

TRAINING AND DEVELOPMENT CATALOG



January - December 2018

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WELCOME TO OUR 2018 CATALOG OF OFFERINGS

We often talk about the importance of developing a strong workforce in Flint and Genesee County. The more skilled our talent base, the more prosperous our community—which is why professional development is a top priority at the Flint & Genesee Chamber of Commerce.

Each month, the Chamber partners with local, regional and national experts to offer a multitude of workshops that are relevant to a variety of industries and skill levels, ranging from entry-level professionals to executives.

The following pages detail more than 60 relevant and timely workshops, seminars and presentations that will be offered over the course of 2018. They cover everything from entrepreneurship and grant writing to marketing and financial planning, and health and wellness. Whatever training you pursue, you are bound to gain insights and skills that can be applied in both your work and home life.

These courses are meant to be a resource for Genesee County professionals and the broader region. Also, feel free to share this catalog with your colleagues and friends. Thanks to the generous support of the Charles Stewart Mott Foundation, these professional development opportunities are provided at little to no cost to attendees.

I encourage you to take advantage of the Chamber's Training & Development program. Increasing your knowledge and skills can help set you apart from others in your field, keep you at the forefront of your industry and boost your career growth.

If you have any questions regarding the workshops, please contact Michelle Hill at mhill@flintandgenesee.org.

Regards,



Tim Herman, CEO
Flint & Genesee Chamber of Commerce



Registration

All workshops require a registration – regardless of fee. It is important that the Flint & Genesee Chamber of Commerce (FGCC) has the correct contact information for all workshop participants. Our primary mode of communication is email, so please check your inbox for workshop-related updates, including confirmations, cancellations, schedule changes, etc.

How to register:

To register online, visit flintandgenesee.org/training. Select the training you are interested in attending. Select the register button.

CHAMBER MEMBERS: Log in with your username and password and follow the prompts to receive your Chamber discount. If you do not have an assigned login, call (810) 600-1404 and ask to speak to Member Services.

GENERAL ADMISSION: Select the non-member option and follow the prompts.

Refunds

A refund will be issued if a workshop is canceled by FGCC, or if a participant withdraws from the workshop a minimum of two weeks prior to the event. To request a refund, call (810) 600-1404 and ask to speak to Shared Services.

Workshop cancellations

FGCC will cancel workshops that do not meet the minimum enrollment 24 hours prior to the start of the workshop. Please check your email for notification of cancellation or other scheduling information.

If you have any questions about the workshop, the registration process or refunds, call (810) 600-1404 and ask to speak to Shared Services.

Programs presented by:

Flint & Genesee Chamber of Commerce
519 S. Saginaw Street, Suite 200
Flint, MI 48502
(810) 600-1404 • flintandgenesee.org

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I RECENTLY RELOCATED TO FLINT, AND HAVE BEEN VERY IMPRESSED WITH THE FORMAT OF THESE SESSIONS. **THEY COVER A WIDE RANGE OF TOPICS, SO I'M ALWAYS MEETING NEW PEOPLE. IT'S HELPED EXPAND MY NETWORK AND OPEN DOORS FOR ME IN** GENESSEE COUNTY.

~Elizabeth Gentsch, Regional Manager, Q Staffing

JANUARY

- 16 | Working in a Multigenerational Space**
11:30 a.m. to 1:00 p.m. | Pg. 12
- 17 | Starting a Business**
1 to 3:30 p.m. | Pg. 8
- 18 | The Uncommon Factor**
Noon to 1:00 p.m. | Pg. 12
- 24 | Leading from Within**
Noon to 4:00 p.m. | Pg. 15
- 29 | Vision Board Party**
5:30 to 7:30 p.m. | Pg. 10
- 31 | Writing a Business Plan**
1 to 3:30 p.m. | Pg. 8

FEBRUARY

- 7 | Effective Onboarding Programs**
8:30 to 10:00 a.m. | Pg. 12
- 8 | How to Manage Insights and Awareness**
8:00 to 9:00 a.m. | Pg. 9
- 12 | The Future of Social Security**
Noon to 1:00 p.m. | Pg. 6
- 14 | Leading from the Front and Behind**
Noon to 4:00 p.m. | Pg. 15
- 20 | Chair Yoga for Relaxation**
Noon to 1:00 p.m. | Pg. 7
- 21 | Grant Writing 101**
8:30 to 10:00 a.m. | Pg. 14
- 22 | INSPIRE Leadership Series: Susan Borrego**
Noon to 1:00 p.m. | Pg. 16
- 28 | Marketing Your Business**
1 to 3:30 p.m. | Pg. 8

MARCH

- 6 | Does Your Business Sell Itself?**
Noon to 1:00 p.m. | Pg. 10
- 7 | Beating Job Burnout**
Noon to 1:00 p.m. | Pg. 7
- 13 | Writing Your Own Narrative**
Noon to 1:00 p.m. | Pg. 10
- 21 | Financial Management**
1 to 3:30 p.m. | Pg. 8
- 23 | The Art of Designing, Running & Financing Your Big Idea**
Noon to 1:00 p.m. | Pg. 10
- 29 | Mix & Mingle**
5:30 to 7:30 p.m. | Pg. 10

APRIL

- 5 | The Unconscious Bias**
Noon to 1:00 p.m. | Pg. 12

- 12 | Stop Wasting Money on Websites**
Noon to 1:00 p.m. | Pg. 9
- 17 | Meal Planning Made Easy**
Noon to 1:00 p.m. | Pg. 7
- 18 | Starting a Business**
1 to 3:30 p.m. | Pg. 8
- 19 | INSPIRE Leadership Series: Essence Wilson**
Noon to 1:00 p.m. | Pg. 16
- 24 | Financing Your Business**
Noon to 1:00 p.m. | Pg. 6
- 25 | Business Legal Issues**
1 to 3:30 p.m. | Pg. 8

MAY

- 10 | The Secrets of Repeat Business**
8:00 to 9:00 a.m. | Pg. 9
- 15 | Creating a Financial Plan for Life**
Noon to 1:00 p.m. | Pg. 6
- 16 | Leading from Beside and in the Field**
Noon to 4:00 p.m. | Pg. 15
- 17 | Improving Communication with Your Supervisor or Manager**
8:30 to 10:00 a.m. | Pg. 13
- 22 | Giving and Receiving Effective Feedback**
Noon to 2:00 p.m. | Pg. 15
- 31 | INSPIRE Leadership Series: George Wilkinson**
Noon to 1:00 p.m. | Pg. 16

