



the *Learning* Studio inc

PROGRAM CATALOG

Keynotes, Workshops and Staff Training

Spring 2017

Turnkey for you, customized for them

TABLE OF CONTENTS

TABLE OF CONTENTS	2
ABOUT THE LEARNING STUDIO	4
YOUR TRAINING NEEDS	4
BUSINESS SKILLS WORKSHOPS	6
BUSINESS ETIQUETTE: HOW TO POLISH YOUR PROFESSIONAL IMAGE	6
CAREER MAPPING	6
CREATING AND DELIVERING ORAL PRESENTATIONS THAT PACK A PUNCH	6
DELIVERING A DIFFICULT MESSAGE: MORE GAIN, LESS PAIN.....	7
DEVELOPING TALENT: FINDING AND CULTIVATING THE NEXT RISING STAR	7
DISRUPTING THE ASSOCIATION: HOW NOT TO GET HIT BY THE ONCOMING TRAIN.....	8
DEALING WITH CONFLICT: STAYING COOL AND EFFECTIVE THROUGH THE TOUGHEST SITUATIONS .	8
EPIC PRODUCT FAILS: WHAT WENT WRONG AND HOW TO ASSURE YOU DON'T MAKE THE SAME MISTAKES.....	9
FINANCE FOR THE NON-FINANCIAL MANAGER	9
HOW TO BRING CREATIVE THINKING TO THE WORKPLACE	10
INTERVIEWING SKILLS	10
LEADERSHIP DEVELOPMENT INSTITUTE	11
LEVERAGING BUSINESS COMMUNICATION TO ENHANCE YOUR PROFESSIONAL BRAND.....	11
LEADING CHANGE: THRIVING IN THE 21ST CENTURY	12
MAYHEM OR MINFULNESS: LEARNING TO INCREASE YOUR EMOTIONAL INTELLIGENCE AND BALANCE	12
MOTIVATION IN THE WORKPLACE	13
PITCHING YOUR IDEAS UP AND SELLING THEM SIDEWAYS	13
STRATEGIC PLANNING SESSION FOR EDUCATION.....	13
TALENT MANAGEMENT AND HIGH POTENTIAL EMPLOYEES.....	14
TEAMWORK MAKES THE DREAM WORK	14
TRAIN-THE-TRAINER	14
WOMEN AND LEADERSHIP: THE GLASS (CEILING) IS HALF-FULL	15
WOMEN IN LEADERSHIP: POLISHING YOUR IMAGE IN THE WORKPLACE.....	15
"WE'RE NOT ALL THE SAME!" UNDERSTANDING THE NUANCES BETWEEN YOUR MILLENNIAL AUDIENCES AND HOW TO REACH THEM.....	16
ROCK & ROLL WORKSHOPS	17
BRANDING LIKE A ROCKSTAR	17
EVERYTHING I NEED TO KNOW ABOUT LEADERSHIP I LEARNED FROM ROCK & ROLL.....	17
JAGGER, MADONNA, BEYONCE, BIEBER:.....	18
SETTING THE STAGE FOR EACH GENERATION TO SHINE	18
SOCIAL & DIGITAL MEDIA WORKSHOPS	19
BUILDING THE RIGHT MOBILE STRATEGY	19
HARNESSING THE POWER OF INFLUENCE	19
HOW TO TURN YOUR WEBSITE INTO A LEAD GENERATION MACHINE.....	20
HOW TO USE SOCIAL MEDIA AS A BUSINESS DEVELOPMENT TOOL	20

SEPARATING THE HYPE FROM THE HITS:	20
THE MOST EFFECTIVE DIGITAL MARKETING TACTICS OUT THERE	20
SOCIAL MEDIA POLICY ESSENTIALS.....	21
UNLOCKING LOCATION-BASED MARKETING	21
DEATH BY BULLET POINT: IS THERE A PRESENTATION AFTERLIFE?	21
TECH TOOLBOX FOR BUSY PEOPLE.....	22
PROTECTING PRIVACY AND SECURITY IN A DIGITAL AGE	22
HEALTH AND WELLNESS WORKSHOPS	23
HEALTHY MOTION FOR THE WORKPLACE.....	23
EMERGING TRENDS IN HEALTHCARE: PREPARING FOR TOMORROW, TODAY	23
HOUSING OPTIONS FOR SENIORS.....	24
MAINTAINING HEALTH & WELLNESS IN TODAY'S BUSY LIFESTYLES	24
WHAT'S YOUR PLAN B? UNDERSTANDING PLANNING & CARE OPTIONS FOR THE OLDER ADULT	24
TRAINEE TESTIMONIALS.....	25
CLIENT TESTIMONIALS	26
A SAMPLING OF OUR INSTRUCTORS AND FACILITATORS	27
CONTACT THE LEARNING STUDIO, INC.....	32

ABOUT THE LEARNING STUDIO

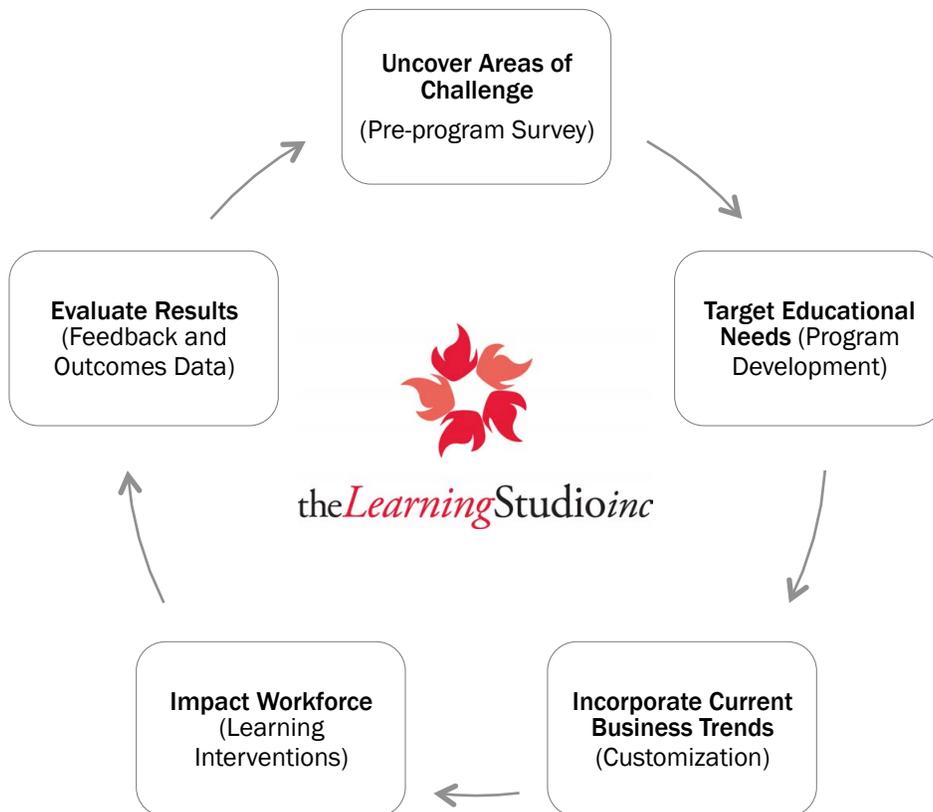
The Learning Studio, Inc. is a full-service education, training and consulting firm providing adult education, professional development, and forward-thinking learning interventions. Our mission is to provide clients with exceptional and innovative educational experiences that create change-inducing behavior in the learner. We commit to transformational learning — meaning our training will transform the learning through a new perspective, changed behavior and advanced skills.

