

PROGRAM CATALOG



the *Learning* Studio *inc*

Keynotes, Workshops and Staff Training

2020 Catalog

Turnkey for you, customized for them



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About The Learning Studio



The Learning Studio, Inc. is a full-service education, training and consulting firm providing gold standard leadership and management courses with forward-thinking learning interventions. Our mission is to provide clients with exceptional and innovative learning 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 offers a cadre of 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, and provide lasting value.

Your Training Needs



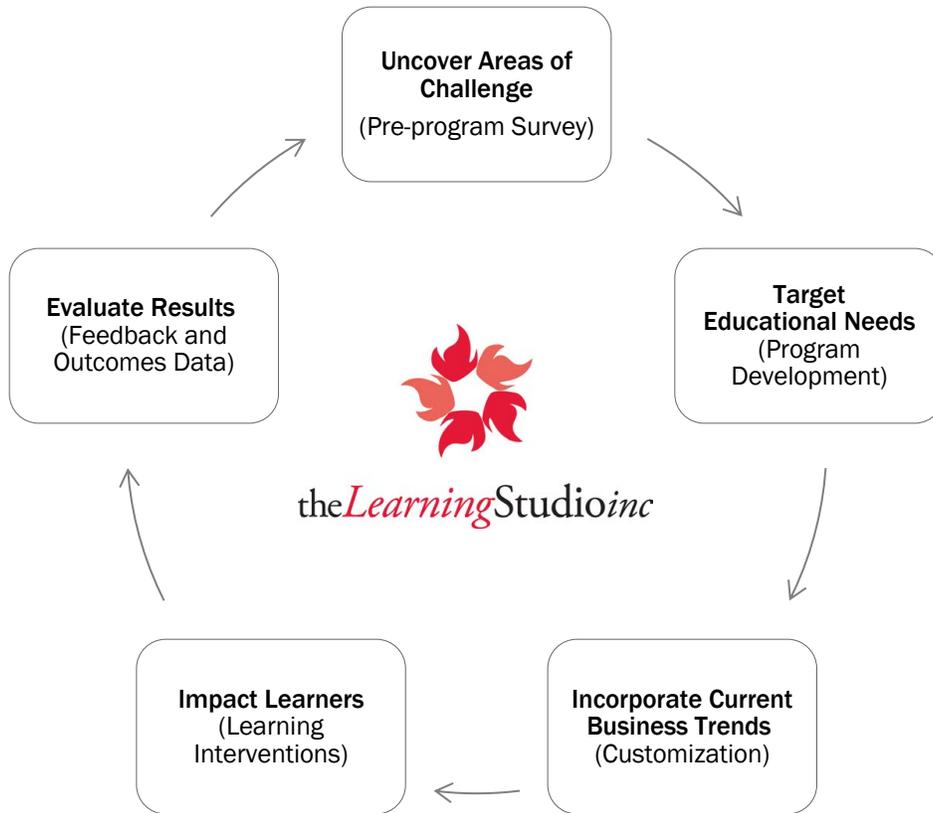
Whether you are looking to offer just one course or need to plan your training strategy for the entire year, we can assist you in developing or customizing programming to meet your needs. With a variety of turnkey workshops (*always customized*, never “canned”) and the ability to build unique program elements, 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.

Who are our programs for?

- Your members
- Your volunteers
- Your leadership
- Your staff

We start with the audience in mind and customize the subtle but important nuances to meet each audience’s needs.





BRANDING LIKE A ROCKSTAR

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

BUILDING POWERFUL CLIENT RELATIONSHIPS WITH SOLUTION BASED SELLING

Successful selling is about helping buyers make the right decisions – showing buyers appropriate choices that will allow them to accomplish their objectives. An account executive needs to focus on some critical questions before they can sell anything. This course explores those critical questions and how to get the answers that will allow a salesperson to focus on solutions that earn trust and build powerful relationships.

