and eventually, burn out. Your boss probably has no idea how to lead you.

Fewer layers of management, a larger span of control and the virtual workplace means your boss' job is more challenging. Managers who are dependent on interpersonal relationships and 'managing by walking around' just don't succeed in a virtual environment.

In this WebinarGuru series, Carmela Southers provides practical guidance for managing the relationship with your virtual boss.

Part 1: Understanding your boss' perspective, when your boss can't see you they are nervous about your success, struggle to build trust and often are more likely to promote those they see on a regular basis. We examine the world from your boss' perspective so you know how to ensure your needs and their needs are both met.

Part 2: Practical strategies for making the relationship work for both of you. You will learn clear action steps for taking the lead and making sure you get what you need.

Part 3: Moving forward together. By reviewing best practice strategies, each individual crafts a plan to help them be more effective with their virtual leader.

Numerous studies have shown the most important working relationship we have is with our boss. When you take control of your career and work by managing your virtual boss. Your leader will be both appreciative and more willing to help you have the best of work life balance and career success.

Segment II: What You Don't Know Will Hurt You! Virtual Leadership Traps and How to Overcome Them

Let's face it; most leadership best practices were designed for face-to-face work. 'Management by walking around', doesn't work over the phone.



Carmela Southers

In this webinar, Carmela Southers provides an up-to-date perspective on the traps virtual leaders fall into and the “secret” techniques and mindset to effectively deal with them.

Leadership is a ladder or a pyramid, and you are at the top.
What you know is key.
What you see is what you get.
We are communicating.
Activity equals Productivity.

This program provides the essential guidance for helping leaders make the mental and behavioral shifts needed for success.

Segment III: Developing Virtual Relationships (how to be a great virtual team member)

Do you recognize these challenges?

Feeling isolated from a leader who is in a different time zone?
Feeling out of touch with team members you have never met?
Feeling hesitant to disagree during a team conference call because you aren't sure your point of view will be valued?
Not really knowing if a team member will follow through on a commitment?

It is normal for virtual team members to feel isolated and uneasy. However, savvy team members recognize that success in a global environment is the key to future opportunities and career growth. Successful team members know that being great in this environment requires constant focus and disciplined practices.

In this engaging webinar, virtual teams' expert Carmela Southers will share the five practices that blend relationships and productivity to guarantee success.

Practice 1: Communicate about Needs.
Practice 2: Encourage Healthy Conflict.
Practice 3: Be Fully Present.
Practice 4: Build Trust with Every Action.
Practice 5: Use Technology to Build Relationships.

With today's technology, the real challenge in virtual teamwork lies in the human relationships-the ability to engage hearts and minds with little to no face-to-face interaction with other team members. Don't miss this opportunity to start building those relationships with the people you work with. Support Materials: Managing your virtual boss book, Article and Self-Survey.

Tools and Resources:

All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of #MANAGING YOUR VIRTUAL BOSS tweet.



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Carmela Southers



Carmela Southers, speaker, author, and senior consultant with [The Ken Blanchard Companies](#) has built a successful career in virtual work. As an author of Blanchard's Teaming Virtually®, Leading Virtually®, and Leading Virtual Teams® programs, she is viewed as an expert on helping organizations, leaders, and teams succeed in the world of virtual work. Her clients include American Express, Delta, Ericsson, Merck, and Freddie Mac. Carmela travels in the U.S. and overseas training, consulting, speaking, and improving the effectiveness of remote leaders, teams, individuals, and organizations.

Making [Global] Virtual Teams Work

Segment I

Even with a plethora of excellent on-line tools, one of the biggest challenges companies still face today is successfully managing virtual teams. Particularly when employees are sitting all over the world!

How can you get your team to work together effectively and buy-in to projects? What about time zones, different approaches to technology, keeping the team's attention in a meeting? How can you team-build when folks haven't even met each other?

Through recent research and industry best practices, Making [Global] Virtual Teams Work will show you how to optimize virtual teamwork to create innovative and efficient teams that propel the company forward in its quest for global business excellence.

After this webinar, participants will be able to:

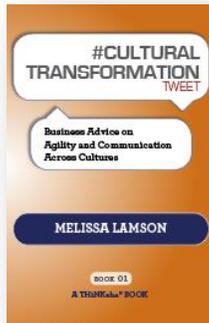
- Facilitate virtual meetings more easily and efficiently
- Get results quickly from virtual project work
- Bridge communication and reduce downtime due to misunderstandings
- Increase engagement and get buy-in to project goals
- Motivate team members in remote locations
- Manage cultural and individual differences in teamwork
- Improve outcomes, speed up time-to-delivery, reduce error



Melissa Lamson

Tools and Resources:

- All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an *eBook copy of #CULTURAL TRANSFORMATION tweet* and *No Such Thing as Small Talk*



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Melissa Lamson



Melissa Lamson is a pioneer in the fields of cultural transformation and global business development. Her proprietary Cultural Transformation methodology called *Agility, Communication and Transformation, or ACT™* has helped organizations around the globe create the common values, businesses practices, and behaviors that are the hallmarks of productive and innovative company cultures. Always forthcoming with sharing her experience and expertise, Melissa has authored several books including *No Such Thing as Small Talk: 7 Keys to Understanding German Business Culture*, and has contributed to journals, magazines, and books.

Melissa has lived in France, Germany, Mexico, Spain, and the United States. In 2008, she was named one of the top 25 female entrepreneurs in Europe and received an award for her work in diversity from the German Ministry of Cultural Affairs. She is regularly invited to speak about cultural transformation to corporations and also teaches courses for executive MBA programs globally. None other than the European *Wall Street Journal* has called her an award-winning consultant with an award-winning personality!

The Endurance Habit

Unleash Your Hidden Potential to Start Strong, Focus Fast and Ignore Distractions to Achieve More

Segment I: Forming Your Endurance Habit

Topic 1: You Were Born To Endure

Topic Description: You are living proof that you can endure. Your ancestors won the endurance battle and passed on their genes to you. So, it's not that you can't endure -- it's that you have lost the ability to tap into it.



