LIVE, VIRTUAL, AND HYBRID PROGRAMS

2021 LIVE TRAINING WEBINARS & ONLINE LEARNING

AmyCastro
LEADERSHIP &TEAM DEVELOPMENT

A division of Triad Communication, LLC

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1. **Online/Virtual learning courses.** These courses are hosted by Amy on Ruzuku.com. These classes include:
   a. Video lessons
   b. Handouts
   c. Activities
   d. Other resources
   e. Interaction with Amy and other participants via a chat-forum
   f. Ability to track each participant's progress and completion of the program
   g. Customization capabilities (they can be branded with your logo, etc., and can be your "Online Learning University."

2. **Live, interactive online classes (webinars or multi-day programs).** These are live, instructor-led programs on Zoom.us for up to 200 participants. Programs can be 1-2-hour webinars, half or full-day programs with breaks, or multi-day programs. These classes include:
   a. Live, real-time training with Amy
   b. The ability for the instructor to be seen by participants during the course, along with PowerPoint and/or video presentation
   c. The ability for participants to SEE, HEAR, AND INTERACT WITH EACHOTHER if they have a camera and microphone on their computers or phones
   d. Breakout rooms for small and large group discussion between participants (basically the same as having them work in small groups in a live, in-person workshop)
   e. The ability for participants to interact via polls and chat window
   f. The ability to RECORD ALL SESSIONS, if desired, to allow participants to review the program later
   g. The ability to track attendance for the program

3. **Hybrid programs- that combine live, online interaction with participants and instructors along with self-paced online training. This approach combines all the benefits and features of #1 and #2 above.**
   a. Participants receive access to online learning (#1 above) on a specific date and have a certain # of days to complete each module of the online course.
   b. Participants meet live with Amy (#2 above) to discuss content learned, share ideas on how they can apply what they've learned, and for Amy to answer any questions they have.
   c. Next module is released on the next scheduled date and process repeats until course is complete.

Amy's Most Requested In-Person and Virtual Programs

All programs are customized and most can be presented as keynote addresses, 2-hour, half day, full day, and multi-day programs, based on the needs of your organization and employees. These programs can be presented in person at your location or virtually via ZOOM.

10 Soft Skills You Need to Succeed

The meaning of Soft Skills can sometimes be difficult to describe. It can be that unique attribute or characteristic that facilitates great communication. It can be the special way that you show confidence in a challenging situation. These and other events can become more easily managed with this great workshop. Topics include: Communication, Teamwork, Problem Solving, Time Management, Attitude and Work Ethic, Adaptability/Flexibility, Self-Confidence, Ability to Learn from Criticism, Networking, and more.

Assertiveness and Self Confidence

Self-confident and assertiveness are two skills that are crucial for success in life. People who don't feel worthy, and/or don't know how to express their self-worth when communicating with others, find that their lives are more difficult and less fulfilling than others'. Assertiveness skills provide opportunities and benefits to employees in their professional and personal lives.

This Assertiveness and Self-Confidence workshop will give participants an understanding of what assertiveness and self-confidence each mean (in general and to them personally) and how to develop those feelings in their day-to-day lives. As a result, your organization will benefit by developing employees who are direct, straightforward, caring, and know how to head off conflict before it begins. It will also benefit because assertive employees are more productive, happy, and better team players than others.

Assertiveness for Leaders

Assertive leaders are those who find the communication balance that allows them to accomplish their goals and still communicate with clarity and respect. Participants in this interactive and thought-provoking program will learn a balanced approach to handle people, get things done, and communicate in a clear, calm and confident manner. Participants will gain the skills needed to leap over hurdles faced on a day to day basis to handle conflicts in a proactive and positive way.

Being a Likable Boss

Being more likeable is a quality everyone can increase and improve. Being likeable and a figure of authority is where some challenging conflicts can arise. In this workshop, participants will recognize these possible areas of conflict and develop the skills and knowledge to overcome them.

This workshop will show that honesty and trust are a leader's biggest tools in fostering better relationships with their employees. Leaders who trust their team by avoiding micromanagement, using delegation, and accepting feedback will find themselves on the right path to being a more likeable boss.

Coaching Your Employees: The 364 Days before a Performance Appraisal

Managing employee performance isn't something that can be done once a year. Supervisors and leaders must coach their employees daily! Participants in this informative and interactive program will identify what coaching is and is not, understand the importance of coaching in improving and maintaining performance, practice steps in coaching for success, and practice steps in coaching for improvement. Participants are recommended to take the "Performance Appraisals" workshop as a follow on to this session for a full understanding of the employee coaching and appraisal process.