JUNE

- 13 | Creating a Leadership Growth Plan**
Noon to 4:00 p.m. | Pg. 15
- 21 | Credit Score Matters**
Noon to 1:00 p.m. | Pg. 6
- 25 | Vision Board Party**
5:30 to 7:30 p.m. | Pg. 10
- 28 | INSPIRE Leadership Series: Kathleen Gazall**
Noon to 1:00 p.m. | Pg. 17

JULY

- 5 | Reasonable Accommodations for Employees with Disabilities**
Noon to 1:00 p.m. | Pg. 13
- 10 | Legal Basics for Business**
Noon to 1:00 p.m. | Pg. 8
- 19 | Intellectual Property & Employment Law**
Noon to 1:00 p.m. | Pg. 8
- 25 | Should I Start a Nonprofit?**
Noon to 1:30 p.m. | Pg. 14

AUGUST

- 2 | INSPIRE Leadership Series: Rafael Turner**
Noon to 1:00 p.m. | Pg. 17

- 10 | The Secret Sauce to Innovation: Diversity**
Noon to 1:00 p.m. | Pg. 10
- 14 | Achieving Peak Performance**
Noon to 1:00 p.m. | Pg. 10
- 22 | What to Expect When Joining a Board**
Noon to 1:30 p.m. | Pg. 14

SEPTEMBER

- 10 | The Art of Giving Great Service**
8:00 a.m. to Noon | Pg. 11
- 11 | Bee-coming Your Brand**
Noon to 1:00 p.m. | Pg. 11
- 14 | How to Engage Your Online Audience**
8:00 to 9:00 a.m. | Pg. 9
- 18 | The Dangers of Mixing Personal & Business Finances**
Noon to 1:00 p.m. | Pg. 6
- 25 | Eat Healthy When Eating Out**
Noon to 1:00 p.m. | Pg. 7

OCTOBER

- 4 | Motivating Your Employees to the Top of the Mountain**
Noon to 1:00 p.m. | Pg. 13
- 11 | Brand Matters**
Noon to 1:00 p.m. | Pg. 9
- 12 | Debt or Savings: Where to Focus Your Finances**
Noon to 1:00 p.m. | Pg. 6
- 16 | Creating a High-Performance Team**
Noon to 2:00 p.m. | Pg. 15
- 18 | INSPIRE Leadership Series: Shannon White**
Noon to 1:00 p.m. | Pg. 17
- 24 | Marketing Your Business**
1 to 3:30 p.m. | Pg. 8

NOVEMBER

- 7 | Business Legal Issues**
1 to 3:30 p.m. | Pg. 8
- 9 | Strengths-based Leadership**
Noon to 1:00 p.m. | Pg. 13
- 13 | Overcoming Overspending & Debt**
Noon to 1:00 p.m. | Pg. 6
- 20 | Seated Stress Busters**
Noon to 1:00 p.m. | Pg. 7
- 28 | Writing a Business Plan**
1 to 3:30 p.m. | Pg. 8

DECEMBER

- 12 | Financial Management**
1 to 3:30 p.m. | Pg. 8

Financial Planning

Whether you're seeking financing options for your business or clarification regarding how credit scores work, the more you know the better. In this series, local finance experts will equip attendees with the knowledge needed to make informed decisions.

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- 2/12 | **The Future of Social Security**
- 4/24 | **Financing Your Business**
- 5/15 | **Creating a Financial Plan for Life**
- 6/21 | **Credit Score Matters**
- 9/18 | **The Dangers of Mixing Personal & Business Finances**
- 10/12 | **Debt or Savings: Where to Focus Your Finances**
- 11/13 | **Overcoming Overspending & Debt**

The Future of Social Security

Monday, February 12, Noon to 1:00 p.m.

With pensions disappearing, Social Security remains the major source of guaranteed lifetime retirement income for most Americans. But will the federal insurance program still exist by the time you and your children retire? Learn about the program's future, your benefit options and more during this session.

\$5 general admission, free for Chamber members
Facilitator: Mark Minder, Minder Planning Group

Financing Your Business

Tuesday, April 24, Noon to 1:00 p.m.

Whether you're starting or growing a business, financing is key to achieving your company's goals. But before you head to the bank, it's important to have your ducks in a row. In this session, we will cover what financial institutions are looking for when it comes to your business plan, cash flow and collateral capital.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union

Creating a Financial Plan for Life

Tuesday, May 15, Noon to 1:00 p.m.

As Americans, we spend hours researching our next family vacation and how we can save costs while getting to do everything we want to do. At the same time, few of us have a solid plan in place for achieving our overall financial dreams. In this session, we will explore what an individual needs to think about to meet their financial goals today, tomorrow and beyond.

\$5 general admission, free for Chamber members
Facilitator: Mark Minder, Minder Planning Group

Credit Score Matters

Thursday, June 21, Noon to 1:00 p.m.

Your credit score has an impact on your car insurance and loan interest rates. Learn about common credit score myths as well as some helpful do's and don'ts. Attendees will walk away with an understanding of basic

credit bureau terminology, components of a credit score and what factors impact overall score.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union

The Dangers of Mixing Personal & Business Finances

Tuesday, September 18, Noon to 1:00 p.m.

You've invested your blood, sweat and tears into your business. But as personal as it may be, it's important to keep your business finances separate from your home finances. In this session, learn why that distinction is so critical and what risks you face if you allow the two to overlap. Attendees will leave with several takeaways on how to organize their finances so that there is no overlap between the two.

\$5 general admission, free for Chamber members
Facilitator: Mark Minder, Minder Planning Group

Debt or Savings: Where to Focus Your Finances

Friday, October 12, Noon to 1:00 p.m.

You want to pay off your student loans, but also want to contribute to your 401(k) and save for a down payment on a home. Is it smarter to work on all three or to tackle one before the others? During this session, learn which money moves make the most sense when it comes to reducing your debt and maximizing your savings.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union

Overcoming Overspending & Debt

Tuesday, November 13, Noon to 1:00 p.m.

Most Americans feel as though they can't control their spending and debt, which can make retirement seem unattainable. In this session, learn simple tricks for achieving the ultimate goal: doing what you want on your schedule—without foregoing your life's dreams.

\$5 general admission, free for Chamber members
Facilitator: Mark Minder, Minder Planning Group

Special thanks to



for sponsoring the financial planning series.