Jarie Bolander

This section will delve into what endurance means, why you were born to endure and how you can, starting today, tap into your inherited endurance.

Topic 2: Starting Your Endurance Habit

Topic Description: Most of us have lost our endurance because we live in a relatively safe world. Most things are provided to us with little or no effort and if we have to work for something, especially out of our comfort zones, it usually frustrates us to no end.

This section will start the process of building your very own endurance habit that is catered to your particular skills, wants and needs.

Learning Outcomes:

1. Understand what endurance means
2. Learn why you were born to endure
3. Determine the present limits of your endurance
4. Learn the 1 question to answer yes to every day
5. Learn what motivates and demotivates you
6. Understand the ways you build habits
7. The 3 simple words that almost always prevent us from achieving more endurance

Questions to Consider:

1. Where do you excel?
2. What do you dread doing?
3. How come you give up on certain tasks?
4. How easy is it for you to bounce back from hardship and struggle?
5. What frustrates you more than anything?

6. How long does it take you to build a new habit?
7. What bad habits do you want to get rid of?
8. How do you normally fail?

Segment II: Making Your Endurance Habit Stick

Topic 1: Focusing Fast on What's Important

Topic Description: Distractions are everywhere. From our co-worker interrupting us, useless meetings and the countless digital distractions we face daily. Our endurance gets sapped when we get distracted on useless tasks and unproductive uses of our time.

This topic will detail ways to determine what's important and what's not so that your natural endurance can get boosted right away.

Topic 2: Fighting Frustrations and Distractions

Topic Description: Each and every one of us gets frustrated by setbacks. We also get distracted easily once we get going. Combating these two tendencies can keep our endurance levels strong and our attitude upbeat and positive.

This topic will outline some of the most common frustrations and distractions that prevent us from enduring even minor setbacks.

Topic 3: Getting Through the Endurance Dip

Topic Description: High levels of achievement have a price and that price is endurance dip when we hit the metaphoric "Wall". Getting through the dip is not easy but doable if you realize it's onset.

This topic will explore the endurance dip and how you can find it's onset and push through it.

Learning Outcomes:

1. The 4 simple rules to apply to figure out what's important
2. Learn to stop multi-tasking and start doing focused work
3. The magic endurance ratio
4. Applying the 24 hour rule
5. Learn how to preempt distractions before they happen
6. Eliminate wasteful meetings and side conversations by taking pause
7. Learn how to be comfortable with being uncomfortable
8. Learn the signs of your impending endurance dip
9. The 5 ways to flip your endurance switch

Questions to Consider:

1. Who determines what's important for you?
2. How effective are you working, playing or exercising?
3. When is your optimum time to work, play or exercise?
4. How easily do you fatigue?
5. What frustrates you the most?
6. What's your biggest distraction?
7. When are you the most distracted?
8. How frustrated do you get when fatigued?
9. What does it feel like to fatigue both mentally and physically?
10. Why you give up when faced with a struggle?
11. Which gives out first -- your body or your mind?
12. What can you endure for nearly forever?

Segment III: Achieving Greater Endurance

Topic 1: Smashing the Perfection Fallacy

Topic Description: Accomplishment is messy. The end result of any endeavor is never perfect and never will be. One of our biggest challenges to enduring struggles and hardships happens right before we are about to succeed -- not thinking it's good enough or that we deserve to succeed.

This topic proves that perfection can never be achieved and is actually not desired nor the best attitude to take toward endurance.

Topic 2: Extending The Accomplishment High

Topic Description: Do you know why most people gain all the weight back after a diet? Or revert back to working too much? Or name your favorite failed attempt at improvement. The secret lies in how we handle after we accomplish our goals not the goal accomplishment itself.

This topic details the ways to create lasting and sustainable endurance habits that will allow you to continue making gains and answering yes to the most important endurance question posed in section I.

Learning Outcomes:

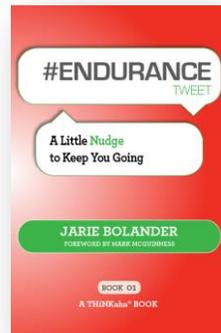
1. Learn why perfection holds you back
2. Learn how to determine when things are good enough
3. The magic endurance ratio revisited
4. Learn several tips and trick to endure more
5. Determine what endurance techniques are the most effective for you
6. Realize the importance of a support network

Questions to Consider:

1. How detailed oriented are you?
2. Can you settle for less than perfect?
3. Do you apply the same perfection criteria to everything?
4. How much anxiety do you have on a daily basis?
5. Are you a starter or a finisher?
6. Do you take criticism personally?
7. How do you feel after you accomplish or fail at something?

Tools and Resources:

- All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an *eBook copy of #ENDURANCE tweet*



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Jarie Bolander



Jarie Bolander (@EnduranceLeader) is an engineer by training, entrepreneur by nature, and leader by endurance. His site, Endurance Leader, combines two of his passions—leadership and endurance athletics. The fundamental premise behind Endurance Leader is that by enduring through hardships, struggles, and setbacks, you can conquer pretty much anything. Jarie knows firsthand about the struggles of athletics and leadership since he has completed twelve triathlons and countless other endurance events. He has also been involved with several start-ups and community groups where his ability to synthesize complex problems into actionable tasks has enabled him to endure and thrive.

Leading from Any Chair

In this Webinar series, global leadership effectiveness guru Kimberly Wiefling focuses on how to be an inspiring and effective leader no matter what your position or title. You could be leading a team or a project. This learning experience is customized to unleash your greatest potential and power your inner champion for success!



"I help you achieve what seems impossible, but is merely difficult."

Kimberly Wiefling

Segment I: What is Leadership? Leading from Any Chair

Leadership is an Essential Ingredient to Business Success.