Communication Secrets of Highly Successful People

To be successful in life, it's essential that you can communicate your ideas and feedback, as well as be able to listen with respect and accept communication from others. The most successful people in life are those who can do both of these things with ease. They've figured out the secret of finding the balance between getting along with others and getting things done. In this fun and interactive program, participants will learn the seven keys to communication success, practice key communication skills such as word choice, nonverbal communication, listening, effective questioning techniques, assertion skills, and more.

Compelling Conversations: Developing your BEST Communication Style Through Your Meyers-Briggs Type

Communication is essential in building and maintaining relationships. The compelling conversations program helps participants identify and understand their own and others' communication style based on MBTI type, better understand others' approaches to communicating, and practice their skills to communicate more effectively in any situation. This program will change the way people look at communicating at work, at home, and in their community!

Conquering Conflict

Most people dread conflict situations, but the fact is, conflict is an inevitable, unavoidable, and often necessary aspect of interacting with others both at work and at home. Participants in this humorous and compelling program will learn their individual conflict style and be able to identify the style of their various coworkers. Participants will also have the opportunity to learn and practice effective conflict resolution techniques that will allow them to see conflict in a new light- as an opportunity for improvement rather than something to be dreaded and avoided.

Customer Complaint Handling

One of the things customer service providers fear most is customer complaints. However, without complaints, an organization will never know what their customers want or how they can improve their service or products. Participants in this interactive program will learn the importance to themselves and the organization of effectively handling both internal and external customer complaints, identify the why customers complain- their perceptions and expectations, to keep their composure while handling a variety of complaints, to appropriately respond to common complaints, the importance of ownership in complaint resolution, and how to identify existing and potential failures in the organization's complaint handling system. Participants practice communication skills for responding to customer complaints.

Dealing with Difficult People

Difficult people come in all shapes and sizes and figuring out how to handle each type can be a big challenge. Participants in this humorous and realistic program will learn to identify the most common difficult personality types, verbal and nonverbal techniques to interact effectively with difficult people, active listening skills that can help them "survive" a face-to-face or telephone conversation with a difficult person, and conflict resolution techniques to diffuse confrontational situations. Participants will practice conversations with difficult people."

Effective Delegation

Many leaders and supervisors hate to delegate for a variety of reasons- from thinking they can do a better job themselves to just not wanting to take the time to explain the task. However, delegation is an essential part of leadership that benefits not only the leader, but each person to whom the leader delegates. Participants in this practical and interactive program will learn the "Rule of Delegation—Delegate in a positive way", identify what to delegate, identify when to delegate, identify to whom to delegate, understand the degrees of delegation and how to apply them appropriately to their employees, and will practice overcoming delegation objections.

Employee Performance Appraisals that Motivate

Employee appraisals are often dreaded by managers and employees alike. However, an employee appraisal done well is an opportunity to set goals for the future and motivate employees to achieve their potential. Participants in this interactive, hands-on program will identify documentation needs and techniques to be used throughout the year, understand the employee appraisal timeline, learn verbal and nonverbal techniques for conducting the interview in a positive way, prepare for and conduct a performance review meeting, identify common appraisal pitfalls and how to avoid them. For longer workshops, many elements of the "Coaching Your Employees" workshop are included. For 4-hours or less, participants are recommended to take the coaching workshop to get a complete understanding of the employee feedback and appraisal process."

Empowering Your Employees

To empower means to give the authority or power to do something. Empowerment helps make people stronger and more confident. Empowered employees lead to happy customers and a more successful organization! In this interactive program, leaders, supervisors, and managers will learn the steps to take to create an empowered and productive workforce. They will learn to provide effective feedback, provide on-the-job training that is effective, the importance of requiring accountability, and more.

Finding and Hiring RIGHT-Fit Employees

Many employers are frustrated to find that the seemingly stellar employee they met in the interview is not the person who shows up to work the first day of the job. Participants in this fun and interactive program will analyze the difference between behavioral and traditional interviews, identify the benefits of a structured, behavioral interview, practice developing behavioral interview questions that will help identify the "best fit" candidate, and practice conducting the three phases of a great behavioral employment interview.