*Contact them for all your financial needs
at elgacu.com*

To excel at work and at home, a healthy lifestyle is key. Research shows that your health directly impacts your energy, stress levels and productivity. In this series, learn to prioritize your well-being with healthy eating and stress management.

- 2/20 | Chair Yoga for Relaxation
- 3/7 | Beating Job Burnout
- 4/17 | Meal Planning Made Easy
- 9/25 | Eat Healthy When Eating Out
- 11/20 | Seated Stress Busters

Chair Yoga for Relaxation

Tuesday, February 20, Noon to 1:00 p.m.

Leave the mat at home for this gentle class. Attendees will sit in chairs as they practice a variety of stretching and breathing techniques. Expect to leave this session feeling relaxed, both physically and mentally.

\$5 general admission, free for Chamber members

Facilitator: Hurley Medical Center's Wellness Services

Beating Job Burnout

Wednesday, March 7, Noon to 1:00 p.m.

Job burnout is a special type of stress—a state of physical, emotional or mental exhaustion, combined with doubts about your competence and the value of your work. If this sounds familiar, check out this session and take a closer look at the phenomenon. What you learn might help you face the problem and take action before job burnout affects your health.

\$10 general admission, \$5 Chamber members

Facilitator: Cynthia Hines, ExecHelp & Consulting, LLC

Meal Planning Made Easy

Tuesday, April 17, Noon to 1:00 p.m.

Meal planning can seem like a daunting task; however, it is a lot easier than you think. During this session, learn how meal planning can help save money, time and calories. Attendees will walk away with an understanding of how to make meal prepping more efficient and how long food will last throughout the week. They will also be given a variety of recipes and creative recommendations to keep their meals from becoming repetitive.

\$5 general admission, free for Chamber members

Facilitator: Hurley Medical Center's Wellness Services

Eat Healthy When Eating Out

Tuesday, September 25, Noon to 1:00 p.m.

Dining out doesn't have to sabotage your healthy diet. Learn what the healthiest items are at your favorite restaurants and which foods seem healthy but aren't. This session is ideal for anyone who wants to enjoy their meals while dining out, without regretting it later.

\$5 general admission, free for Chamber members

Facilitator: Hurley Medical Center's Wellness Services

Seated Stress Busters

Tuesday, November 20, Noon to 1:00 p.m.

Feeling stressed? Sometimes you just need a few minutes to relax and regroup. During this session, participate in mini-relaxations that you can reach for any time. These techniques can thwart stress before an important meeting, calm you when stuck in traffic or help you keep your cool when faced with stressful people or situations.

\$5 general admission, free for Chamber members

Facilitator: Hurley Medical Center's Wellness Services



To register, visit flintandgeneseesee.org/training or call 810.600.1404

Business Basics

Launching, running and growing a small business takes a lot of work. It also requires a lot of knowledge, covering everything from laws and regulations to business plans and financial structure. In this series, local experts will explore the basics affecting all businesses.

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- 1/17 | **Starting a Business** (*Venture Start Series*)
- 1/31 | **Writing a Business Plan** (*Venture Start Series*)
- 2/28 | **Marketing Your Business** (*Venture Start Series*)
- 3/21 | **Financial Management** (*Venture Start Series*)
- 4/18 | **Starting a Business** (*Venture Start Series*)
- 4/25 | **Business Legal Issues** (*Venture Start Series*)
- 7/10 | **Legal Basics for Business**
- 7/19 | **Intellectual Property & Employment Law**
- 10/24 | **Marketing Your Business** (*Venture Start Series*)
- 11/07 | **Business Legal Issues** (*Venture Start Series*)
- 11/28 | **Writing a Business Plan** (*Venture Start Series*)
- 12/12 | **Financial Management** (*Venture Start Series*)

Legal Basics for Business

Tuesday, July 10, Noon to 1:00 p.m.

When starting and operating a company, a business owner should know about the different entities available to operate a business. He or she should also understand basic tax laws, permits, licenses, contract law and the typical contracts small businesses need. This session will cover these topics as well as provide guidance on how to select a business name.

\$5 general admission, free for Chamber members

Facilitator: Dana Thompson, Michigan Law's Entrepreneurship Clinic

Intellectual Property & Employment Law

Thursday, July 19, Noon to 1:00 p.m.

Intellectual property can be a significant part of a small business' assets. This session will address trademarks, copyrights, patents and trade secrets—all types of intellectual property that a small business may own. Additionally, attendees will learn how to legally classify workers to avoid legal liability.

\$5 general admission, free for Chamber members

Facilitator: Dana Thompson, Michigan Law's Entrepreneurship Clinic



1 night a week + 2 years + hard work = Degree
Learn more at arbor.edu/learning-sites/flint/

Venture Start Series, led by MI-SBDC, provides introductory overviews of topics that are key to starting a business.

To register for this series, visit flintandgeneseesbdc.org/venture.org

Starting a Business

Wednesday, January 17 or April 18, 1 to 3:30 p.m.

This course is designed for individuals who are considering self-employment or are at the beginning stages of starting a business. This introductory session helps aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. Start-up costs, financing options, and business planning are introduced, along with necessary steps to getting started.

Writing a Business Plan

Wednesday, January 31 or November 28, 1 to 3:30 p.m.

This session is designed for individuals who want to increase their chances for self-employment success and covers business planning in detail. It covers specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management. The prerequisite for this course is "Starting a Business plan."

Marketing Your Business

Wednesday, February 28 or October 24, 1 to 3:30 p.m.

This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well-planned approach to marketing is demonstrated. Focus is on the business's customers – creating and keeping them.

Financial Management

Wednesday, March 21 or December 12, 1 to 3:30 p.m.

This session introduces basic accounting concepts and how to apply financial information that helps small business owners manage a business more effectively. Key documents including Cash Flow Statement, Profit & Loss, and Balance Sheet are explained. The course is designed to help entrepreneurs understand accounting principles and financial statements, and work more effectively with the accounting team.

Business Legal Issues

Wednesday, April 25 or November 7, 1 to 3:30 p.m.

This is an introduction to the different types of legal entities that are appropriate for structuring and starting a new business. Tax and liability issues are covered, along with basic elements of a contract, collections, licenses, registrations, employment and property issues, leasing and insurance. It is designed to guide prospective business owners in setting up the organizational structure that will help protect them from unnecessary legal challenges.