TLS encompasses an arsenal of the best and brightest trainers and facilitators in the industry, collectively representing decades of experience in a variety of content areas. We employ a mix of consultants, practicing professionals, authors and academicians who can — together or independently — provide case studies and real world examples to illustrate key points, with strong take home value.

YOUR TRAINING NEEDS

Whether you are looking to offer just one course, or need to plan your training strategy for the entire year, we can assist you in developing or customizing programming to meet your needs. With a variety of turnkey workshops (*always customized*, never “canned”) and the ability to build unique program element, specific to your industry, we are able to target the programs to learners’ needs, as well as knowledge and practice gaps.

One important principle central to our training is that **adult learners need interaction**. This is precisely why we deliver 60-minute keynotes, conference sessions and webinars, as well as three- and six-hour workshops. All programs feature an engaging, open learning environment, and will produce **measurable outcomes**. To ensure this, participants complete a brief online confidential survey applicable to the training topic prior to the program. Our skilled trainers then incorporate those results into customized case studies, role play exercises, and specific learning tools for optimal impact within a context your audience can identify with and understand. Finally, we develop and deploy confidential post-program online evaluations, which are issued to assess results and opportunities for further learning and engagement.



BUSINESS SKILLS WORKSHOPS

BUSINESS ETIQUETTE: HOW TO POLISH YOUR PROFESSIONAL IMAGE

Business etiquette is no longer just choosing the correct fork at a dinner meeting. Conveying a professional image speaks volumes about you as an individual, as well as your organization. The way you dress, speak, reply to an email, make introductions, or handle a business social event, are critical to your success and growth. Proper business etiquette enhances personal effectiveness and increases your credibility, and a polished image is critical to gaining and maintaining a competitive edge.

Key Takeaways:

- Understand all the important elements that make up your personal brand
- The value of networking – critical to today’s work environment – and how to master this essential skill
- Recognize how dress, body language, dining etiquette, presentation and self-confidence gets you noticed in a positive way

CAREER MAPPING

Similar to a business plan, career mapping includes a mission statement, goals and objectives, strategies and action plans. By understanding your professional passion, skills and abilities, you will begin to develop your own unique career map. Participants will be able to chart their path for growth and development within their current organization, and into the future.

Key Takeaways:

- Develop a mission and vision for your career
- Identify personal strengths, weaknesses and other attributes that may help and/or hinder progress in career advancement opportunities
- Explore establishing a professional identity without becoming pigeon-holed
- Investigate how your organization’s core values equate to your own
- Discover the impact “emotional intelligence” can have on a career

CREATING AND DELIVERING ORAL PRESENTATIONS THAT PACK A PUNCH

Being able to deliver an effective oral presentation is a necessity in today’s workplace. In this case, effective means that the audience is transformed in some way — to act, think differently, or be inspired to take a next step. The leader or manager who is truly effective must be able to communicate information and ideas effectively in front of a room of 12 or 2000. This session deals with how to prepare for a presentation, how to construct a meaningful and engaging presentation; the proper use of visuals to enhance the presentation; and delivering a message in a creative fashion. Attendees will also have an opportunity to practice brief presentations during the workshop.

Key Takeaways:

- Understanding your audience to assure your messages resonate
- Unique ways to a deliver a presentation
- Ways to energize an audience at any point in the presentation
- The importance of interaction
- Understanding the rhythm and cadence needed to help the presentation flow
- Overcoming nervousness to assure confidence standing in front of a room

DELIVERING A DIFFICULT MESSAGE: MORE GAIN, LESS PAIN

Whether delivering difficult news to key stakeholders or customers, talking to the media, or addressing staff issues, understanding how to successfully deliver an unwanted message is critical to organizational success. This course will demonstrate the communication skills and techniques – both verbal and nonverbal – needed to effectively deliver a difficult message with confidence and clarity, thus ensuring positive results.

Key Takeaways:

- Understand how to best read your audience prior to the conversation
- Defuse and transform difficult situations using the most appropriate style and technique for the situation at hand
- Greater confidence in dealing with difficult situations and messaging

DEVELOPING TALENT: FINDING AND CULTIVATING THE NEXT RISING STAR

We have all heard about the talent drought that the retirement of the Baby Boomers promises to bring. Who will hold key positions in their absence? Is the next generation equipped with the skills and experience needed to fill the shoes of those who have left? How can you find and identify young leaders to help your organization continue to prosper in the future?

Whether you are developing talent for your internal team, key stakeholders, or other entity, the ability to identify and build talent is critical to your organization thriving in the future. By providing adequate support and resources for Millennials and other young executives within your organization, you will be in a good position to recruit the next generation of staff when you have multiple key positions to fill.

Key Takeaways:

- Understand the best ways to identify emerging talent within your organization
- Learn how to train those individuals to maximize their potential
- Identify ways to help develop individuals and assist them in remaining upwardly mobile

DISRUPTING THE ASSOCIATION: HOW NOT TO GET HIT BY THE ONCOMING TRAIN

Consider this. Right now, three teenagers are in a garage or local coffee shop or university library, finding a way to disrupt YOUR industry. Ridiculous? Think again. Companies like Airbnb, Snapchat, Uber, Crowdrise and Buzzfeed are names we now commonly hear in everyday life — both business and personal. Why have these names become so readily a part of our cultural vocabulary? Because they represent companies that have leveraged disruptive innovation — a product or service that creates a new market while simultaneously disrupting an existing market — to secure top market share. Whether it's crowd-funding, shared resources, or 3-D printing, disruptive innovations abound — and some are fundamentally changing the way we do business. Associations are affected each and every day by disruptions around us. Are you preparing for action?

This timely session will discuss many of today's biggest disruptions and how they affect us all. Understand how to identify a potential disruption early on, helping your team prepare, strategize and act.

Finally, learn how to create a culture with your internal team, board and others to assure that you are prepared for whatever disruption is next.

Key Takeaways:

- Understand how to spot a disruption before it takes root in your industry
- Look at disruption in an all new way, and be able understand current disruption and how it may affect you and your team
- Develop a more complete understanding of the critical conversation to have within your organization allowing you to stay ahead of disruption, rather falling behind

DEALING WITH CONFLICT: STAYING COOL AND EFFECTIVE THROUGH THE TOUGHEST SITUATIONS

Where there are people, there is conflict. And, really, without some conflict, individuals, teams and organizations would not grow and flourish. Effective conflict resolution skills are essential in order to maintain the health and viability of an organization or department. Understanding the root of conflict, how to turn conflict into a constructive dynamic and lead through it all is an art, and one that is essential for any leader or manager.

