

# BUSINESS PARTNERS SEMINAR SERIES



## WHAT IS THE BUSINESS PARTNERS SEMINAR SERIES?

We are pleased to present the 2018–2019 Business Partners Seminar Series. Western Technical College Business and Industry Services collaborates with local companies to identify common training needs and to:

- create more educational opportunities
- provide greater access to high-profile trainers
- present relevant topics at a reduced cost

## HOW DO YOU BECOME A PARTNER?

Choose to attend a single session or invest in a season ticket. At the cost of \$395, a season ticket allows businesses to support the professional development of staff at a savings of over 50 percent. With a season pass, a variety of employees can attend specific seminars according to relevance and need. Each season ticket comes with six seats.

Training sessions begin November 2018 on our La Crosse Campus:

For additional information or to register, please contact the Business and Industry Services Division at 608.785.9232 or visit [www.westerntc.edu/bis](http://www.westerntc.edu/bis)

For detailed course information or for registration information, please call 608.785.9232 or visit our website at [www.westerntc.edu/business-partners-seminar-series](http://www.westerntc.edu/business-partners-seminar-series)

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## Emotional Intelligence | \$119

Wednesday, November 7, 2018 | 8 a.m.–noon

Emotional Intelligence is a necessary skill for any high performing team member. Emotional intelligence defines how we manage ourselves and how we relate to others. Employees who can understand the connection between emotions and actions have an advantage. Emotional intelligence continues to grow and develop over time through personal motivation, commitment, practice, and reinforcement. This course explores how emotions contribute to work success through personal reflection and practical application.

## Project Management Essentials | \$199

Wednesday, December 5, 2018 | 8 a.m.–3 p.m.

With ever-increasing workloads and deadlines, the ability to manage time and react effectively to change is crucial. This course is geared to ensure that participants learn to manage work projects as effectively as possible. This management training course is full of tools and tips for improving project planning, time management, and organization strategies.

Managing projects is tough, but this training course will present useful strategies for becoming a great project manager.

### Who will benefit from the course?

Anyone who needs to master the principles and practices of effective project management will benefit. Senior managers, directors, administrative and technical staff alike will find solutions to the following:

- I don't feel in control of my projects
- my projects are always changing
- I'm expected to do more with less
- I need to manage others in a clear and productive way
- I need to increase my productivity
- I have to juggle a multitude of tasks
- I'd love to have more time to enjoy managing projects

### Course objectives

Participants will develop the skills to improve planning, establish priorities, meet deadlines, make decisions, manage employees, coordinate meetings, communicate effectively, and enhance team productivity.





## **The Perks and Pitfalls of Professional Email Communication | \$99**

**Wednesday, January 16, 2019 | 8 a.m.–noon**

Professional email is used for everything from internal messaging, marketing products and services to communicating with customers and suppliers. Moreover, each day inboxes are inundated with messages that are unclear, grammatically incorrect, or composed for an unintended audience.

**Leave this four-hour session with crucial takeaways to improve email communication:**

- understand the communication cycle
- use of effective structure and format
- the importance of positive messaging
- an understanding of how to express authentic gratitude in email messaging

The Perks and Pitfalls of Professional Email Communication addresses common mistakes and highlights opportunities for natural and insightful improvement.

## **Building Blocks of Search Engine Optimization | \$99**

**Friday, February 8, 2019 | 8 a.m.–noon**

This introductory session will cover the history and terminology of search engine optimization (SEO). Attendees will gain valuable hands-on experience launching SEO campaigns and learn about on- and off-page SEO factors—including site structure, content optimization, user experience, search visibility, link building, social media, and mobile site optimization. Become proficient with commonly used SEO tools and how to leverage them to report metrics.

**Leave with...**

- a foundation in effective SEO marketing
- the ability to improve the results of your inbound marketing tactics
- familiarity with SEO history, landscape, and terminology
- an understanding of search algorithms
- the skills to conduct an SEO website audit
- the ability to use a variety of keyword research tools and content ideation methods
- techniques for content development and link building strategies
- an understanding of how SEO interrelates with other digital marketing tactics
- a fundamental understanding of strategies like content marketing, native advertising, social ads, and their impact on SEO

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## Strengths-Based Leadership | \$159

Wednesday, March 14, 2019 | 8 a.m.–noon

*"Followers have a very clear picture of what they want and need from the most influential leaders in their lives: trust, compassion, stability, and hope."*

—*Strengths Based Leadership*, by Tom Rath

Using principles from Gallup's bestselling book, *Strengths Based Leadership*, this four-hour session will identify the three keys to more effective leadership. Western Technical College's Gallup-certified Strengths Coach, Ms. Kim Granum, will lead participants on an interactive journey of discovery.

### Learn how to...

- invest in individual strengths to bring synergy to your team
- build a workgroup from a foundation of strength to bring balance to complex projects
- understand and meet the needs of those who look to you for leadership

This session is recommended for new or experienced managers who work hard to understand their employee's needs and strive to surround themselves with the right people.

Each participant will receive the book *Strengths Based Leadership* and access code for personal assessment.

## Mindful Leadership | \$149

Wednesday, April 10, 2019 | 8 a.m.–noon

The success of businesses, organizations, and teams depends on all of us. Our impact is more important than we think it is. Employees continually strive to be more productive and innovative in the face of change and uncertainty. Instant messages of all kinds demand constant and immediate attention. These sources of tension can lead to a decrease in productivity and quality, greater conflict, and eventually to burnout and turnover.

To counter these challenges, many businesses and organizations (such as Google, Promega, Medtronic) offer mindfulness programs to employees and leaders. Mindfulness practice has positive impacts on productivity, innovation, well-being, and retention. In this workshop, participants have the opportunity to learn and experience mindfulness—including increased awareness of self and others, focus, curiosity, and compassion—qualities that support our natural ability to create, lead, and collaborate.

### Workshop participants will explore and learn...

- the ways mindfulness practices can support and cultivate excellence at work
- an overview of the fundamentals of mindfulness as applied to the workplace
- mindfulness tools to decrease stress, sharpen focus, and increase happiness at work and home

### Mindfulness practice applies to...

- mental focus and concentration
- the decrease in employee turnover
- innovation, inspiration, and productivity
- interpersonal communication
- conflict management
- time management
- team effectiveness
- stress management (improved sleep, immune system, emotional health)
- ability to anticipate and serve client needs

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