There are many practices for promoting your business, but how can you best maximize your customer reach? In this series, learn from local marketing experts about engaging your target audience and keeping them coming back for more.

- 2/8 | **How to Manage Insights and Awareness**
- 4/12 | **Stop Wasting Money on Websites**
- 5/10 | **The Secrets of Repeat Business**
- 9/14 | **How to Engage Your Online Audience**
- 10/11 | **Brand Matters**

How to Manage Insights and Awareness

Thursday, February 8, 8:00 to 9:00 a.m.

In a world of data, how do you know what to look at and understand what it is telling you? The choices seem infinite, but there is a way for you to cut through the noise. Attend this session to learn how to identify and use the data that will help you and your business grow.

\$5 general admission, free for Chamber members

Facilitator: MLive Media Group

Stop Wasting Money on Websites

Thursday, April 12, Noon to 1:00 p.m.

It happens millions of times every year, across all industries, and in business of all sizes. Thousands of dollars are wasted on a new website. It usually begins with a lack of leads, sales, members or whatever the site was designed to produce. From there, it ends with a decision that there must be something wrong with the website since you're not getting the results you want. Don't let your business be the next one to lose money down the black hole of a new website.

\$5 general admission, free for Chamber members

Facilitator: American Advertising Federation of Greater Flint

The Secrets of Repeat Business

Thursday, May 10, 8:00 to 9:00 a.m.

In the modern marketing funnel, the last step isn't conversion. Rather, it is advocacy. How do you create a customer base that not only wants to do business with you but also tells their friends about you? The team from MLive will walk you through how to build a story that connects with an audience you want talking about you.

\$5 general admission, free for Chamber members

Facilitator: MLive Media Group

How to Engage Your Online Audience

Friday, September 14, 8:00 to 9:00 a.m.

You have taken the first step of building an audience that wants to hear from you, but what do you say to them? How often do you say it? What mediums do you use and when? Modern marketing can be paralyzing, which is why this session will focus on tricks and tried-and-true methods

that will help you talk to your customers in the modern marketing landscape.

\$5 general admission, free for Chamber members

Facilitator: MLive Media Group

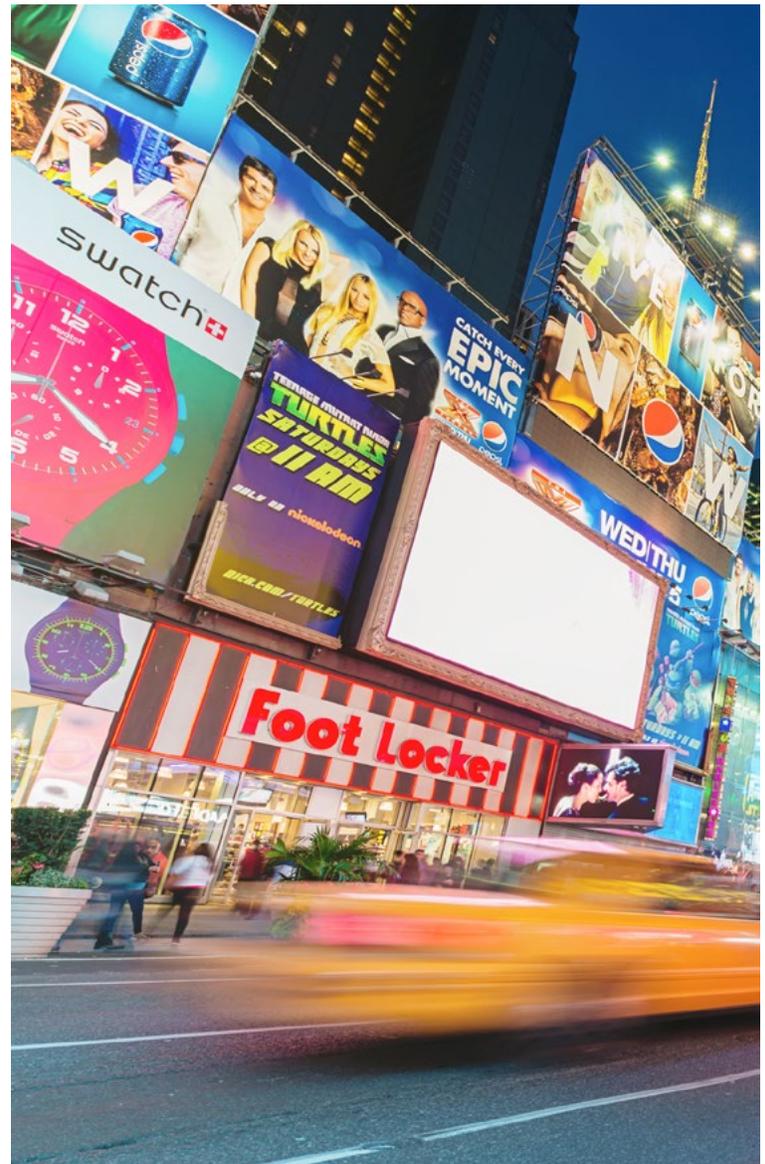
Brand Matters

Thursday, October 11, Noon to 1:00 p.m.

Hear from local leaders in marketing and communication on the intersection of storytelling and strategy. Industry experts will discuss the basics of building a brand and the complexities of managing a brand whether it be for a corporation or small business, or a product or service.

\$5 general admission, free for Chamber members

Facilitator: American Advertising Federation of Greater Flint



To register, visit flintandgeneseese.org/training or call 810.600.1404

Entrepreneurship

A successful business requires good planning, a strong idea and an innovative mindset. This series is designed to help both early-stage entrepreneurs as well as seasoned professionals get their ideas down on paper, develop their brands and identify local resources.

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- 1/29 | Vision Board Party
- 3/6 | Does Your Business Sell Itself?
- 3/13 | Writing Your Own Narrative
- 3/23 | The Art of Designing, Running & Financing Your Big Idea
- 3/29 | Mix & Mingle
- 6/25 | Vision Board Party
- 8/10 | The Secret Sauce to Innovation: Diversity
- 8/14 | Achieving Peak Performance
- 9/10 | The Art of Giving Great Service
- 9/11 | Bee-coming Your Brand

Vision Board Party

Monday, January 29, 5:30 to 7:30 p.m.