Key Takeaways:

- Understand individual conflict styles (your own and others) to determine to determine the best path to a healthy resolution
- Learn how and when to address conflict
- Examine the impact non-verbal communication has on situations of conflict
- Understand how to assure situations of conflict are healthy within your organization

EPIC PRODUCT FAILS: WHAT WENT WRONG AND HOW TO ASSURE YOU DON'T MAKE THE SAME MISTAKES

The past couple of years have brought major product failures — and PR disasters — for some of America's most successful and iconic brands. iPhone 5 users won't forget Apple CEO Tim Cook's public apology for the company's poorly-functioning mapping app, which, among other significant glitches, provided an incorrect address for Washington, D.C.'s Dulles Airport and directed drivers onto one of its major runways. Lululemon, maker of high-end yoga gear, was plagued in 2013 by widespread complaints that their \$100 yoga pants were too sheer. A response from the company's co-founder suggesting that the issue was not the fault of Lululemon but rather a result of certain types of women wearing the pants, only made matters worse. In this session we'll cover product mishaps such as these, discuss how to avoid them, and what to do if an unforeseen issue arises following your product's launch.

Key Takeaways:

- Analyze key product failures over the past several years and understand what missteps led to the problems
- Examine best practices in product development, including ideation, market research, environmental scan, market and concept testing, and more
- Identify the critical points in product development where things can go awry and learn how to bypass them

FINANCE FOR THE NON-FINANCIAL MANAGER

In this economy, managing an organization's resources is of paramount importance. However, managers often find themselves making key decisions about budget and financial policy without a strong working knowledge of financial management. This course demonstrates how to understand the skills required to conquer financial and accounting concepts, as well as gain the confidence to make successful financial decisions.

Key Takeaways:

- Clearly understand basic financial terminology and principles
- Apply financial principles to understand how to identify profitable projects and those requiring attention
- Estimate the cost and duration of a project
- Analyze a business/financial report
- Use terminology to effectively communicate with both financial and non-financial colleagues and staff
- Improve financial decision-making

HOW TO BRING CREATIVE THINKING TO THE WORKPLACE

In today's workplace, creativity is not an option - it is, and will continue to be, a survival skill. Leaders are constantly being confronted with new problems, new projects and new issues that, by definition, require new answers. The ability to see new — as well as old — problems, projects, and issues in a fresh, imaginative way is vital for individuals at all levels in an organization.

Creativity plays a fundamental role in our thought processes, leadership practices, problem solving and decision-making. It is a key element in helping us increase our managerial efficiency, productivity, versatility and effectiveness. This workshop incorporates the most current thinking on creativity; offers practical, hands-on exercises for improving one's creative powers; and provides concrete applications to address specific challenges that they are currently facing.

Key Takeaways:

- Increase efficiency and effectiveness by being more creative and innovative
- Use creative techniques for problem solving and decision making
- Overcome the personal, organizational, and environmental impediments to creative thinking
- Overcome the crippling effects of routine, conformity and stereotypic thinking
- Define tasks, problems and projects in new and different terms
- Have more fun at work

INTERVIEWING SKILLS

Nothing can be more costly to an organization than consistently hiring the “wrong” employees. This course provides a comprehensive interviewing and hiring process designed for any manager, supervisor or HR professional. Topics and resources covered in this program include strategies for obtaining the best candidate, usable recruitment tools, and a review of the legal aspects of the recruitment process.

Key Takeaways:

- Pinpoint appropriate job-related interview questions
- Conduct an interview in a professional, constructive and legal manner
- Review applicable laws including ADA, ADEA, IRCA and FCRA
- Evaluate candidates and determine the most accurate choices

LEADERSHIP DEVELOPMENT INSTITUTE

This popular workshop can be designed either for groups of seasoned leaders or those who are being groomed for leadership positions. The goal is to develop leaders — not just managers — by covering a variety of leadership topics, including managing the pace of change; understanding the “new normal” in business by being leaner and thinking outside the box; how to effectively build a team; managing a team for growth; and why leadership is more than just management. This type of intensive training in a focused setting allows for the most effective learning opportunities, with small group interaction, case studies, role play and more. Participants will walk away with a higher confidence level and the practical skills they need to succeed.

Key Takeaways:

- Learn to lead with authenticity and transparency
- Define your leadership voice and ensure a seat at the table
- Understand how to build a strategy for departmental and team success
- Learn how to use the power of persuasion and influence to meet organizational and team goals
- Understand how to deal with conflict among staff, supervisors and others

LEVERAGING BUSINESS COMMUNICATION TO ENHANCE YOUR PROFESSIONAL BRAND

Effective communication skills are necessary to the success of any professional in the workforce. These days, the definition of “communication” includes countless ways of interacting with others. This program will help participants identify, clarify and practice a variety of communication styles tailored to the many business settings that exist. Equally important, appropriate phone, e-mail, text and social media communications will be addressed, as well as elements critical to creating engaging business meetings and presentations.

Key Takeaways:

- Recognize the impact of effective and ineffective communication in the workplace
- Understand appropriate communication styles when working with your organization’s staff, customers, and other key stakeholders
- Understand the appropriate situation for using various forms of communication (phone, e-mail, voicemail, text, Facebook, and more)

LEADING CHANGE: THRIVING IN THE 21ST CENTURY

After death and taxes, change is probably the only other certainty in American society. The unprecedented changes that have occurred during the last decade will not only continue in the future, but managerial and behavioral theorists believe they will continue with even greater speed.

The ability to anticipate change, create a change plan, overcome resistance to change, and implement change programs effectively and efficiently are essential skills for senior leaders and department managers.

Key Takeaways:

- Develop strategies, techniques, skills and tools necessary to manage change effectively
- Understand the nature of the change process
- Assist in achieving buy-in from employees for change programs
- Develop the skills to anticipate change
- Bring creativity and imagination to the solution of new and challenging change issues

MAYHEM OR MINDFULNESS: LEARNING TO INCREASE YOUR EMOTIONAL INTELLIGENCE AND BALANCE

“Happiness is an inside job.” — Sylvia Boorstein

The world operates at a dizzying pace. Between work deadlines, the demands of home and family life, and the general stress of life and the external environment, things can start to seem overwhelming.

This course will focus on mindfulness and emotional intelligence training, integrating deep personal development with best practices we’ve learned from individuals and teams creating positive change within organizations.

What is mindfulness exactly? It is the moment-to-moment awareness of one's experience without judgment. In this sense, mindfulness is a state and not a trait. While it might be promoted by certain practices or activities, such as meditation, it is not equivalent to or synonymous with them.