Growing and Cultivating Your Next Generation of Leaders

Most organizations make the mistake of worrying about grooming new leaders when the existing leader is already transitioning out of the organization. Becoming a leader doesn't happen overnight. Taking the time to grow and cultivate your next generation of leaders must be done NOW. In this interactive and engaging program, participants will learn how to identify potential leaders in their organization, create a leadership development plan, and identify mentoring, training, and other opportunities to develop key staff members into leaders.

Handling Difficult Customers

Wouldn't the world be a great place if every customer was a pleasure to deal with? We all know that is a fantasy land. So, what is the best way to handle a difficult customer? In this workshop, participants will why customers are difficult, how to handle specific difficult situations and how to build rapport and solve problems regardless of how difficult a customer is.

By utilizing skills learned in this Handling a Difficult Customers workshop, participants will see an increase in customer service, productivity, and a decrease in unhappy customers. Participants will be provided a strong skill set including in-person and telephone techniques for addressing difficult customers and their complaints.

Leading a Multigenerational Workforce

There are currently five generations in the workplace, each with their own unique characteristics, needs, habits, and motivation. After completing this humorous, fun and interactive program, leaders and managers will be able to identify defining characteristics of the five workforce generations, recognize issues/situations that may be influenced by generational differences, and apply practical tips for successfully leading a multigenerational group of employees in the work place. Participants will create a strategy and practice various generation-related conflict discussions.

Leading Effective Meetings

Most business people list meetings as the #1-time waster of their professional lives. In this practical and informative program, participants will analyze the need for a meeting, identify appropriate meeting participants, define pre-meeting work, formulate meeting agendas, identify meeting roles/responsibilities, analyze difficult meeting participants/situations, and identify post-meeting follow up work. Participants will conduct a mock meeting to practice meeting facilitation skills.

Listening Skills for Professional Effectiveness

Listening is the most important communication skill we have, but the one that is taught, practiced, and improved the least. In this thought-provoking program, participants will learn the difference between listening and hearing, identify steps in the listening process, understand the different types of listening, identify poor listening habits, practice effective listening in role-play situations, and identify techniques for improving listening skills.

Motivating Your Employees

Many managers struggle with trying to motivate their employees. The problem is, you CAN'T motivate another person, you can only provide the feedback, tools, and environment that allow others to motivate themselves. Participants in this informative and interactive program will identify benefits of motivating employees, analyze motivation myths, evaluate motivation tools and techniques, identify current employee motivators, analyze current motivation methods, and practice conducting motivational discussions.

Peer Today, Boss Tomorrow-Making a Successful Transition

Making the transition from peer to supervisor is difficult for most people. Although they're excited about their new opportunity to lead, many struggle with breaking ties with their past role and gaining the respect of their friends-turned-subordinates. Participants in this peer-based, interactive program will identify the challenges associated with transitioning from a group's peers to their supervisor, analyze common reactions of others, practice conducting transition interviews, and how to recognize and plan how to overcome pitfalls of new peer-to-boss supervisors.

Positive Assertiveness: Stepping Up Without Stepping on Toes

Assertiveness is the ability to balance your own needs and goals with the needs and goals of others. Many people struggle with finding the balance and in the end, often fall to one side or the other of the assertiveness scale- being passive or aggressive. Participants in this fun and informative program will learn what assertiveness is and what it is not, learn the benefits of being assertive, identify the barriers to assertiveness, identify alternative communication styles, learn to make assertive word choices, identify and practice assertive nonverbal communication skills

Present like a Pro

Most people would rather have root canal than to give a speech. Unfortunately, most professionals find they're faced with giving presentations whether they like it or not. From presenting a new product in a staff meeting to presenting to the public or media, it's important that most business people develop presentation skill basics. Participants in this interactive and practical program will learn to plan a presentation based on their objectives, organize ideas for impact, learn surefire ways to grab an audience's attention and keep it, how to effectively close your presentation and "make the sale", selecting appropriate details and data based on the audience and objectives, how to design and use visuals (such as MS PowerPoint) effectively, practice delivering presentations with a dynamic style, and to respond to even the most difficult questions with authority and impact.

Retaining Your Best Employees

As the economy improves, so do the odds that employees, especially the good ones, are looking for "greener pastures." Don't lose your best employees and incur the many costs associated with replacing them. In this informative and interactive program, leaders, supervisors, and managers will learn the seven keys to retaining their best employees.

Supervising Others

Supervising others can be a tough job. Between managing your own time and projects, helping your team members solve problems and complete tasks, and helping other supervisors, your day can fill up before you know it.