Management is not the same as leadership. Manage “stuff” (budget, schedule, resources), but LEAD people! Without successful people leadership, even a project with the best product, technology, project management tools and processes, is doomed to failure. Leadership isn’t a position or title; it is Action, Communication and Thinking (Leaders ACT!). No matter what your position, you can learn to apply a wide range of common sense leadership principles to the benefit of your team. Leaders can be identified by the way they talk and the way they act. Leaders come in all shapes and sizes, from all kinds of backgrounds, and different sorts of education. Leaders exist at all levels of an organization.



Leadership is an attitude that starts within. Great leaders do not see themselves as victims of their circumstances. They accept responsibility for their contribution to the circumstances surrounding them, and they are committed to making a positive difference in those circumstances. Great leadership does not require confidence. Great leadership requires a passionate and powerful commitment to something that matters more than comfort, safety, or the approval of other people. Just knowing how to do something changes nothing. Great leaders do what is required, even in the face of uncertainty, risk, and fear.

Learning Outcomes:

While leaders may perform many valuable functions, the areas where they can provide the most benefit are:

- To help their people avoid two of the most common causes of failure – lack of clear goals and poor communication.
- To inspire people to overcome their inherent fear of failure and have the courage to set bold and challenging goals that may initially seem nearly impossible.

Segment II: Beyond Words : Effective Communication

Although English has been called the international business language, the words alone carry less than 10% of the meaning in a live, in-person conversation. Perfect English is not required for perfect understanding. Percy Barnevik, former CEO of the American construction company ABB, once joked that the common language at ABB was “bad English.” Tone of voice, facial expression, gestures, and body language, as well as context, contributes the vast majority of meaning in face-to-face discussions. Yet many people insist on conducting most of their business communication via email, even when the person receiving the email is sitting only a short walk away. Over-reliance on email creates misunderstandings that could be easily resolved with a single direct conversation and the full richness of non-verbal communication. In addition, open and honest communication that builds trust must be based on a heart-connection, not just a meeting of the minds, and a true commitment to a mutually beneficial relationship. This kind of rapport can be built most easily through face-to-face interaction. But even email and phone calls can be far more effective when the message acknowledges a human connection.

Learning Outcomes:

- Learn how to expand business communication beyond words to non-verbal expression, positive intention, and commitment to mutual benefit.
- Understand how to communicate globally where culture often dictates what language means and how words with one meaning to us and another globally often causes communication misunderstandings.

Segment III: Turn Ideas into Action – Set Clear Goals

Among the top reasons that individuals and teams fail to achieve their goals is that they don't know what their goals are. Competent and courageous leaders assure that this predictable and avoidable cause of failure does not undermine their people's results. This kind of leadership doesn't happen by accident. Goals must have the support and commitment of the team. Knowing how to measure success is vital to achieving that success. Often people are unclear as to who their customer is, and what matters to them. When tracking status and progress vs. goals, you must determine whether they are on track or off track, and decide what to do about when they are off track. The overall long-term goals must be kept clearly in mind, even while day to day tasks tend to dominate people's attention.

As a leader you must assure that your people have a clear and vivid understanding of the goals and their role in helping to achieve them. Teams that don't have a clear view of the path forward slow down, like cars driving in heavy fog on a dark night. Keeping the goal clear and providing frequent feedback on the progress being made can increase team performance by over 50%. Assuring that your team has clear goals and understands the priorities to be used in making the inevitable trade-offs required on the road to those goals, is one of your most important leadership responsibilities. Even seemingly impossible results can be achieved through a combination of a clear vision of the desired future state, a commitment to action, and execution with excellence.

Leaders set their teams up for success by helping them to set SMART goals, those that are Specific, Measurable, Actionable, Relevant and Time-bounded, and then by tracking and making visible their progress.

Learning Outcome:

This module will assure that you never again spend your time trying to figure out “how” to do something until you know “what” you intend to accomplish.

Segment IV: Leading from Any Chair: Leading in a Global Business Environment

In this webinar, global leadership effectiveness guru, Kimberly Wiefeling offers practical and actionable advice on how to be a far more effective global leader. There are no “foreigners” in our global business reality, and no borders. A 21st century business leader requires a global mindset because you are likely a globally diverse team. Teams today are composed of an amazing diversity of people from different cultures, people who may be sitting in offices halfway around the world from one another, with a wide variety of native languages and customs.

But even sharing a common language is no guarantee of mutual understanding, as anyone who has spoken with people from Australia, India, England, and Texas knows. Even many co-located teams find themselves composed of a multi-cultural cast of characters. Regardless of the country of origin, many leadership challenges are shared universally. Success as a leader depends on your ability to work effectively in this global village.

Learning Outcomes:

Understand some of the human challenges of leading in a global environment.

Become committed to living and working outside of your comfort zone as a leader.

Reach beyond cultural boundaries to create trusting and effective relationships anywhere in the world.

Tools and Resources:

All participants will receive class materials including handouts, templates and actionable plans to use. Each attendee will get eBook copies of *Scrappy General Management*, *#SCRAPPY GENERAL MANAGEMENT tweet*, and *Scrappy Project Management*.



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Kimberly Wiefling



Kimberly is a globally recognized author and business leadership consultant. She wrote “*Scrappy Project Management - The 12 Predictable and Avoidable Pitfalls Every Project Faces*”, one of the most popular project management books in the US, published in Japanese by Nikkei Business Press.

She’s the executive editor of the whole Scrappy Guides series. The founder of Wiefling Consulting, Inc., she consults to global business leaders committed to achieving what seems impossible, but is often merely difficult. For more info, visit <http://wiefling.com>.

Leading by Managing Up



Tony Deblauwe Patrick Reilly

Segment I: Taming the Abrasive Leader: Ending Unnecessary Roughness In The Workplace

Abrasive bosses rub their coworkers the wrong way. Their aggressive management styles create interpersonal friction that grates on subordinates, peers, and superiors, paralyzing productivity and disrupting the smooth flow of work. These individuals present a particular problem from the human resource perspective, in that HR professionals must deal not only with distressed employees who may be considering harassment litigation, but also with upper managers who are often reluctant to take the bull(y) by the horns and rein in the abrasive manager.