Among its theorized benefits are self-control, objectivity, affect tolerance, enhanced flexibility, improved concentration and mental clarity, emotional intelligence and the ability to relate to others and one's self with kindness, acceptance and compassion. Additionally, mindfulness is highly correlated to stress reduction, one of its most popular features for most interested individuals.

Key Takeaways:

- Identify the definition of mindfulness and what practices develop mindfulness.
- Identify at least four benefits of the effect of mindfulness and emotional intelligence on the workplace.
- Understand how to put mindfulness and emotional intelligence into your daily practice to live a more balanced, healthy and happy existence.

MOTIVATION IN THE WORKPLACE

A highly motivated workforce is critical to organizational success. Team leaders are powerfully influential in creating a positive work environment, which, in turn, improves morale and performance. This program targets key motivational theories with an emphasis on realistic implementation strategies. Whether you are attempting to motivate an individual, a team, or yourself, this course provides strategies to set motivating stretch goals and the tools you need to achieve them.

Key Takeaways:

- Determine how motivation influences individual performance
- Uncover the nature of motivation and its impact on gaining commitment
- Apply recognition and appreciation as motivators

PITCHING YOUR IDEAS UP AND SELLING THEM SIDEWAYS

In any organization, knowing how to sell a strong idea is essential. Although every inspiration may appear to be doable, developing an idea and strategizing for buy-in will assure the best chance of success. Another critical step in the process is getting peers on board. This program offers guidelines to ensure a successful idea pitch, buy-in from colleagues and how to take the germ of an idea from conception to execution.

Key Takeaways:

- Understand how to identify key audiences who will champion your projects and ideas going forward
- Identify key elements in packaging a successful pitch
- Assure that new ideas are aligned with organizational goals and values
- Determine what type of pitch will ensure the greatest likelihood of success

STRATEGIC PLANNING SESSION FOR EDUCATION

This is a one- to two-day, customized session that can be designed for education staff, an education committee, board of directors or any combination of groups.

Education is not one-size-fits-all and it must be strategically thought and planned out. The goal of this type of planning session is to identify and enhance your competitive advantage in the marketplace. By looking at a variety of environments, you will start to identify the greatest opportunities for successful education, and then get to work developing them. As a group, participants will be required to ask difficult questions in order to determine whether key processes are in place to support the opportunities. At the end of the session, you will set performance goals and action plans that align with your educational capabilities and priorities. Through examination, evaluation and honest discussion, this session will help you evaluate, analyze and prioritize in order to ensure your organization remains indispensable to your membership.

This Type of Session Will Get to the Heart of Questions Like:

- We know what we want to do, but is it what our members want?
- Have we done enough (or any) research?
- We have a laundry list of what needs to get done, how do we determine our top priorities?
- How do we assure we turn a profit on education, while maintaining the highest quality for our members?

TALENT MANAGEMENT AND HIGH POTENTIAL EMPLOYEES

The success of any organization depends on identifying, developing, and utilizing "high potential" employees. Although they comprise a small percentage of an organization's workforce, high potential employees are the uniquely talented individuals that will raise any organization to the next level and help it to gain a competitive advantage. It is imperative to identify these individuals; create training programs and opportunities specific to their skill sets and needs; with the goal of retaining them long-term. This eye-opening program is packed with practical information, data, and insights on high potential employees which can also be applied to hiring practices and succession planning at any organization.

Key Takeaways:

- Learn the characteristics, talents, and abilities of high potential employees
- Understand how to identify high potential employees
- Learn how to create an Individual Development Plan (IDP)
- Determine how to retain high potential employees
- Understand how to include high potential employees in succession planning

TEAMWORK MAKES THE DREAM WORK

Whether it is in your professional life, or in your work as an association volunteer, effective teamwork is what makes work successful, efficient and . . . joyful! With a great team in place, members are motivated, collaborative and think more creatively when they can share potential solutions with each other. Wouldn't everyone want to be part of something similar?

That said, teamwork does not always come naturally and easily. The culture of the organization plays a significant part of teamwork, as well as the way we recruit new team members, onboard them, and continue to work together into the future.

Key Takeaways:

- Build an effective team, where each and every individual brings his/her own individual contributions
- Find the magic in successfully working in cross-functional and cross-departmental teams
- Understand how to effectively onboard a new team member, whether it is a volunteer or a member of the staff team or a volunteer

TRAIN-THE-TRAINER

Most organizations have a variety of excellent content experts to assist with training and development, but not all are adept at presenting the content in a relevant way that both engages the adult learner and produces positive outcomes. This session is packed with helpful tips to ensure that your presenters leave better equipped to fully engage your staff or customers.

Key Takeaways:

- Walk away with applicable tips on how to present effectively in terms of voice, body language and demeanor
- Understand key exercises that engage adult learners and drive lessons home quickly and effectively
- The opportunity to practice presenting and receiving immediate feedback and suggestions for improvement

WOMEN AND LEADERSHIP: THE GLASS (CEILING) IS HALF-FULL

Although today's women only hold 5.2% of *Fortune* 500 CEO positions and 4.9% of *Fortune* 1000 CEO positions, it's hard to argue that women have made great strides into the C-Suite over the past few years. Sheryl Sandberg, Marissa Mayer and Meg Whitman are just a few women who have blown the roof off the glass ceiling and brought a whole new outlook on how women think about their careers, while at the same time not becoming one-dimensional in their quest for success.

This workshop will help you better understand the host of specific attributes women in leadership positions hold, as well as direct you on your path to developing your own leadership strengths and the qualities you offer your workplace.

Key Takeaways:

- Understand the unspoken gender rules in business which have historically held women back in the workplace
- Identify the how and why of successful business women's accomplishments
- Determine your own authentic leadership style and how to leverage it for optimal success
- Learn how to overcome some of the more frequently seen workplace hurdles that stand in the way of your success
- Better understand the realities for women in leadership and the unique attributes we bring to the workplace

WOMEN IN LEADERSHIP: POLISHING YOUR IMAGE IN THE WORKPLACE

Women have every opportunity to be as successful as men in the workplace – sometimes even more so! Oftentimes, though, societal norms and even family dynamics prevent women from being the successful leaders they are meant to be. Other times, some find themselves to be the “only woman in the room.”

This program addresses what any aspiring female executive should know about excelling in the workplace, from effectively dealing with conflict, to understanding – and leveraging – women's unique attributes, to how to dress for success in any setting. Demonstrating a polished image – in terms of what you say, how you say it, and your body language – is critical to gaining and maintaining a competitive edge, positive working relationships, and corporate success. This course will help you polish your professional image for the business world.