✓ Key Takeaways:

- Learning to sell beyond price
- Techniques designed to help buyers make good choices
- Proven follow up techniques
- Closing deals in a solution-based framework

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

+ COMBATING YOUR OWN BIAS

While it may be difficult to admit, we all have biases. These biases are built on several factors: how we were socialized growing up, our families, our personal experiences, where we live and work, how we live and more.

The issues of bias are plentiful: unconscious, implicit, cognitive and more. Join this informative course as we address the issue of bias. You will leave with a better understanding of recognizing these biases, how to recognize them in yourself, and how to lead with a proper understanding of individuals before you, who they are, and what they bring to the workplace.

✓ Key Takeaways:

- Understand your own collection of biases and how they inform thoughts and actions
- Become aware of unconscious bias, and how this underlies the way we interact with others
- Steps for greater awareness and mindfulness around learned biases in work and in life

✿ 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

+ CREATING ORGANIZATIONAL ASSETS THAT UP THAT UP YOUR VALUE GAME

For every association, there is a need for tangible assets to provide value for the membership, and a reason to belong. Whether those assets are at no charge or are at a reduced fee for members, there must be a compelling mix of programs that advance the cause of the membership: to have a seat at the leadership table, to learn a new skill, to understand how to lead or to embrace a new innovation. This course will discuss why, how and when associations must review their current assets, introduce new products and services, and add value to the membership.

✓ Key Takeaways:

- Learn the telltale signs in any organization that your product and service mix is in decline
- Understand what should be done on a yearly basis to fine tune your product portfolio
- How to effectively communicate the retired, revamped and new to your membership

CREATIVE THINKING IN 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

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

DIFFICULT CONVERSATIONS: MORE GAIN, LESS PAIN

Whether delivering difficult news to key stakeholders or customers or having to deliver bad news on a performance evaluation, understanding how to successfully deliver an unwanted message is critical to organizational success. This course will demonstrate the communication skills and techniques needed to effectively deliver a difficult message with confidence and clarity, thus ensuring the best possible results.

✓ Key Takeaways:

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

DISRUPTION 2.0: 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. We all know about the disruption of Airbnb, Snapchat and Uber, but there are new disruptors that have become part of the 2020 landscape.

This timely session will discuss many of the newest 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

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



NEW PROGRAM

LEVERAGING EMOTIONAL INTELLIGENCE TO UP YOUR LEADERSHIP GAME

It is often said that professionals don't fail in their work because they don't have the functional skills to be successful, but that they aren't skilled and developing and building relationships. Consequently, one of the most important skills for any professional is a sense of emotional intelligence. What is emotional intelligence (“EQ”) and why is it so important? Emotional intelligence is the ability to understand, and regulate, your emotions and that of others and to be more aware, present and cultivate a positive outcome.

The benefits of emotional intelligence are numerous and can positively affect your work, by improving your ability to interact with customers and team members every day. This course is a “must” for anyone in a customer-facing profession!

✓ Key Takeaways:

- Identify concrete, proven benefits of emotional intelligence in the workplace
- Understand proven techniques to build your capacity for emotional intelligence integrate these concepts into daily work and life
- Understand the four core areas of EQ and how skilled you might be in each area

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

What do Mick Jagger, The Beatles, Lady Gaga, and Bono 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 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

DON'T LET EXPERTISE BE THE ENEMY OF INNOVATION!

Innovation is the lifeblood of any organization that intends to remain viable in the years to come. But as our organizations, and its staff, become more expert and educated, innovation can suffer. Instead of a sense of intellectual curiosity and wonder, we instead may feel we can predict the path ahead, unwittingly turning off the innovation valve. Join this session to understand this concept, identify it in your organization and create a changed mindset toward innovating for the future.