The Supervising Others workshop will help supervisors become more efficient and proficient, with information on delegating, managing time, setting goals and expectations (for themselves and others), providing feedback, resolving conflict, and administering discipline.

Surviving First Contact: Customer Service Skills for First Contact Employees

Customer service can challenge the communication skills and patience of even the nicest people. In this fun and interactive program, participants will not only learn how to survive, but to thrive in their daily interactions with customers. Participants will identify the importance of projecting a positive, professional image, understand key customer services skills such as listening, questioning, paraphrasing, and handling objections, and will practice a 5-step problem-solving conversation that can be applied to any customer problem or complaint.

Telephone Skills for Professionals

The way your employees answer the phone is often the first impression your customers have of your organization. To make that impression and excellent one, it's important that anyone who picks up the phone in your organization knows how to properly interact with others on the phone. Participants in this hands-on program will learn the proper way to answer, transfer and end telephone calls, to manage voicemail to make the best use of time and technology, understand the importance of vocal qualities in sending the ""right"" message to callers, to help callers get to the ""right"" person when they cannot help the caller, to leave effective messages that get results in one call, how to start a conversation that will get them to the correct person every time, and other basic tips and techniques of telephone etiquette and making the most of time on the phone.

The New Manager/Supervisor *

Many new managers and supervisors are selected for leadership positions based on longevity and job performance. Unfortunately, a person's tenure with your organization and their technical skills do not prepare them for a management or supervisory position. To be successful, new managers and supervisors need to learn how to lead, motivate, provide feedback, and communicate effectively with their employees. Participants in this interactive program will learn the role of manager/supervisor, understand employee performance management, identify challenges of employee management, practice performance management discussions, understand the importance of effective communication, identify communication barriers and how to overcome them, identify leadership styles and how to match them to situations, know the requirements and importance of 365 day coaching, define employee motivation and identify the manager's role in motivation, and understand the types and importance of delegation. *** For a more in-depth supervisor training program, consider our New Supervisor Academy (see p. 10)*

Amy's "New Supervisor Academy" is a customized 8-week training program for new and existing supervisors who need a better understanding of key skills for effectively supervising others.

Sample Program Outline

Session 1: Understanding and Accepting the Role of Supervisor
- Acquiring the supervisor mindset
- Your image as a supervisor
- Leadership styles
- Understanding your own supervisory style
- Emotional requirements of being a supervisor
- Winning people over to your way of thinking
- Avoiding mistakes of new supervisors
- Challenges of supervising others

Session 2: Performance Communication Skills for Supervisors
- Understanding the communication process
- Words that Work: assertive word choices that get results
- Sending the "right" nonverbal messages
- Controlling your emotions in interactions
- Communication channels: choosing the right method for your message

Session 3: Coaching and Motivating Your Employees
- Motivation definition/applications/benefits
- Motivation myths
- Factors that influence motivation
- Improving motivation
- What is coaching and why is it so important?
- Coaching employee successes
- Coaching for improvement

Session 4: Conquering Conflict -- Handling Employee Conflict with Ease
- Risks and benefits of conflicts
- Individual conflict styles
- Identifying your personal conflict style
- Managing conflict between you and an employee
- Managing conflict between employees
- How to conduct a conflict/problem-solving conversation

Session 5: Hire Right: Attract and Hire "Right Fit" Employees

- Job descriptions and their role in the hiring process
- Job announcements and their role in the hiring process
- Creating a "Right Fit" employee profile
- Establishing your interview process
- Writing the right interview questions
- Conducting the interview
- Making your selection
- Interview follow up

Session 6: Four Generations, One Workplace: Bridging the Gap
- What's a generation and why should I care about them?
- Characteristics of the generations in the workforce
- Identifying the strengths/weaknesses of your own generation
- Focus on the positive: strengths of each generation and how you can take advantage of them
- Steps for leading and motivating each generation
- Managing cross-generational conflict

Session 7: Making Meetings Work
- Deciding if you really need a meeting
- Determining the "right" attendees and their roles
- Pre-meeting work
- Setting agendas and sticking to them
- Facilitating meetings
- Dealing with difficult participants
- Post-meeting work
- When you attend a meeting: how to be an effective meeting participant

Session 8: Time Management and Personal Productivity
- Time management tools
- Getting organized
- Prioritizing your activities and eliminating time wasters
- Avoiding procrastination
- Effective delegation