Key Takeaways:

- Understand how to leverage your unique skills and assets in the workplace
- Gain confidence in handling a variety of business situations
- Recognize how dress, body language, presentation and self-confidence impact others
- Recognize the impact of professional polish in communication, negotiating, boundary setting and more

“WE’RE NOT ALL THE SAME!” UNDERSTANDING THE NUANCES BETWEEN YOUR MILLENNIAL AUDIENCES AND HOW TO REACH THEM

About 10,000 baby boomers retire each day. What does this mean for businesses and membership organizations across the nation? It means we have a large percentage of the workforce walking off the job, and taking their knowledge and experience with them. On the other end of the spectrum, we have millennials that are approximately 18 to 35. While the world wants to “lump” them into one stereotype, the truth of the matter is, they are very different individuals on either end of the spectrum. Remember your life at age 18 . . . just out of high school, a bit naive as to how the world works, having no real idea of what you want to do with your career, and maybe never having paid a bill on our own. Fast forward to a 35 year old millennial who is well into his or her career, which may have a home, a mortgage, a spouse/partner and perhaps even a child. These are very different individuals, yet we paint them with one broad brush.

Why do we care? Because only by understanding this critical group in all of its nuance and detail can we effectively recruit them, engage them and retain them.

The renowned Trendhunter website calls them: nouveau millennials, mid millennials and pro millennials. However they are termed, the millennials need segmentation to understand and reach them.

In this course, you will:

- Understand how to influence and engage each segment of the millennial market
- Learn how to change your strategy in dealing with millennials through a strong understanding of what this market brings
- Communicate more effectively with each of these millennial audiences in the future

ROCK & ROLL WORKSHOPS

BRANDING LIKE A ROCKSTAR

Presented by Debra Zabloudil, CAE, FACHE

Your brand is who you are, who you want to be, and who people (colleagues, members, customers) perceive you to be. It sets you apart from other organizations with similar missions and goals; it exemplifies your purpose; it cuts through the noise. *Fortune* 100 companies like Target and Coca-Cola have branding down pat; so do rock stars – Lady Gaga, Justin Bieber, Bruce Springsteen and Madonna are brands in and of themselves; while The Beatles and KISS treat their logos as part of their brand. This workshop highlights some of today’s best brands and demonstrates why and how they reached iconic status. Attendees then learn how to apply these best practices to their own organization’s brand.

Key Takeaways:

- Define what branding is, what it isn’t, and why it’s so important
- Ascertain how globally recognized brands achieved their iconic status
- Apply branding best practices to your organization

EVERYTHING I NEED TO KNOW ABOUT LEADERSHIP I LEARNED FROM ROCK & ROLL

Presented by Debra Zabloudil, CAE, FACHE

What do Mick Jagger, The Beatles, Lady Gaga, Eric Clapton and Michael Jackson all have in common? They show extraordinary leadership skills and have used those assets to become successful beyond most conceivable expectations. So what is it that makes these individuals – and others icons of the music industry – as successful as they are? Raw talent? Innate business acumen? Marketing genius? Plain old hard work? The answer is many of those attributes and a few others that may surprise you. This fun, interactive, music-filled workshop will help learners understand how to use these strategies within their own leadership style.

Key Takeaways:

- Understand what leadership skills make individuals most effective in their work
- Know how to employ key leadership lessons in your career
- Understand how to lead people in order to elicit their best work for you and your organization

JAGGER, MADONNA, BEYONCE, BIEBER: SETTING THE STAGE FOR EACH GENERATION TO SHINE

Presented by Debra Zabloudil, CAE, FACHE

As has become crystal clear in the past ten years, supporting and aligning a multigenerational workforce is imperative to establish and maintain a terrific work environment. But each generation is different. Without understanding and recognizing this phenomenon, problems are sure to arise: miscommunication, frustration, anger and conflict, to name a few. It is critical to not only recognize there are differences among generations, but to also dispel stereotypes and preconceptions that have been established among colleagues and customers. Discussed in this session are the influences and messages that helped formulate the attitudes, expectations, and values unique to each generation, as well as how organizations can better align products and services to meet differing generational needs. The workshop will also unveil strategies designed to unify the generations and enable your team to think strategically about how to work within the organization, as well as how to provide products and services that speak to your multigenerational customer base.

Unlike any other multi-generational course you have experienced before, this course goes way beyond the “what” and examines the “how” to assure generations in the workforce do well together and begin understanding how to build products and services for a multi-generational customer base. All set within the context of rock and roll. One of TLS’s most popular courses!

Key Takeaways:

- Better understand each generation within your organization, as well as within your customer base
- Identify key strategies to unify different generations and enable them to draw on the creativity, expertise and ability of all employees, constituents and customers
- Understand new ways to effectively communicate to staff, constituents and customers from all generations
- Learn innovative approaches to developing the best product and marketing mix for your customers based on a clear understanding of their demographics

SOCIAL & DIGITAL MEDIA WORKSHOPS

BUILDING THE RIGHT MOBILE STRATEGY

With more and more smart phone owners accessing their email and the internet on their mobile devices, and with a plethora of new app downloads available every day, companies cannot afford to ignore the marketing and business development potential of mobile technology. However, before jumping in, you need to develop a strategic plan that will ensure your mobile approach reinforces your organization's goals. This presentation will walk you through everything you need to know to start planning your mobile strategy.

Key Takeaways:

- Gather current statistics on mobile use
- Understand the different kinds of mobile sites and their advantages and disadvantages — yes there is more than one!
- Whether it makes sense for your firm to develop an app or mobile version of your website
- E-mail marketing tools for mobile devices, mobile advertising, SMS, and geo-location

HARNESSING THE POWER OF INFLUENCE

The web is a decision engine, and people turn to communities of interest (user communities, forums, blogs, news sites, etc.) for recommendations and advice. Because these communities are built around shared interests and networks of trust, they will continue to displace search sites as places to discover relevant content. For brands looking to engage customers and build advocacy, participation in these communities of interest is not just necessary to stay competitive, it's essential to maintain market share.

Key Takeaways:

- Identify relevant communities where your prospects gather
- Uncover ways to gain access to these communities
- Bridge the gap between these communities and your online properties
- Engage influencers and inspire champions

HOW TO TURN YOUR WEBSITE INTO A LEAD GENERATION MACHINE

The internet is a buying machine and you've got to understand how to operate it! Have you optimized your site to attract qualified traffic and maximize conversions? Do you have smart strategies that will get you the results you seek? This engaging, interactive presentation will deliver what specific improvements you can make to your organization's website immediately in order to drive leads and keep people engaged.

Key Takeaways:

- Develop goals and Key Performance Indicators (KPIs) for your site
- Create a smart content strategy that supports your goals
- Maximize Search Engine Optimization (SEO) with smart keyword research, back links and other tactics
- Convert visitors into leads with compelling calls to action
- Effectively use analytics to track site performance and leverage data to make smart business decisions

HOW TO USE SOCIAL MEDIA AS A BUSINESS DEVELOPMENT TOOL

Social media can be a powerful channel to engage customers and to generate new business. The question is: how do you know if it is right for your organization? And what social networks offer the best return on your marketing investment?