In this guru series, executive consultant Patrick Reilly and thought leader Tony Deblauwe, share their insights on why abrasive bosses resort to aggression in their workplace interactions, why they deny their destructive impact and what organizations can do to effectively get these bosses to back off and behave in a civilized manner. Most organizations do not know how to successfully address this kind of problem that creates chronic conflict and leaves lasting wounds. These people often present a great challenge to most coaches who describe them as “uncoachable.”

Learning Outcomes:

- How to create the change they say is not possible: taming the abrasive manager
- The difference between performance and conduct and why that matters to business success
- What’s the balance between vision and “cost of working with?”
- Why investing in those who perform but have conduct problems may be your best business decision
- Participants will leave with the hope and possibility for solving a tough business problem and some tools for taking immediate action

Segment II: Managing Up: Connecting, Communicating and Collaborating with Those in Power

Getting things done across organizations can be challenging when internal communications are ineffective. One of the most critical internal communication channels that has to be aligned is the one between manager and employee. When you clash with your boss's or other senior leader's perspectives and approach, the damage can be widespread personally and professionally. Ultimately decisions and actions about the operation and business suffer. The alternative is to be in concert, and move to mutually beneficial outcomes. The key to finding common ground between you and those above you is to change your perspective, or, put another way, to "step in your boss's shoes".

Managing up is a critical skill in today's business world.

- Do you want to move your career forward?
- Take a seat at the head table?
- Seek more attractive roles?
- Want your good work to be noticed, recognized and rewarded

Then you need to get better at polishing your personal brand and learn to influence with impact while being recognized as a team player.

Based on his practical Twitter-style book on Managing-Up Patrick Reilly and Tony Deblauwe will share key learnings and research to make you more effective with:

- Managing Relationships
- Collaborating
- Thinking broadly
- Challenging and Extending your Point of View
- Developing a Compassion for Complexity

Learning Outcome:

- Potent tools and techniques that will help you to clarify your thinking, streamline your approach and drive the right results as you work to increase your impact and effectiveness with your boss and other senior leaders

Segment III: The Basics of Managing Up

In this one hour webinar, you will learn the key concepts for managing up effectively. Managing up has always been a critical business skill but is essential for today's global and distributed workforce. Gallup surveys repeatedly show that the relationship between employee and supervisor is the most important relationship in the workplace and a key ingredient to successful communication.

Learning Outcomes:

- Why connection and relationship is more important than completing tasks
- How to partner with your boss to enhance alignment and efficiency
- Creating the mindset of stepping into your boss' shoes
- Developing your leadership point of view
- Crafting accountability

Tools and Resources:

- All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of #MANAGING UP tweet.



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Tony Deblauwe



Tony Deblauwe is the founder of consulting firm [HR4Change](#). For 15 years Tony has worked in several Silicon Valley high-tech companies managing a variety of HR functions. An awarding-winning author, app developer, and blogger, Tony is quoted in several media sources, including TheLadders, CareerBuilder, Monster.com, and CBS MoneyWatch.

About Patrick Reilly



Patrick Reilly is President of [Resources in Action, Inc.](#), a firm specializing in executive coaching and consulting. He has worked extensively with leaders in the health care, financial services, technology, and utility sectors for more than 25 years, internationally and in the U.S. His passion is getting leaders into action for success and satisfaction. Patrick works primarily with leaders in transition and senior leadership teams and is an expert in dealing with abrasive leaders.

Leadership: Making a Great Start as a Project Leader

Segment I

In this webinar, executive leadership coach and author, Pam Fox Rollin offers guidance for new and potential leaders on how to jumpstart success as a project leader. Pam will share her expertise and experience on how to map out your project so you can stay focused and on track. You will learn how to avoid common mistakes such as chasing fires instead of gathering information to make decisions and focusing on the problems instead of celebrating the wins along the way. Pam will offer insights and practical leadership concepts from her best-selling book, *42 Rules for Your New Leadership Role* including:

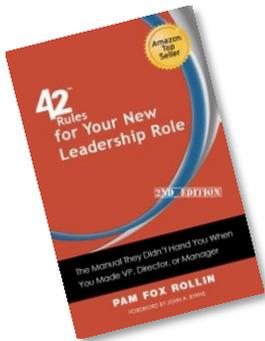
- Rule 7: Map what matters to people in power
- Rule 21: Tell a Good Story
- Rule 24: Make Your Own Metrics
- Rule 26: Run Unmissable Meetings
- Rule 29: Make the Most Out of Screw-ups
- Rule 34: Model Healthy Paranoia



Pam Fox Rollin

Tools and Resources:

All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of 42 Rules of a New Leadership Role.



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Pam Fox Rollin



Pam coaches executives to succeed in broader roles and guides senior teams to make the most of new talent. Pam is known as a dynamic speaker and valuable thought-partner to leaders navigating themselves and their organizations through complex change. Pam's company, IdeaShape Coaching & Consulting, also facilitates strategy sessions, Myers-Briggs® team-building, and leadership off sites. Clients include Genentech/Roche, Accenture, Autodesk and other top companies in biotech, consulting, and technology. Her MBA is from Stanford University's Graduate School of Business, where she later served as a Guest Fellow and Master Coach.

We're Counting on you Now: Taking over a Thorny Project and Pulling off a Big Win

Segment I

You've said yes to taking over a big mess-in-the-making for your company. Whether you're a VP or new manager, whether the initiative is a global expansion or product redesign, you're now on the hook for a project that's flailing. You have to herd cats who don't actually work for you, separate the smoke from the fire and figure out what really needs doing, get the team pointed in a fresh direction, make frustrated people cooperate with each other, build the support of skeptics and slackers, and somehow achieve a win while you still have executive support, team attention, budget to burn, and a market opportunity worthy of all this hard work.