✓ Key Takeaways:

- Be able to recognize the signs of expertise shutting down innovation—in yourself, your colleagues and the association
- Understand how to lead a creative workforce that also strive for professional expertise
- Walk away with three exercises to use with your team to test the expertise/innovation balance

NEW PROGRAM

INCREASING MEMBER ENGAGEMENT THROUGH A TURBO-CHARGED STRATEGY

The saying “what got you here won’t get you there” is one that has become ubiquitous with today’s business world, as well as the world of associations. Membership organizations that simply rely on the steady, but well-worn practices of the past will likely find themselves losing traction with each day that passes.

The organization must first have a very strong command of the demographics of its members, learners and non-member customers. If those demographics stay the same, will the association thrive into the future??

Beyond a strategic plan, every association needs a strategy around its products and services, and the ways in which it engages members. Those strategies need to “move the needle” and push the association to where it needs to be to stay relevant moving forward.

✓ Key Takeaways:

- Understand the importance of knowing, and tracking, your organization’s demographics
- Learn from great case studies of associations who have turned around their strategies to achieve their goals
- Create a roadmap for some of your organization’s most pressing challenges, and ways to prevail

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

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

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

LEADERSHIP DEVELOPMENT INSTITUTE (2.5 TO 4 DAY PROGRAM)

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

LEADING CHANGE: STAYING RELEVANT IN THE NEW WORLD ORDER

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

LEADING COLLABORATIVELY

NEW PROGRAM

The concept of teamwork has changed dramatically in the past few years. Between local virtual teams, multi-national and global teams, modified workweeks, job sharing and more, the concept of teamwork takes on all new meaning.

Join this program as we discuss the challenges and rewards of different types of team dynamics. Specifically, what makes different types of teams work effectively and how to create a cohesive team culture, assure accountability and move projects forward when colleagues are not always sitting alongside each other.

✓ You will learn:

- Tips in how to effectively lead and manage virtual and global teams
- Ideas on how to overcome collaboration challenges & solutions
- Managing multi-generational teams and how to evolve your style to lead and manage Gen Y and Gen Z most effectively
- Shared knowledge as an organizational asset

LEADING THROUGH 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

✓ 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
- Understand how to assure situations of conflict are healthy within your organization

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)

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

ORGANIC BUSINESS DEVELOPMENT STRATEGIES

While paid business development methods such as advertising are a proven way to generate leads, organic business development is an important supplement to a company's sales program. In addition to being less costly, organic efforts have a higher success rate because they are cultivated over time and tend to promote engagement at the right moment in a buyer's journey.

✓ Key Takeaways:

- Proven organic business development strategies
- Benefits and challenges of organic business development
- How management can support organic efforts
- Finding the right mix – organic and paid

PITCHING IT UP AND SELLING IT 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

SALES REP — DEFINING THE JOB DESCRIPTION

In Every company needs to consider some key principles and concepts to set as the foundation of their sales program. Do you expect your sales representatives to do it all — acting as business developers and deal closers? Will the company generate leads for the sales reps, allowing them to spend more time selling in front of decision makers? Will the emphasis be on organic or paid business development efforts? There are choices to make that can greatly impact a company's level of growth.

✓ Key Takeaways:

- Establishing a clear understanding of expectations for management and the sales team
- Evaluating options for business development
- Exploring organic business development strategies
- Looking at paid options — beyond traditional advertising

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.

✓ Questions to be Answered:

- 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

THE CASE FOR INNOVATION

In today's workplace, creativity and innovation is not an option - it is, and will continue to be, a business imperative. 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.

Innovation plays a fundamental role in our thought processes, leadership practices, problem solving and decision-making. This course will help you understand how to keep innovation alive in your company and department.

✓ Key Takeaways:

- Increase efficiency and effectiveness by bringing innovation into the workplace dialogue
- Use creative techniques for problem solving and decision making
- Understand how you might overcome the personal, organizational, and environmental impediments to innovation

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

“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.