Key Takeaways:

- Determine whether you can benefit from an investment in social media
- Learn how to build a smart social media strategy
- Understand how to monitor what people are saying about your organization online in order to forestall risks to your reputation and brand
- Learn how to measure the impact of your social media efforts

SEPARATING THE HYPE FROM THE HITS: THE MOST EFFECTIVE DIGITAL MARKETING TACTICS OUT THERE

Unlike in Field of Dreams, if you build a website, people won't necessarily come to visit it. What are the most powerful digital marketing tactics you can use to drive web traffic and boost conversions and business? This interactive presentation provides an analysis of the value of key digital marketing tactics, including search, e-mail marketing, online advertising, geo-location, social media, and mobile technology, and how to use those tools and tactics most effectively.

Key Takeaways:

- Create a digital marketing campaign that generates the most conversions and business development or new member leads
- Engage and connect with those leads to increase the chances that they will become members or customers
- Discover which tactics offer the best bang for your marketing dollar and which ones aren't worth your investment

SOCIAL MEDIA POLICY ESSENTIALS

Did you know that a majority of American companies do not have social media policies? Before you can launch a social media strategy, your employees need to know what social media is and how they can best participate on social networks. This interactive presentation provides the essentials so that you can get started on your policy today.

Key Takeaways:

- Discover the basics for creating the right social media policy for your organization
- Educate employees on the uses and abuses of social media
- Monitor your organization's social media presence to prevent risks to your reputation and brand

UNLOCKING LOCATION-BASED MARKETING

Perhaps you've heard of Foursquare, the geo-location social gaming platform. Millions of people around the world have signed up for services like FourSquare to keep track of their friends' whereabouts or search for nearby merchants and deals using their mobile phones; while customers are cashing in on deals through Groupon and LivingSocial. Why are these services so popular? What do these services have in common and how are they different? Why should you care? What are their business applications? This session uncovers it all.

Key Takeaways:

- Learn about the basics behind geo-location
- Find out the dos and don'ts of geo-location
- Discover how brands are leveraging these tools and pitfalls some have experienced

DEATH BY BULLET POINT: IS THERE A PRESENTATION AFTERLIFE?

The word PowerPoint has become another way of saying creating visual aids using technology. But in a digital culture that is steeped in exciting videos and creative visuals (but also a lot of noise), it can be difficult for your presentation message to stand out if it is a string of white pages with bullet points and a few token clip arts. This session will help you reconsider the basis of a presentation, exploring the concept of visual storytelling using technology. From learning to use video effectively to new presentation software, you will walk away with a handful of tools that increase presentation engagement and interactivity so that your audience connects to your message in a more meaningful and memorable way.

Key Takeaways:

- Understand the theory of a great presentation to enhance interactivity and engagement
- Learn the technology necessary to transform an existing presentation into an interesting and effective visual
- Be armed with the technical equipment know-how to be a great presenter in today's complicated A/V environment

TECH TOOLBOX FOR BUSY PEOPLE

If the idea of inbox zero feels as imaginary as unicorns, you could probably use a few tools to manage your personal and professional life. Trying to stay organized and efficient in a world where we are hyper connected to people, information and work can sometimes feel impossible. The constant demand for our attention leads to decreased productivity and even health issues such as obesity and emotional strain. From mobile apps to useful gadgets, this session will provide at least 50 tips and tools to help you improve your personal and professional productivity, efficiency – and ultimately wellness – in a digital age. This session can also be adjusted to focus on project management and more general tech tools.

Key Takeaways:

- Boost focus and productivity with new tech tools
- Adapt a few healthy habits to improve your digital diet
- Streamline communications and management tasks

PROTECTING PRIVACY AND SECURITY IN A DIGITAL AGE

If your eyes are the window to your soul, then your online presence is the window to your well everything. When you pause to think that the Internet is essentially millions and millions of computers linked together, it is impossible not to imagine how you are potentially exposing your most private and important information to malicious uses who crawl this Web. In order to keep your personal information safe and secure, there are a handful of steps you can take to protect you and your family's information. We will look at privacy and security settings on your mobile and home devices. (This session assumes you already know that you should never open an email that begins with "Dear Sir" ...especially when you are a Madam.)

NOTE: A special segment can be incorporated on tools to keep young children and teens as safe as possible.

Key Takeaways:

- Secure and manage your private information effectively
- Understand the most vulnerable portals where digital pirates aim to walk through
- Protect yourself and your family from outside threats

HEALTH AND WELLNESS WORKSHOPS

HEALTHY MOTION FOR THE WORKPLACE

The daily grind at work generally includes sitting at a desk for too long and repeating tasks like typing, taking phone calls, and jotting notes down on a notepad. This can lead to many health pitfalls, including stiffness, aches and an impaired thought process. Employees who are fit and in motion are less likely to get sick, and more likely to have higher energy levels and greater self-confidence. This engaging workshop will help participants get moving and stay productive in the workplace!

Key Takeaways:

- Understand key strategies to prevent injuries while improving core strength and posture during work activities
- Improve awareness of “healthy” body alignment at the office, while traveling or in home office situations
- Inspire participants to construct creative and dynamic work situations that enhance productivity through facilitation of healthy motions in the workspace

EMERGING TRENDS IN HEALTHCARE: PREPARING FOR TOMORROW, TODAY

The world of healthcare, as we have known it, will never be the same. With radically changing demographics, rapidly emerging new technologies, new hospital and delivery systems, and workforce challenges, health care today (and definitely tomorrow) looks and feels very different. This seminar is about identifying emerging trends that will be part of our health care world in the next few years. These are not fads or “pie-in-the-sky” ideas. They are trends and innovations that will help shape health care in the near future.

This seminar is about preparing for tomorrow, today. By anticipating changes in healthcare, you are better prepared to manage them successfully.

Key Takeaways:

- Identify and understand emerging trends, including ACOs, bundled payments, medical home, mobile health, unionization of employees, social networking, cloud computing, telemedicine, robotics, community tax benefits and more
- Identify and understand emerging trends in the patient as consumer
- Recognize delivery systems, hospital administration, health care workforce and technology, and the importance of each
- Learn how to manage trends that will shape health care in the next few years

HOUSING OPTIONS FOR SENIORS

The Munsters, Beverly Hillbillies, Everybody Loves Raymond, King of Queens, Raising Hope, and The Goldbergs are sitcoms that depict older adults living with (or across the street from) their adult children, with varying results. Understanding the available housing options for yourself or your aging loved ones could help you create your version of happily ever after. Join us for this session as we reveal the changing options for seniors, the related cost, and how to tap into resources that help your loved one remain safely in their own home, if possible.

Key Takeaways:

- Identify the numerous available housing options for seniors
- Understand the different methods of payment
- Identify what government benefits assist with housing costs
- What questions to ask yourself and your loved one about a possible move
- How to evaluate and decide on the right housing option
- Learn about the fastest growing trend in the aging network: home and community based resources

MAINTAINING HEALTH & WELLNESS IN TODAY'S BUSY LIFESTYLES

Health matters, even when the speed of life is not slowing down. This especially holds true in the lives of busy professionals. There is no time like the present to get a hold of managing stress and creating a solid balance in one's life. It's a lot easier than you would think! This course demonstrates techniques for creating optimal health that can be immediately applied by everyone. You'll also learn what does and doesn't work when it comes to diet and exercise. Good health and wellness equals a better life and ultimate success.