Pam Fox Rollin

You'll leave this fasten-your-seatbelts webinar eager to grab the levers that can turn your nightmare assignment into a notable success:

- Simplify and sharpen outcomes
- Craft the compelling story in words and metrics
- Honor agendas to gain doers and champions
- Monitor risks and model healthy paranoia
- Celebrate mini-wins and sprint to DONE

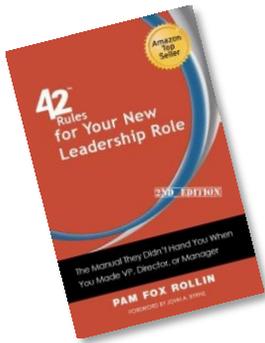
Pam Fox Rollin, Founder of IdeaShape, and Author of 42 Rules for Your New Leadership Role: The Manual They Didn't Hand You When You Made VP, Director, or Manager

Segment II

Pam will provide custom topics as needed based on feedback from the company.

Tools and Resources:

All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of 42 Rules of a New Leadership Role.



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

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Creating Cultural Continuity™ in Your Organization

Segment I

Do you struggle with getting buy-in to company objectives? Would you like to create a cohesive company culture worldwide? Is it difficult to align and streamline processes and procedures across locations? Could efficiency and communication in teamwork improve?

Learning how to create Cultural Continuity™ will take your organization to the next level by accelerating the development of a cohesive company culture. Getting buy-in from stakeholders globally is critical to the success of any firm. This webinar will improve efficiency and communication across regional offices and create innovative strategies to increase cohesion in organizational values and behaviors.



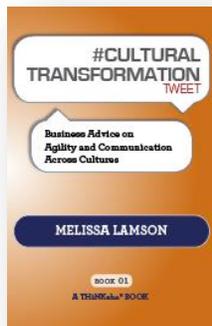
Melissa Lamson

After this webinar, participants will be able to:

- Understand what Cultural Continuity™ is and learn how to create it
- Determine level of employee engagement and productivity
- Analyze strengths of procedures, processes, and systems
- Identify gaps in understanding and communication across teams
- Determine how international offices align with the business
- Adopt best practices from other companies who are successful
- Use tools to assess your organization's gaps in cultural cohesiveness
- Develop a Cultural Continuity™ action plan, aligned with company goals

Tools and Resources:

- All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an *eBook* copy of *#CULTURAL TRANSFORMATION tweet* and *No Such Thing as Small Talk: 7 Keys to Understanding German Business Culture*



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Melissa Lamson



Melissa Lamson is a pioneer in the fields of cultural transformation and global business development. Her proprietary Cultural Transformation methodology called *Agility, Communication and Transformation, or ACT™* has helped organizations around the globe create the common values, businesses practices, and behaviors that are the hallmarks of productive and innovative company cultures. Always forthcoming with sharing her experience and expertise, Melissa has authored several books including *No Such Thing as Small Talk: 7 Keys to Understanding German Business Culture*, and has contributed to journals, magazines, and books.

Melissa has lived in France, Germany, Mexico, Spain, and the United States. In 2008, she was named one of the top 25 female entrepreneurs in Europe and received an award for her work in diversity from the German Ministry of Cultural Affairs. She is regularly invited to speak about cultural transformation to corporations and also teaches courses for executive MBA programs globally. None other than the European *Wall Street Journal* has called her an award-winning consultant with an award-winning personality!

Innovation from Cross Cultural Teamwork

Segment I

Does someone's communication style irk you? Are you getting feedback in a way that hurts or doesn't make sense to you? Are you frustrated by someone's words or actions?

It could very well be that you're confronting cultural values and behaviors that create barriers to effective cooperation. When someone doesn't act the way you expect them to, it's confusing, distracting, and frustrating! How can you navigate cultural diversity to reduce the barriers and increase cooperation?



Melissa Lamson

Innovation from Cross Cultural Teamwork will ensure participants learn the fundamentals of how to effectively communicate across cultures, reduce downtime due to misunderstandings, and improve business relationships -both internally and externally- to optimize team outcomes.

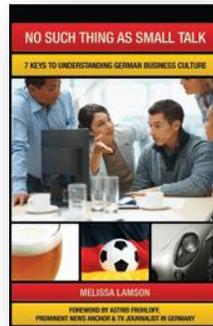
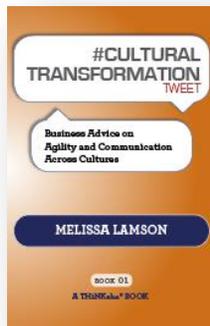
After this webinar, participants will be able to:

- Address, facilitate, and adapt to different work styles
- Understand the meanings behind the words (face-to-face, phone, email)
- Meet deadlines, design agendas, and project manage across cultures
- Get buy-in from colleagues and customers around the world
- Present, write, and share information efficiently across cultures
- Negotiate and get decisions made quickly

Participants will also leave the session with a communication improvement tool that they can take back to their team and implement right away.

Tools and Resources:

- All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an *eBook copy of #Cultural Transformation Tweet* and *No Such Thing as Small Talk: 7 Keys to Understanding German Business Culture*



About Melissa Lamson



Melissa Lamson is a pioneer in the fields of cultural transformation and global business development. Her proprietary Cultural Transformation methodology called *Agility, Communication and Transformation, or ACT™* has helped organizations around the globe create the common values, businesses practices, and behaviors that are the hallmarks of productive and innovative company cultures. Always forthcoming with sharing her experience and expertise, Melissa has authored several books including *No Such Thing as Small Talk: 7 Keys to Understanding German Business Culture*, and has contributed to journals, magazines, and books.

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Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

Implementing Social Media in Marketing – Leading by Example

In today's fast-paced world of technology, social media is an important part of a company's communication strategy. As a marketing professional, social media is a critical component of any branding and awareness campaign, both internal to employees and external to identified target audiences such as potential customers, distributors, industry targets, press, and others. This information-packed learning experience offers practical advice for all marketing professionals at all levels and experience. Each program in the series is a 90 minute webinar that focuses on key areas and tools that professionals should consider when creating a strategy for social media.