Do you have a vision for a future business or for your life in general? Putting that idea to paper is an important first step in bringing it to fruition. To get started, check out this Vision Board Party, which provides a fun environment focused on goal setting, strategic planning, resource awareness, scheduling and assessment. Participants will be given the supplies and tools to create a vision board that plots out different elements of their start-ups, existing businesses and life goals.

\$15 general admission, \$10 for Chamber members

Facilitator: Ebonie Gipson, I'm Building Something Consulting, LLC

Does Your Business Sell Itself?

Tuesday, March 6, Noon to 1:00 p.m.

It doesn't matter what your title is—when it comes to entrepreneurship, everyone is in sales. During this session, learn why it's imperative for entrepreneurs to master relationship building and understanding their customer, all while managing a competitive marketing presence. Attendees will walk away with an understanding of how to promote their business, even when they're not there.

\$15 general admission, \$10 for Chamber members

Facilitator: Edward Foxworth III, APEX Leadership Academy

Writing Your Own Narrative

Tuesday, March 13, Noon to 1:00 p.m.

Before you create your brand name, logo or website, it's important to first lay down the foundation for your business story. During this session, we will focus on crafting a pitch that shares a story that is uniquely yours. From there, you will be able to identify your audience and cultivate the personal brand that will inform the visuals representing your business.

\$15 general admission, \$10 for Chamber members

Facilitator: Brittini Brown, The Bee Agency, LLC

The Art of Designing, Running & Financing Your Big Idea

Friday, March 23, Noon to 1 p.m.

This workshop focuses on understanding the three functions that are key to every business: sales, operations and finance. During this session, we will delve into how to use these three functions to create a value proposition that is attractive to customers on the front end, and valuable to the entrepreneur on the back end.

\$15 general admission, \$10 for Chamber members

Facilitator: Walter Ward, The Mobile Business School, LLC

Mix & Mingle

Thursday, March 29, 5:30 to 7:30 p.m.

An essential key to entrepreneurship is building your network. However, finding the time to do it can be challenging. This Mix & Mingle allows you to network and connect with local resources—and save time doing it! Attendees will also gain industry insights speaker Edward Foxworth III of APEX Leadership Academy.

\$10 general admission, \$5 for Chamber members

Vision Board Party

Monday, June 25, 5:30 to 7:30 p.m.

Do you have a vision for a future business or for your life in general? Putting that idea to paper is an important first step in bringing it to fruition. To get started, check out this Vision Board Party, which provides a fun environment focused on goal setting, strategic planning, resource awareness, scheduling and assessment. Participants will be given the supplies and tools to create a vision board that plots out different elements of their start-ups, existing businesses and life goals.

\$15 general admission, \$10 for Chamber members

Facilitator: Ebonie Gipson, I'm Building Something Consulting LLC

The Secret Sauce to Innovation: Diversity

Friday, August 10, Noon to 1:00 p.m.

Whether we're talking about thought, culture, age, gender or anything else, diversity is key to cultivating a thriving workplace. Research shows that organizations with more diversity have higher levels of innovation. In this workshop, attendees will learn about the importance of inclusivity and how to maximize diversity to realize their full potential.

\$15 general admission, \$10 for Chamber members

Facilitator: Walter Ward, The Mobile Business School, LLC

Achieving Peak Performance

Tuesday, August 14, Noon to 1:00 p.m.

Career professionals, intrapreneurs and entrepreneurs often find themselves in search of strategies that lead to increased personal leadership, maximum performance and professional advancement.

This workshop provides techniques for better understanding ourselves, breaking limiting beliefs, setting high-value ritual and achieving unrealistic goals.

\$15 general admission, \$10 for Chamber members

Facilitator: Edward Foxworth III, APEX Leadership Academy

The Art of Giving Great Service

Monday, September 10, 8:00 a.m. to Noon

Zingerman's has set the standard for great customer service in the specialty foods industry. This success has come from combining an innovative service philosophy with practical working systems—all of which ZingTrain will share in this workshop. Attendees will walk away with an understanding of how to create and nurture a culture of great customer service in their organizations.

\$30 general admission, \$20 for Chamber members

Facilitator: ZingTrain

Bee-coming Your Brand

Tuesday, September 11, Noon to 1:00 p.m.

So, you have your logo, website and social media channels up and running. Now what? Join the Bee Agency for an interactive, hands-on workshop dedicated to teaching business owners, entrepreneurs and growing professionals how to become their brands. Attendees will learn how to identify their strengths, build an elevator pitch around their business persona and present themselves as a trusted professional in their area of expertise.

\$15 general admission, \$10 for Chamber members

Facilitator: Brittni Brown, The Bee Agency, LLC

Special thanks to

**FERRIS
WHEEL**

FLINT, MI

for sponsoring the entrepreneurship series.

*For flexible workspace opportunities or
conference room rentals, contact them at
Ferriswheelflint.com*



To register, visit flintandgeneseesee.org/training or call 810.600.1404

Organizational Development

Your organization's structure, people and processes set the pace for office culture and effectiveness. In this series, learn how to develop a diverse team, improve communication with management and more.

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- 1/16 | Working in a Multigenerational Space
- 1/18 | The Uncommon Factor
- 2/7 | Effective Onboarding Programs
- 4/5 | The Unconscious Bias
- 5/17 | Improving Communication with Your Supervisor or Manager
- 7/5 | Reasonable Accommodations for Employees with Disabilities
- 10/4 | Motivating Your Employees to the Top of the Mountain
- 11/9 | Strengths-based Leadership

Working in a Multigenerational Space

Tuesday, January 16, 11:30 a.m. to 1:00 p.m.

Millennials will make up roughly 50 percent of the U.S. workforce in 2020 and 75 percent of the global workforce by 2030. Learn how to make the most of your multigenerational workforce and deepen your understanding of this generation and their unique potential. During this workshop, you will learn to identify the characteristics of each generation's view of the workplace, develop strategies to collaborate with all generations and follow effective communication practices for a multigenerational workplace.

Free

Facilitator: University of Michigan - Flint

The Uncommon Factor

Thursday, January 18, Noon to 1:00 p.m.

Improve your business' bottom line by leveraging the perceived weaknesses of your employees. Using powerful self-assessments from Dave Rendall, author of "The Freak Factor," you can identify weaknesses and learn how to leverage them into strengths. With the right perspective and an uncommon approach, what was once thought of as liability is actually an asset.

\$5 general admission, free for Chamber members

Facilitator: The Disability Network Flint

Effective Onboarding Programs

Wednesday, February 7, 8:30 to 10:00 a.m.