Key Takeaways:

- Determine employees' attitudes towards health
- Understand how to fuse body, mind, and spirit
- Debunk exercise and diet myths to get real results!
- Determine if your glass is half full or half empty, as well as who's asking and who's filling it

WHAT'S YOUR PLAN B? UNDERSTANDING PLANNING & CARE OPTIONS FOR THE OLDER ADULT

Clean underwear, updated last will and testament, and taking your last breath surrounded by loved ones — if this sounds like your Plan A, you are not alone. Most of us would rather not talk about our mortality or disability. But, knowledge is power and in this session you will learn about numerous choices that were not part of yesteryear's landscape. From care options to planning alternatives, learn how to equip yourself and your family for the future, no matter what it brings.

Key Takeaways:

- Understand care options available for every price point
- The fastest growing care trends in the aging market
- What elements every plan ought to consider
- How to pay for the cost of long term care
- Common tools to protect your interests
- Resources to start planning today (or tomorrow)

TRAINEE TESTIMONIALS

“This experience was **priceless**.
My knowledge has tripled.”

“If you attend, you will
outperform your peers and
become easily identified as
a **professional**.”

“**Outstanding** educational
program. Meaningful, insightful,
inspiring and relevant!
Thank you!”

“Remarkable four days.
Great event. Immense take
home **value**.”

“This **webinar** was definitely a
HOME RUN!!!! Excellent job!”

“I was hoping the Leadership
Institute would help me **re-charge**
my batteries and give me a fresh
outlook so I could better serve
my staff and organization. It did
exactly that...I left feeling
enthusiastic about my position
and opportunities.”

“I wanted to express my thanks
to you for organizing and
providing this **unbelievable**
learning and fun experience. It
was a packed few days but the
outcome for me was fantastic. I
had some great "**take away**" that
will prove to be **beneficial** in my
future career endeavors. With
much gratitude.”

CLIENT TESTIMONIALS

“Debra is a **passionate speaker** and fully engages her audience. She by far exceeded our expectations, incredibly flexible and also a **pleasure to work with**. Debra took the time to fully understand our audience and the takeaways they needed from the sessions. She makes a great keynote speaker, but can equally engage a small group discussion if asked to! I would **highly recommend** Debra if you are considering her as a speaker for your event. “

— Sylvia Taylor, *Knowledge and Event Manager, IMEX Group*

“The Learning Studio brings a great body of association-based knowledge to the table when training our employees. They consistently create **quality courses** that are both **highly interactive** and informative. Our employees report that they feel the instructors are easy to listen to and very **approachable**. Debra is a great consulting resource for us as well! In terms of course content, The Learning Studio always provides relatable, real-world examples that are easily translated into workable strategies for anyone in an office environment. Over the years, RSNA employees have benefited from **diverse courses** such as Interviewing Skills, New Managers Training and Customer Experience. A quick look through their catalog shows a wide breadth of course options, and LS staff are more than willing to work with you to **tailor your learning experience** to your organization’s needs. As a non-profit organization, we are proud to have The Learning Studio serve as a **prominent partner** in shaping how our employees analyze and solve problems, adapt to the changing world of healthcare, and how they communicate with our members and each other.”

— Gretchen James Halter, *Director of Training, Radiological Society of North America*

“We have used the TLS team on a variety of projects, all which have resulted in a **revitalization** of our programming initiatives.”

— Marla J. Isaacs, CAE, *Executive Vice President,
Association of Nutrition and Foodservice Professionals*

A SAMPLING OF OUR INSTRUCTORS AND FACILITATORS



DEBRA ZABLOUDIL, CAE, FACHE

President & CEO | The Learning Studio, Inc.

Debra serves as President & CEO of The Learning Studio, Inc. (TLS) a consultancy and training organization.

Debra is considered an industry leader in speaking, training, facilitating and “all things adult education”. The Learning Studio, which Debra founded in 2004, serves clients across the globe in building and producing gold standard learning experiences, as well as offers a full catalog of training programs to companies of all size and scope. TLS has designed leadership development experiences for individuals with many years of experience, as well as those aspiring to leadership positions.

Prior to launching TLS in 2004, Debra served in many senior staff positions with a variety of organizations. Those included the Association Forum of Chicagoland, The Young Presidents’ Organization, The Joint Commission and the American College of Healthcare Executives.

Debra received her bachelor’s degree in Speech Communications/Public Relations from Southern Illinois University, and her master’s degree in Management of Public Service from DePaul University. She has earned her Certified Association Executive (CAE) designation and is a fellow in healthcare management, recently becoming an FACHE. Debra is a past chair of ASAE’s Professional Development Council, has chaired the Association Forum’s Education SIG, and speaks and writes regularly on the topics around leadership and management, as well as adult learning best practices. She is the 2011 recipient of the Association Forum of Chicagoland’s John C. Thiel Distinguished Service Award, which is given annually to an individual who has demonstrated consistent and significant contributions to the association community on a volunteer basis.



COLLEEN CEH BECVAR

Gerontologist & Certified Elder Care Coordinator | Strohschein Law Group

Colleen Ceh Becvar is a Gerontologist and the Certified Elder Care Coordinator for Strohschein Law Group. To Colleen, serving older adults is not only a job, it is her life’s work. Colleen believes advocacy begins with compassion and she specializes in providing clients and their families with the resources and support they need to navigate through challenges of caring for a loved one. As a researcher, published author, and adjunct faculty member at Aurora University, Colleen enthusiastically shares her knowledge through teaching, public speaking, sponsorship opportunities, and good old-fashioned conversation. Colleen resides in Downers Grove with her husband, two teenage children, and newest member of the family: Finnegan (the dog). Colleen can be reached via email at Colleen@StrohscheinLawGroup.com.



MIDORI CONNOLLY

Principal | AVGirl Productions

Midori is the Principal at AVGirl Productions and former co-owner of an AudioVisual company. She is best known for producing the first set of best practices for Sustainable AV Staging. Midori provides support to meetings and events for clients around the world, with specialties in her turnkey hybrid meeting solutions and green(er) AV production.

Recently appearing in Wired Magazine, she was also recognized as a Platinum Speaker by Meeting Professionals International and a Best-in-Class Speaker for Professional Convention Managers Association. She frequently speaks to groups about affordable webcasting/hybrid meetings, high speed Internet access for CVBs, hoteliers and event planners and future business trends in our digital culture. Midori has been named to the Most Innovative Event Professionals by BizBash Media and 40 Under 40 for both Collaborate and Connect Magazines. She is the AVGirl advice columnist for PlanYourMeetings.com, served as 2012–2014 Chair of the Infocomm International Rental & Staging Council and was the only woman who served on InfoComm's first-ever Green AV Task Force. Midori truly is devoted to making technology more human, approachable and sustainable.