*Janet Fouts
Social Media
Coach and
Author*

Segment I: Social Media: The Good, The Bad and The Ugly! Building a Roadmap That Works for Your Organization!

Helping organizations find an actionable roadmap for managing the ever-changing landscape of social media and its impact on your functional area is the focus of this *Guru Series* with social media guru and author, Janet Fouts. With the rise of social media giants such as LinkedIn, Facebook, Google+, Twitter, and others, there are so many touch points that a marketer needs to consider as part of their communication strategy. Janet offers real-world insights into what works, how to increase your online followers and how to integrate these tools as part of your overall strategy. Her case studies give a glimpse into how you can take a leading role on using social media responsibly within an organization, including practical advice and best practices on everything from getting the right road map to using social media – both personally and professionally – as a tool for success.

Learning Outcomes:

- Understanding what social media tools are out there and which ones you need to use as part of a communications strategy.
- A working knowledge of the purpose of each of the major social media tools and how they can be effectively used as marketing and communication tool.
- Creating an actionable game plan to effectively communicate your marketing messages in a timely and effective manner via social media.
- An actionable plan including templates and timelines for getting started and a roadmap on how to avoid the pitfalls and bumpy road that social media might offer.
- A better understanding the careful balance marketing must play in engaging in social media as a strategy in a world driven by the demands of disclosure and other related legal issues.

Segment II: How to Become a LinkedIn Power User

The value of this social media platform has grown beyond its perceived role as an online recruiter or resume depository. Its' power lies in using it effectively to optimize a personal profile, using it for research purposes, and to leverage LinkedIn Groups to its best advantage. Another key concept that a power user needs to know is how to make a company page that attracts interest and improves the visibility of a company brand through search engine optimization.

Learning Outcomes:

Understand the key points of a business presence on LinkedIn, how to research connections and corporate information and leverage group participation for your business.

Learn how to connect all your social media efforts via LinkedIn whether it is an RSS feed, a Twitter campaign, and more.

Segment III: Building Connections and Meaningful Interactions on Twitter and Google+

There is a growing need to communicate information as fast and as efficiently as possible and the Internet has opened up the possibilities. There is a lot of buzz in the market for both Twitter and Google+. As users become more and more aware of how to use these new tools, it is essential that they understand the differences of each platform and how to use them for communication.

Twitter, Twitter, Twitter!

Twitter is one of the most under-rated social media networks and on the surface the conversation seems shallow to many. Everybody wants to understand how to use Twitter without having to spend all day “Tweeting” and monitoring. This is especially true with marketing teams as social media continues to grow as an essential Segment of any marketing strategy.

Google+

Google+ is the newest of the social media networks but the number of members are growing at an incredible pace. Being an early adopter could dramatically increase a company's visibility within their market. As a marketing professional for your company, you need to be an innovator, prepared to take full advantage when a new social media technology launches. In this webinar, Janet will cover how to create an effective profile, understanding the settings that are vital to your privacy (and perhaps your sanity) and how to leverage this network to reach the right people for your business.

Learning Outcomes:

Criteria for understanding when to use Twitter and/or Google+ as a marketing communications tool and messaging platform.

Best Practices on both Twitter and Google+ including real-world examples of how to get a fast and successful implementation that optimizes SEO and raises visibility for the marketing messages.

- A primer that offers the ins and outs of Twitter as well as best tips and tricks you will need to build a network of relationships that help your brand grow in influence and appeal.
- Understand how to use Twitter to maximize SEO results, create evangelists and advocates within your networks to help spread the word, and to enhance your company's reputation as a market leader and more.
- Learn to create an effective Google profile and leverage this newest social media platform to develop "circles" of interest and make new connections for your business.
- A primer that offers the ins and outs of Google+ as well as best tips and tricks you will need to build a network of relationships that help your brand grow in influence and appeal

Segment IV: Putting it All Together – Building Your Roadmap for Social Media as a Marketing Tool

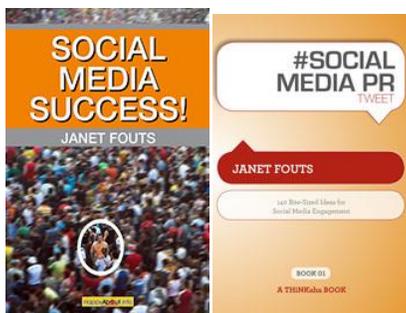
Now that you have a working knowledge of the social media platforms like Twitter, LinkedIn, Google+, and others, what do you do? What is next? It is all talk or maybe just a buzz word to add to your growing technology vocabulary...unless you've got a strategy and plan to use it efficiently. Learn how to be smart about creating a strategy for your social media plans and how to maximize your time so you don't spend all day on Twitter!

Learning Outcomes:

- A well defined list of social listening tools and best practices that will help you optimize your social media rankings.
- A list of time-saving tips and tricks that will enable you to be smart about where and what you spend your social media time on.
- A guide to creating a custom social media presence for your company or brand.

Tools and Resources:

All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of Social Media Success and #SOCIAL MEDIA PR tweet.



Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Janet Fouts



Janet Fouts is a social media coach, author, speaker and entrepreneur who helps individuals and corporations use social media tools effectively and efficiently. Her recent titles, *Social Media Success!* and [#SOCIALMEDIA NONPROFIT tweet](#) drew on her 15 years of experience in online marketing and social media, working in the trenches with businesses of all sizes. In addition to her coaching practice, Janet is Founder of the Social Media Coaching Center and Senior Segmentner at [Tatu Digital Media](#), an award-winning, San Jose-based web design and development firm. She generously shares her knowledge and expertise on [JanetFouts.com](#).

Mastering In-Person Presentation Skills

In this *Guru Series* webinar with presentation skills guru and BNET's *Cranky Middle Manager*, Wayne Turmel, you will get practical advice, tips, and tricks for how to learn to present to live, in-person audiences of all types and technical levels.