Onboarding is more than just new hire orientation. Orientation is an event—just one step in the overall onboarding process. This workshop will provide participants with the tools to create a comprehensive approach to bring new employees into your department or division. Attendees will walk away with an understanding of well-researched, proven principles for creating an onboarding program.

Free

Facilitator: University of Michigan-Flint

The Unconscious Bias

Thursday, April 5, Noon to 1:00 p.m.

Want to develop a mindful corporate culture that includes everyone? Then you're ready to take this next step. Learn to recognize unconscious bias, how it can affect your organization and what you can do to get your employment practices to the next level. As you'll find, differences can bring everyone together.

\$5 general admission, free for Chamber members

Facilitator: The Disability Network Flint



Improving Communication with Your Supervisor or Manager

Thursday, May 17, 8:30 a.m. to Noon

According to Thomas Zuber and Erika James, “managing up is the process of consciously working with your boss to obtain the best possible results for you, your boss, and your organization.” During this session, participants will learn to create two-way communication, align priorities with a supervisor’s priorities, identify a supervisor’s expectations and understand specific management styles. Attendees will walk away with a better understanding of their supervisor’s style and needs, as well as tools to better communicate their own needs.

Free

Facilitator: University of Michigan-Flint

Reasonable Accommodations for Employees with Disabilities

Thursday, July 5, Noon to 1:00 p.m.

Reasonable accommodations—or changes that enable an employee with a disability to do his or her job—can prove challenging for even the most seasoned HR and business professionals. This seminar will remove myths surrounding inclusive employment practices and build on the foundations of initiatives you most likely already have in place. So, put that panic button away: you’ve got this!

\$5 general admission, free for Chamber members

Facilitator: The Disability Network Flint

Motivating Your Employees to the Top of the Mountain

Thursday, October 4, Noon to 1:00 p.m.

Looking to increase engagement and promote a team atmosphere? Learn effective communication techniques that will get your employees off the fence and into action. Using proven methods from Motivational Interviewing, you can help your employees identify goals and create a self-propelled action plan.

\$5 general admission, free for Chamber members

Facilitator: The Disability Network Flint

Strengths-Based Leadership

Friday, November 9, Noon to 1:00 p.m.

Do you want to maximize your company’s performance? The Clifton StrengthsFinder is a tool that is based on the premise that people and teams perform better when they build around their strengths. During this session, participants will identify their top five leadership strengths and learn how to apply the key principles of strengths-based leadership to achieve their goals.

\$10 general admission, \$5 for Chamber members

Facilitator: Paul Artale, Work-Life Playground



CAREER EDGE:

A series of workshops designed to help adults prepare for the job market



Laying the Foundation



Job Search Preparation



Interview Preparation



Keeping a Job

Whether you’re unemployed, underemployed or preparing to make a career transition, starting the job search process can be an intimidating experience. This four-part series is designed to give participants the skills and confidence needed to get – and to keep – a job. Even better, those who attend all four workshops will be invited to attend one of the Chamber’s future job fairs.

**For more information, visit
flintandgenesees.org/careeredge**

Non-Profit

A strong nonprofit sector is key to building a thriving community. During this session, learn how you can help support your favorite nonprofits, or even create your own.

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2/21 | Grant Writing 101

7/25 | Should I Start a Nonprofit?

8/22 | What to Expect When Joining a Board

Grant Writing 101

Wednesday, February 21, 8:30 to 10:00 a.m.

Using federal and state resources, this course provides a guide for the technical details of grant writing. Attendees will explore tools critical to writing a successful grant proposal. They will also learn about the stages of grant writing, best practices and techniques for following up after winning or losing a grant.

Free

Facilitator: Phyllis Lewis, President and Director of Operations, SmartWORKS

Should I Start a Nonprofit?

Wednesday, July 25, Noon to 1:30 p.m.

People who see a need in the community often have a passion to address it. But what are the positives and challenges of creating a nonprofit versus a low-profit limited liability company (L3C) versus a for-profit company? This session will cover the basic steps for starting a nonprofit, and will provide attendees with information to make an informed decision.

\$5 general admission, free for Chamber members

Facilitator: Jenni Dones, Dones Group

What to Expect When Joining a Board

Wednesday, August 22, Noon to 1:30 p.m.

There is a great demand for your talent and time in the role of a nonprofit board member. As you and the board team provide oversight for the organization's mission, board service should be highly engaging and fulfilling. To hear about this worthy leadership position and the roles and responsibilities associated with it, plan to participate in this 75-minute dialogue. This is an opportunity to determine the best way that you could give back to the community!

\$5 general admission, free for Chamber members

Facilitator: Jenni Dones, Dones Group



EARN THE NATIONALLY RECOGNIZED CERTIFIED TOURISM AMBASSADOR™ DESIGNATION

When visitors have a great experience in our community, they will share that experience with others and be more likely to return in the future. Join the team of Flint & Genesee Certified Tourism Ambassadors, and help shape the visitor experience. Build your resume while you learn more about the rich history and unique spirit of Flint & Genesee.

2018 Class Schedule

(must register 2 weeks prior to class date)

February 21 • April 27 • June 28
August 28 • October 26 • December 11

For more information or to register,
visit CTANetwork.com

As the saying goes, "Leaders aren't born. They are made." During this series, take a deep dive into Co-Active Leadership, a model that empowers individuals to lead in all areas of their lives, and learn how to use your leadership skills to strengthen your work environment.

- 1/24 | Leading from Within
- 2/14 | Leading from the Front and Behind
- 5/16 | Leading from Beside and in the Field
- 5/22 | Giving and Receiving Effective Feedback
- 6/13 | Creating a Leadership Growth Plan
- 10/16 | Creating a High-Performance Team

Giving and Receiving Effective Feedback

Tuesday, May 22, Noon to 2 p.m.

Excellent communication is essential to building effective professional relationships. Specifically, it's important to be able to give and receive feedback in a helpful, healthy way. In this interactive session, we'll explore the key elements that will create a feedback-rich environment that strengthens relationships by conveying a sense of caring and commitment.

\$30 general admission, \$20 for Chamber members
Facilitator: Bernadette Johnson

Creating a High-Performance Team

Tuesday, October 16, Noon to 2 p.m.