Midori is a Phi Beta Kappa and graduated cum laude with a major in International Business and a minor in Japanese from San Diego State University. When not exploring the technium, Midori can be found golfing, hiking, horseback riding or enjoying sunny SoCal with her son and daughter.



LEE EVERETT, MPT

Owner | Healthy Motion

Lee Everett received her Master's degree in Physical Therapy from Northwestern University in 1992 and also holds a Master's degree in exercise physiology. Lee has worked at the Rehabilitation Institute of Chicago for 10 years and now owns her own outpatient physical therapy clinic and Pilate's studio in a suburb of Chicago. She is a certified state sponsor of continuing education for the Illinois Department of Professional and Financial Regulation (IDFPR), as well as a certified provider of continuing education for Aerobics and Fitness Association of America (AFAA) and American Council on Exercise (ACE).

Lee developed her own exercise DVD, *Healthymotion: Pilates For Everyone*, and has co-written a book on AquaPilates. She has been a consultant with the Time Life Co. as a medical editor on several projects regarding exercise. She has also worked on the medical team as a representative of RIC at the 1996 Olympics and Paralympics in Atlanta. She is a certified STOTT PILATES™ instructor trainer and a continuing education provider for physical therapists, fitness professionals and Pilates instructors.

Lee has been teaching group exercise classes in the fitness industry for more than 20 years. She is passionate about injury prevention, physical therapy and exercise, and bringing "healthy motion" to everyone in order to keep the population free of injury.



MARY LYNN FAYOUMI, CAE, SPHR, GPHR

President & CEO | The Management Association

Frequently quoted in the *Chicago Tribune*, the *Chicago Sun Times*, and *Crain's Business*, Mary Lynn Fayoumi is a highly sought after speaker, trainer, and business advisor. She is an accepted authority on a wide spectrum of organizational effectiveness issues, including workplace culture, people management, communication and leadership. Her expertise in labor and employment laws and practical approach to current HR trends has afforded her opportunities to deliver programs throughout the country. As a prolific writer, Mary Lynn is published regularly in the *Business Ledger* and *Forum* magazine, and her weekly business commentary at *hrsource.org* is the site's most read feature. Mary Lynn has been a member of the National Association of Manufacturers' (NAM) board of directors, where she served on its Human Resource Steering Committee, and was recently Chairman of the Employer Association Group (EAG). She is a Certified Association Executive (CAE) and holds both the Senior Professional in Human Resources (SPHR) and Global Professional in Human Resources (GPHR) designations. She was honored as an "Influential Woman in Business" by *The Business Ledger* and is a recipient of the John C. Thiel Distinguished Service Award through the Association Forum of Chicagoland. Mary Lynn graduated summa cum laude from the University of Iowa with a Bachelor of Business Administration degree in Industrial Relations/Human Resources. She also earned an MBA in International Management with Honors from the Thunderbird School of Management.



BOB MOORE, CAE

Chief Operating Officer | American Dental Hygienists Association

Bob Moore, CAE, is a Certified Association Executive with almost 20 years of association management experience. Moore currently serves as the first chief operating officer of the American Dental Hygienists Association, a 33,000 member association.

Previously, Bob served as the first executive director for the Technology Councils of North America (TECNA), an amalgamation of technology trade organizations representing more than 22,000 technology-related companies across North America where he grew membership and non-dues revenue by more than 25%. He has also served as vice president for the Institute of Food Technologists (IFT), an 18,000-member association. At IFT he and his team worked with the Board and 2,000 volunteers annually overseeing the development and implementation of the society content, community and certification strategies and programs.

Previously, Bob worked with a variety of associations, including technology user groups, as associate director of education at SmithBucklin Corp., the world's largest association management company. Bob also worked as the director of community-based initiatives at the American Academy of Pediatrics, a 60,000-member professional society, where he secured several million dollars in grants, facilitated grantee best practice sharing, and supported policy development for children with special health care needs.

Bob received a B.S. degree in Industrial/Organizational Psychology from Illinois State University and an M.A. degree in Organizational Communications from the University of Northern Iowa. He is a Diversity Executive Leadership Program (DELP) scholar with the American Society of Association Executives (ASAE).



CHRISTINE SAHLAS, CPT, CPI, ILC

Pilates Studio Owner | Health & Wellness Coach

Christine Sahlas serves as instructor and owner of Lifestyle Pilates Studio in Elmhurst, IL. Her keen understanding of the corporate lifestyle, combined with her passion for health and wellness, fueled her to work with individuals to successfully and strategically integrate exercise programs into busy schedules and lifestyles.

Christine's focus is on the wholeness of one's health and wellness for a better body, mind and spirit. She has taught The Pilates Method for eight years and is a Certified Personal Trainer. She has studied sport yoga, functional training and sports nutrition. She is a Certified Integrative Life Coach and holds a Rieki Certification.

Fusing together her knowledge and experience, she's created a simple methodology of how to create more balance in the lives of many. Christine tackles and proposes simple solutions for the many issues people face relating to the broad topic of health and wellness.



JOHN F. SENA, PHD.

Professor | Ohio State University

Former Executive Vice President | Healthcare Research Systems

John F. Sena, PhD., currently a professor at Ohio State University, served for several years as the Executive Vice-President of Healthcare Research Systems, a medical outcomes measurement and marketing firm in Columbus, Ohio. A successful author and lecturer, Dr. Sena has received three University-wide awards for outstanding teaching, as well as Ohio State University's Distinguished Affirmative Action Award. Dr. Sena also served as the Assistant Provost of the University.

In addition to publishing numerous scholarly books and more than 60 essays, Dr. Sena has written three books dealing with the workplace: *From Campus to Corporation and the Next Ten Years*; *Transitions: Successfully Managing Career Changes from Mid-Career to Retirement*; and *Work is not a Four-Letter Word*. Two have won national awards for excellence. *From Campus to Corporation* has been translated into Spanish, and *Work Is Not a Four-Letter Word* has been translated into Russian and Chinese. The latter work was also chosen by a business book-of-the-month club as its monthly selection.

Dr. Sena has given hundreds of seminars on emerging trends in health care, creative thinking, leadership skills, change management, communication and presentational skills, healthcare topics, business writing, management practices, and motivation to a wide variety of organizations and audiences. He has been a presenter for American College of Healthcare Executives (ACHE) for the past 18 years; served as chair of the National English Advisory Committee for the College Board; and was a writer of the English portion of the Scholastic Aptitude Test (SAT). Dr. Sena received his doctorate and Master's degrees from Princeton University.

CONTACT THE LEARNING STUDIO, INC.

For additional information on any of The Learning Studio, Inc.'s professional development workshops, or to obtain a pricing breakdown, please contact TLS President & CEO Debra Zabloudil at debra@learningstudio.biz or 630.936.3068.



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