Giving presentations or attending a presentation is a key tool used by professionals but it doesn't have to be boring. In this series, you will learn how to fine-tune your presentation to its key points, deliver it with authority and style, and how to optimize your messaging and presentation style for a live audience. With topics ranging from how to speak to engineers, to how to keep your audience engaged and attentive, Wayne brings you practical, solid advice from people who sell, persuade, and teach successfully every single day.



Wayne Turmel
Author and CEO,
GreatWebMeetings.com

Segment I: Presentation Skills – Learn to Present to an In-Person Audience with Impact

In this *Guru Series* webinar with presentation skills guru and BNET's *Cranky Middle Manager*, Wayne Turmel, attendees get practical advice, tips, and tricks for how to learn to present to live, in-person audiences with impact. It's easy, but incorrect, to think of your presentation as a bunch of bulleted lists in PowerPoint slides. Technical managers, in particular, are notorious for conceiving of their presentations in this manner. The truth is that every presentation you create and deliver is an opportunity for you to communicate your message, persuade your audience, and get the action you require as a response. Whether you are doing a sales presentation, a technical demo or training, you need to develop great and effective "presentation skills" that will engage your audience and keep their attention, no matter what their level.

Learning Outcomes:

- Learn how to fine-tune your presentation to its key points and deliver it with authority and style.
- Utilize the tips and tricks provided to adjust your messaging and style for a live, in-person audience, which will enable you to create and present impactful programs.
- Understand how to plan an effective live presentation using the job aids and planning tools provided including real-world examples of "*the Good, the Bad, and the Ugly!*" and why they work and don't work.
- Use the appropriate presentation and interactive tools to engage the audience.
- Develop vocal and verbal delivery skills that enhance your image as a communicator.

Segment II: Power Presenting – How To Leave Your Audience Begging for More!



**“Virtual”
Wayne**

Presentation skills guru, Wayne Turmel offers practical advice on how to be a highly effective “power presenter” that delivers that “WOW” over and over again. Compelling, effective presentations that engage audiences is a goal every presenter should aspire for, whether it is used for in house training or to generate more revenue opportunities. Part of Wayne’s success is how he connects and engages with his audience as well as the techniques he uses to deliver his content. Humor or interesting content delivered in the right way makes a difference and helps you build a following.

Learning Outcomes:

- Discover what makes a presenter a winner with their audience.
- Tips for making that audience connection.
- An understanding of what the audience wants and then how to deliver it.
- Get them engaged – hook, line, and sinker!
- Learn how to create a presentation with power and punch, one that gets your message heard.
- Learn how to showcase war stories and examples to support your message.
- Understand how to use both visuals and words to prove your point.
- The art of how to explain features as benefits.
- Creating that “WOW!” factor.
- Presentation tips for engaging the audience – the good, the bad, and the ugly.

Segment III: Presentation Skills: Guidelines for Presenting Technical Demos

In today’s high-tech global world, technical presentations – whether online or in person – are an essential tool for professionals who need to showcase a complex technical project or new product, lead a collaboration team for a new project, or someone who wants to update the team on their technical project’s progress. But the basics are the same – each presentation needs to address:

- Why this presentation? Important to know!
- Who is the audience? Talk their language!
- What is the content you want to show?

In this *Guru Series* presentation, *Presentation Skills: Guidelines for Presenting Technical Demos*, Wayne will share his tips and tricks for wowing your audiences, getting the outcome you want, and being confident in your skills to do it again and again. He will share templates on how to create the “right” technical demo script and outline why practice does make perfect. His tips and tricks offer you a roadmap to creating compelling presentations with that “WOW” factor. This includes teaching you to break your content into chunks so the message doesn’t get lost in the technology you are presenting.

Learning Outcomes:

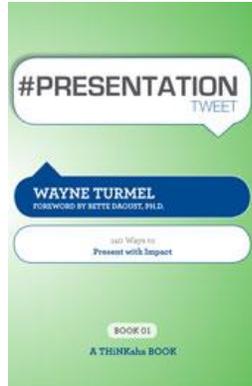
- Learn how to showcase war stories and examples to support your message.
- The art of how to explain features as benefits.
- Presentation tips for engaging the audience and optimizing audience interaction throughout the demo especially as a way to gauge their level of interest and understanding.
- Learn how to optimize your skills to connect to your audience and get an interactive dialog started on your technology.

Segment IV: Presentation Skills - Tips for Delivering Technical Presentations to Non-Technical Audiences

In this *Guru Series* webinar with presentation skills guru and BNET's *Cranky Middle Manager*, Wayne Turmel, attendees will receive practical advice, tips, and tricks for delivering technical presentations to non-technical audiences. On many occasions, when giving a presentation you may find yourself to be the most knowledgeable person in the room on a specific subject. When presenting to your peers or a non-technical audience, it can be challenging to explain complicated procedures and detailed diagrams. You want to educate and inform your audience in ways they can understand.

Learning Outcomes:

- Understand how to position will understand.
 - Learn how to break your content
 - Learn how to create war stories presentation.
 - Get savvy when explaining features as benefits.
 - Presentation tips for engaging the audience.
- 
- technical topics that even mere mortals
 - into smaller digestible chunks.
 - and examples to support your technical



Tools and Resources:

All participants will receive class materials including handouts, templates, and actionable plans to use. Each attendee will get an eBook copy of #PRESENTATION tweet.

Delivery Type:

Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

About Wayne Turmel:



Much sought after for his engaging, insightful, and informative speeches, Wayne Turmel is obsessed with helping people communicate more effectively at work. As President of Greatwebmeetings.com he teaches organizations to present, sell, and manage their teams through web communication tools.

As host of one of the world's most successful business podcasts--*The Cranky Middle Manager Show*--Wayne brings all his humor and life experience toward helping middle managers communicate effectively up, down, and across their organizations to get the results they require. Author of multiple books, including *10 Steps to Successful Virtual Presentations*, *#PRESENTATION tweet*, *6 Weeks to a Great Webinar*, and *the Connected Manager Blog* on BNET.com, Wayne also contributes regularly to the Thought Leaders column on www.management-issues.com, the world's leading management website.