✓ Key Takeaways:

- 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



NEW PROGRAM

WOMEN AND CONFIDENCE: THE ESSENTIAL ATTRIBUTE FOR SUCCESS

The number of women in leadership positions in all industries has increased significantly over the past 10 years, although women are still significantly underrepresented in many areas in the work world today. And even when represented in numbers, challenges still exist for women in the workplace.

The good news is that women (and men) can take steps toward a greater feeling of empowerment, gained through confidence. Significant research points to a deficit of confidence for women even in the most elevated positions, compared to their male counterparts.

✓ Key Takeaways:

- Understand why women typically struggle with confidence more than their male counterparts
- What does it mean to lead in a male-dominated industry, and what challenges might you have along the way?
- Challenges around inclusion and the formal and informal social work networks
- Confidence and action: the critical dynamic between these two forces in the workplace
- Advocating for ourselves and others

YOU, THE LEADER: ESSENTIALS FOR SUCCESS

This foundational course will discuss four main areas of leadership essential to moving yourself and any team into the future. This fast-paced webinar will cover four essential areas that can lay the foundation of your leadership plan.

- Leading Strategically
- Leading People
- Leading Collaboratively
- Leading Change

✓ Key Takeaways:

- Learn to lead with authenticity and transparency
- Understand what to consider as you start to build a strategy for your department or team
- Learn how to leverage the best of yourself to better lead people, even through challenging times
- Know the importance of leading collaboratively both inside and outside the walls of the organization
- Understand how to embrace change, and begin to help others do the same



“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**.”

“Thank you so much! It’s been such an amazing and rewarding experience to have been part of this course for the past two years. Thank you again!”

“Thank you for sharing the content, your knowledge as well as your experience. I really enjoyed it.”

“Debra, such an inspiration! Wow! #rolemodel”

“Thank you for all your support and efforts to make us better leaders.”

“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.”



“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, FACHE

President & Founder | The Learning Studio, Inc.

Debra serves as President & Founder of The Learning Studio, Inc. (TLS) a consultancy and training organization serving associations and their members.

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, Debra is a past chair of ASAE’s Professional Development Council, has chaired the Association Forum’s Education SIG, and is a current member of ASAE’s Key Consultants Committee and the ASAE Foundation Committee 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, is a PCMA “Best in Class Speaker” and is a graduate of the Search Inside Yourself Leadership Institute.



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 *hrsourc.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

Executive Director | American Academy of Osteopathic Family Physicians

Bob Moore, CAE, is a Certified Association Executive with almost 20 years of association management experience. Moore just began his term as the new Executive Director for the American Academy of Osteopathic Family Physicians. Moore previously served as the first chief operating officer of the American Dental Hygienists Association, a 33,000 member association.

Before ADHA, 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.

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).



JOHN F. SENA, PHD.

Professor | Ohio State University

Former Executive Vice President | Healthcare Research Systems

John F. Sena, Ph.D., 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.



BOB TULLIO

President | tullioB2B LLC

For nearly four decades, Bob Tullio has marketed products and services to every level of business, from small companies to Fortune 500 firms. His successful track record as key strategist, sales trainer, national business development specialist and media manager, has resulted in a fast-paced consulting practice.

He enjoys a unique perspective – having been the owner of a small company, which he ultimately built into a large company. Bob understands the challenges and opportunities related to company size.

In what he calls his “biggest deal ever,” Bob helped orchestrate the sale of his company (Gourmet Coffee Service, Inc) in 2017, to Compass Group of London, England, among the largest deals the office refreshment business has seen in recent years.

Bob is currently President of tullio B2B LLC, which focuses on assisting clients in three areas: Business Development, Communication and Strategic Planning.

Bob is currently writing a column, "Strategic Management," for the digital industry publication, www.vendingmarketwatch.com and will be speaking at the 2018 NAMA Show, which focuses on issues related to the office refreshment industry.



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 & Founder Debra Zabloudil at debra@learningstudio.biz or **630.936.3068**.



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