Powerful and successful businesses operate best and with the most sustainability when employees work with a team mentality. Each "team member" fills a needed role, supports each other and fulfills long-term goals. Following this interactive session, participants will walk away with strategies to create an environment where the team "rows in the same direction."

\$30 general admission, \$20 for Chamber members
Facilitator: Bernadette Johnson

I'M RESPONSIBLE FOR LEADERSHIP DEVELOPMENT AT MY COMPANY, SO I'M ALWAYS LOOKING FOR PRACTICAL SKILLS TO SHARE WITH OTHERS. THESE TRAININGS HAVE BEEN GREAT BECAUSE I LEAVE EACH ONE WITH VALUABLE TAKEAWAYS FOR BOTH MYSELF AND MY TEAM.

~Valerie Popelier,
Organizational Development Manager, Diplomat

CRAWFORD COLLABORATIVE CONSULTING Series



Leading from Within

Wednesday, January 24, Noon to 4 p.m.

In Co-Active Leadership, there are five key leadership styles: Leader Within, In Front, Behind, Beside and in the Field. In this session, we will focus on the "Leader Within" – the foundation on which all other leadership styles are built. Attendees will learn to give themselves permission to be their best selves, and model the self-awareness and authority necessary to be whole leaders. This is the first session in a four-part series; it may be attended as a standalone workshop.

\$30 general admission, \$20 for Chamber members

Leading from the Front and Behind

Wednesday, February 14, Noon to 4 p.m.

Leading from the front is about having a clear purpose as a leader and connecting with and inspiring others with direction. As a leader from behind, we explore how to be authentically supportive and a champion for others. In this workshop, we will focus on being a leader from both sides. This is the second session in a four-part series; it may be attended as a standalone workshop.

\$30 general admission, \$20 for Chamber members

Leading from Beside and in the Field

Wednesday, May 16, Noon to 4 p.m.

Collaborative leadership and leading from beside is about combining strengths to work toward a shared vision. Leading in the field takes leadership beyond your immediate work and applies the impact to your whole life—both personally and professionally. In this workshop, we will focus on being a leader from both angles. This is the third session in a four-part series; it may be attended as a standalone workshop.

\$30 general admission, \$20 for Chamber members

Creating a Leadership Growth Plan

Wednesday, June 13, Noon to 4 p.m.

In Co-Active Leadership, there are five key leadership styles: Leader Within, In Front, Behind, Beside and in the Field. This session will provide an overview of each style. Attendees will spend time developing a plan and discussing how to apply the leadership learnings in a sustainable way. This is the fourth session in a four-part series; it may be attended as a standalone workshop.

\$30 general admission, \$20 for Chamber members

INSPIRE Leadership Series

The INSPIRE Leadership Speaker Series offers thought-provoking presentations featuring community experts sharing their wisdom on various aspects of leadership. The event is free, but registration is required at flintandgeneseesee.org/training.

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DR. SUSAN E. BORREGO

Chancellor

University of Michigan-Flint

Thursday, February 22, Noon to 1 p.m.



Appointed in 2014, Susan E. Borrego, Ph.D., is the seventh chancellor of the University of Michigan-Flint. As Chancellor, Dr. Borrego has ushered in new academic programs to meet the evolving educational needs of the state and beyond. She has significantly expanded the campus footprint with new learning facilities, broadened UM-Flint's international reach and established herself as an engaged community partner, playing a pivotal role in the management and recovery of Flint's water crisis. As a nationally respected thought leader on student achievement, her ongoing research focuses on student learning and success, developing organizational capacity to serve under-represented students, and class and diversity issues.

ESSENCE WILSON

Chief Strategy Officer

Communities First, Inc.

Thursday, April 19, Noon to 1 p.m.



Essence Wilson has dedicated herself to developing people and places to transform communities. She co-founded Communities First, Inc., a nonprofit community development corporation with her husband, Glenn Wilson. Her efforts in grant writing and project management have helped the organization secure more than \$30 million of investment for the local community. Wilson has a bachelor's degree in mechanical engineering from Kettering University and a master's degree in management, strategy and leadership from Michigan State University. Motivated by her experiences as an engineer, Wilson recently co-developed Curiosity Academy, a collaborative community effort designed to increase the number of women in STEM.

GEORGE WILKINSON

President

NorthGate

Thursday, May 31, Noon to 1 p.m.



George Wilkinson is the President of NorthGate, a Tier 1 warehouse-based, third-party logistics (3PL) company in Flint. He is vice chair of the Community Foundation of Greater Flint; a board member of Genesee County Department of Human Services, Hamilton Community Health Network and Habitat for Humanity; and chair of the Education Foundation for Flint Community Schools. Wilkinson previously served as Group Vice President for the Flint & Genesee Chamber of Commerce; Chief Operating Officer and President for Walker International Transportation; and Vice President for Dana Corporation. Wilkinson has also served as a General Motors' Executive for Global Logistics, with responsibility for GM's \$5.7 billion global logistics supply chain.

INSPIRE
LEADERSHIP SERIES

**"WHAT YOU ARE NOW IS NOT WHAT YOU
BUT AT LEAST LET IT BE POSITIVE FORCES
YOU HAVE TODAY SHOULD INFORM THE**



KATHLEEN GAZALL

Business Manager
Gazall, Lewis & Associates, Architects
Thursday, June 28, Noon to 1 p.m.



Kathleen Gazall is committed to building partnerships and collaborations that position Flint as the place to go for community and cultural events. Gazall serves as Chair for the Flint River Corridor Alliance and Friends of the Alley, and is a member of the Flint Forward Advisory Team. She has helped organize two successful crowdfunding campaigns to beautify Brush and Buckham alleys in downtown Flint, and helped organize many community events. These include Buckham Alley Fest, A Tree-Mendous Evening tree lighting ceremony, 80's In The Hole, Flint River Flotilla and Fish the Bricks, to name a few.

RAFAEL TURNER

Program Officer
Ruth Mott Foundation
Thursday, August 2, Noon to 1 p.m.



Rafael Turner is a Program Officer at the Ruth Mott Foundation, which is dedicated to cultivating community vitality and inspiring hope and pride in Flint. The bulk of Turner's career has been as a key congressional team member, most notably for more than a decade in the office of the retired U.S. Congressman Dale E. Kildee. He began as an intern in Kildee's Capitol Hill office and later in his Flint District office, where he served in a variety of roles including Constituent Services Representative and Deputy District Director. He serves on the Board of Trustees of Mott Community College and is an executive board member for The Association of Community College Trustees.