Wayne has worked his way up multiple organizations, and has a rich background that includes working as a stand-up comedian. Wayne walks his talk to ensure that corporate America gets its point across.

Mastering Virtual Presentation Skills

In this *Guru Series* webinar with presentation skills guru and BNET's *Cranky Middle Manager*, Wayne Turmel, professionals will get practical advice, tips, and tricks for how to learn to present to audiences of all types and technical levels, in person or via webinar.

Giving presentations or attending a presentation is a key tool used by executives, but it doesn't have to be boring. In this series, you will learn how to fine-tune your presentation to its key points, deliver it with authority and style, adjust your messaging and style to a virtual audience, understand how to create and present webinars, and more. With topics ranging from how to speak to engineers, to presenting webcasts that keep your audience attentive, Wayne brings you practical, solid advice from people who sell, persuade, and teach successfully every single day.



Wayne Turmel
Author and CEO,
GreatWebMeetings.com

Segment I: Presentation Skills – Learn to Present to Online Audiences with Impact

In this *Guru Series* webinar with presentation skills guru and BNET's *Cranky Middle Manager*, Wayne Turmel, attendees get practical advice, tips, and tricks for how to learn to present to online audiences with impact. It's easy, but incorrect, to think of your presentation as a bunch of bulleted lists in PowerPoint slides. Technical managers, in particular, are notorious for conceiving of their presentations in this manner. The truth is that every presentation you create and deliver is an opportunity for you to communicate your message, persuade your audience, and get the action you require as a response.

Whether you are doing a sales presentation, a technical demo, or training, how do you develop great and effective “presentation skills” when you're not in the same room as your audience? As an online presenter, this means becoming a power user of your meeting technology platform. This will enable you to utilize the interactivity of the platform, thus modeling your presentation content, your presentation style and your “thinking outside the box” ideas to capture the interest and attention of your audience, no matter what the level.

Learning Outcomes:

Learn how to fine-tune your presentation to its key points and deliver it with authority and style.

Utilize the tips and tricks provided to adjust your messaging and style for a virtual audience, which will enable you to create and present impactful webinars.

Attendees will become more familiar with the features of web presentation tools and how to integrate them into their presentations thus creating an improved virtual experience that fosters collaboration, creativity, and communication.

Understand how to plan an effective web presentation using the job aids and planning tools provided including real-world examples of “*the Good, the Bad, and the Ugly!*” and why they work and don't work.

Use the appropriate presentation and interactive tools to engage the audience.

Develop vocal and verbal delivery skills that enhance your image as a communicator.

Segment II: Presentation Skills: Leading Effective Virtual Meetings



**“Virtual”
Wayne**

LEADING EFFECTIVE VIRTUAL MEETINGS – Really This Can Happen – In this virtual Guru Series webinar with presentation skills guru and BNET’s Cranky Middle Manager, Wayne Turmel, attendees obtain practical advice, tips, and tricks, and a set of usable templates for leading effective virtual meetings.

Learn how to create agendas and content that will be effective in delivering your message and gaining the outcome you desire. Understand what the challenges and obstacles are for virtual meetings. Wayne offers tips and tricks for how to keep the attention of your attendees focused on your topic and not multi-tasking on other things.

Learning Outcomes:

Understand why web meetings are sometimes painful and how to fix it for future meetings.

Learn tips and tricks for planning your online meeting including setting objectives, creating an interactive plan to maximize the online tools available to you including online polls, media sharing, and more.

Become an expert in leading online meetings with facilitation tips and key concepts for starting out strong.

Segment III: Tips for Delivering Virtual Technical Presentations to Non-technical Audiences

In this Guru Series webinar with presentation skills guru and BNET’s Cranky Middle Manager, Wayne Turmel, attendees will receive practical advice, tips, and tricks for delivering virtual technical presentations to non-technical audiences. On many occasions, when giving a presentation you may find yourself to be the most knowledgeable person in the room on a specific subject. When presenting to your peers or a non-technical audience, it can be challenging to explain complicated procedures and detailed diagrams. You want to educate and inform your audience in ways they can understand.

Learning Outcomes:

Understand how to position technical topics that even mere mortals will understand.

Learn how to break your content into smaller digestible chunks.

Learn how to create war stories and examples to support your technical presentation.

Get savvy when explaining features as benefits

Learn how to optimize your presentations by using online tools such as the whiteboard, chat, polling and more.

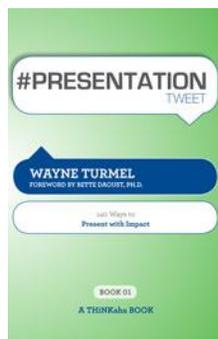
Presentation tips for engaging the audience.

Segment IV: Presentation Skills - How to Get Them to Pay Attention!(Or, Hellooooo? Is Anyone Out There?)

Presentation Skills expert and author, Wayne Turmel is back with this *Guru Series* webinar that everyone will understand: “*Getting Attention and Keeping Your Audience Engaged Online or “Hellooooo? Is anyone out there?”* Known for his sense of comedic timing and professional expertise, Wayne is able to bring alive an often dry subject with great examples and practical advice. Everyone knows that webinars and virtual meetings are mostly good for catching up on your email, right? Well, they don’t have to be (they just usually are).

Learning Outcomes:

- The three reasons people don’t pay attention(and why sometimes it doesn’t matter).
- How to involve them early.
- How to visually engage them.
- Learning how to create that“WOW!” factor.
- Planning to engage from the start.



Tools and Resources:

- All participants will receive class materials including handouts, templates and actionable plans to use. Each attendee will get an eBook copy of *#PRESENTATION tweet*.

Delivery Type:

- Webinars are 60-90 minutes in length. Each event is recorded and available for download within 24 hrs.

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