SHANNON WHITE

Founding Principal
FUNchitecture
Thursday, October 18, Noon to 1 p.m.



Shannon Easter White launched her career at PDA Architecture (now inForm studio) and then worked for 10 years with THA Architects Engineers. After the birth of her first child, Shannon started FUNchitecture to focus her talents on working with FUN clients desiring FUNctional design solutions while balancing her new role as a mom. Recent FUNchitecture clients include Genesys Regional Medical Center, Kettering University, the University of Michigan-Flint, Genesee County Land Bank, Uptown Reinvestment Corporation and the Flint Farmer's Market, and the Ruth Mott Foundation. Over the last five years, she has won awards for her adaptive reuse of the Flint Farmers' Market – voted one of the top 10 public places in America by the American Planners Association.

ARE GOING TO BE. YOU'RE GOING TO EVOLVE – LIKE IT OR NOT. THAT HELP YOU TO EVOLVE YOUR THINKING. THE EXPERIENCES CHANGES THAT YOU WANT TO SEE IN YOURSELF."

-Dr. Bobby Mukkamala, Area Developer and 2017 INSPIRE Leadership Series Speaker

The **American Advertising Federation of Greater Flint** promotes professional excellence through education, advocacy, networking and community affairs, in addition to developing future advertising professionals. aafgreaterflint.com



APEX Leadership Academy, founded by Edward Foxworth III, offers training solutions that enhance performance, increase confidence and provide a greater understanding of the world around them. apexleadershipacademy.com



The **Bee Agency**, founded by Brittini Brown, serves as the human voice behind innovative and socially responsible brands that strive to benefit others and solve problems within their target reach through public relations. thebeeagency.com



Bernadette Johnson is a leadership consultant, collaboration strategist, speaker and author, who helps businesses make way for transition and new possibilities. bernadettejohnson.com



Crawford Collaborative Consulting guides people in practicing the skills of effective communication through a holistic and integrative approach. crawfordcollaborativeconsulting.com



Cynthia Hines, Owner of ExecHelp & Consulting LLC, is a highly engaged healthcare and human resource executive with over 20 years of leadership experience across the non-profit, public, private and faith-based sectors. Exehelpconsulting.com



Dana A. Thompson is a clinical professor of law. She is also the founding director of Michigan Law's Entrepreneurship Clinic, where she represents University of Michigan student-led startups and other startup ventures. law.umich.edu



The **Disability Network** promotes freedom, choice, opportunity and equality for people with disabilities through advocacy, education and employment through workshops. disnetwork.org



ELGA Credit Union promotes financial wellness by offering financial fitness workshops in Genesee County. Their seminars help move you forward on the best path for your specific circumstances. Elgacu.com



Hurley Medical Center's Wellness Services provides wellness services to local businesses within the community. The organization specializes in creating and delivering fun, evidence-based wellness programs that improve overall employee health and well-being. hurleymc.com/wellness



I'm Building Something Consulting, founded by Ebonie Gipson, specializes in small business development and collaborative methods to growing your business. imbuildingsomething.simplesite.com



Jenni Dones has a history of working with a diverse segment of community members and organizations in the public, private and nonprofit sectors and has over 20 years of consulting, design, and facilitation experience.



Minder Planning Group is a fee-based investment firm in Grand Blanc. Founder Mark Minder specializes in developing strategic plans for accomplishing short-term and long-term goals that exist in all three phases of a client's financial life cycle: wealth accumulation, wealth preservation and wealth transfer. Minderplanninggroup.com



MI-SBDC is a statewide organization funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and Michigan Economic Development



Corporation (MEDC). The MI-SBDC provides no-cost counseling, business education, planning assistance and guidance for any new ventures, existing and growing businesses, and innovative technology ventures.. sbdcmichigan.org

MLive Media Group is an innovative digital marketing company that builds customized solutions for businesses. The company provides services including campaign analytics, campaign management, collaboration and whiteboarding, content marketing, graphic design, paid and organic search, social media marketing and video content.

mlivemediagroup.com



The Mobile Business School, founded by Walter Ward, serves as a pop-up MBA for creatives, entrepreneurs and young career professionals. themobilebusinessschool.com



Paul Artale is a work-life and motivational speaker based out of Ann Arbor. He speaks for organizations that want to light a fire in people on how to perform at their peak and create a healthy balance between work and home.

paulartale.com



U of M-Flint Professional Development Human Resources helps deliver innovative and leading human resources services designed to advance the mission of the university and community. umflint.edu/hr/professional-development



ZingTrain offers seminars and training sessions based on the tools, techniques and philosophies developed through constant implementation and improvement at each and every one of the Zingerman businesses.

zingtrain.com

Sharing *Zingerman's*
unique approach to business

I'VE ATTENDED MANY TRAININGS OVER THE COURSE OF MY CAREER, AND I DON'T THINK IT'S POSSIBLE TO FIND OTHER PROFESSIONAL DEVELOPMENT – OF THIS **LEVEL AND CALIBER** – AT THE COST IT'S PROVIDED THROUGH THE CHAMBER. THE **EXPERTISE OF THE PRESENTERS IS PHENOMENAL.**

~Tiffany L. Griffin, Vice President of Programs,
Girl Scouts of Southeastern Michigan

TAKING ADVANTAGE OF PROFESSIONAL DEVELOPMENT HAS PLAYED AN **IMPORTANT ROLE IN THE SUCCESS OF MY SMALL BUSINESS.** FOR EXAMPLE, AFTER ATTENDING ONE OF THE CHAMBER'S WORKSHOPS, I WAS **INSPIRED TO RE-EVALUATE HOW I MANAGE MY BUSINESS** AND HAVE SINCE MADE CONSTRUCTIVE CHANGES FOR GROWTH AND PROGRESS.

~ Devon Godfrey, Owner, Play Frey Technologies



Tap Into Your Personal Potential through the Leadership NOW program.

Leadership NOW is a place where current and emerging leaders can improve their skills through active learning and personalized coaching.

- **Understand** your individual skills
- **Enhance** your organizational leadership
- **Transform** your community

This comprehensive, professional development program is offered by the Flint & Genesee Chamber of Commerce in partnership with United Way of Genesee County. Potential participants include executive directors, political leaders, municipal employees, board members, nonprofit professionals and community leaders.

To explore this unique opportunity, please visit flintandgenesee.org/leadershipnow