



the *Learning* Studio *inc*

PROGRAM CATALOG

Keynotes, Workshops and Staff Training

Turnkey for you, customized for them

FALL 2021 - SPRING 2022



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About The Learning Studio

The Learning Studio, Inc. (TLS) 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 are committed to transformational learning – meaning our training will transform 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 or several years, 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 target the programs to learners’ needs, as well as knowledge and practice gaps.

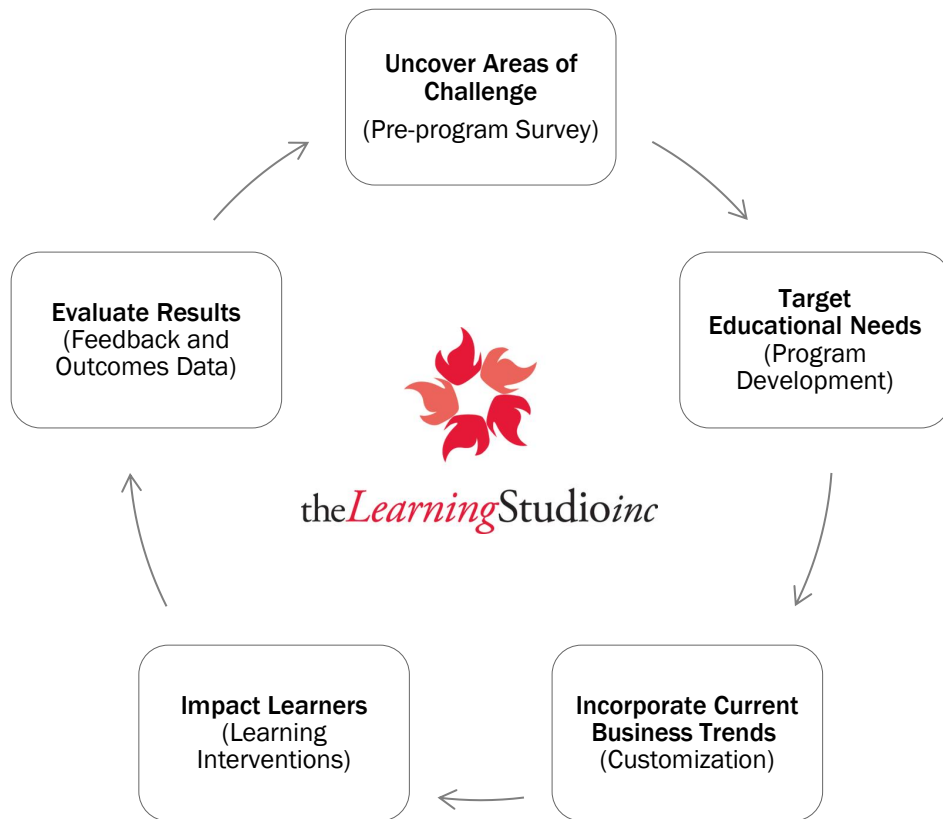
One important principle central to our training is that **adult learners need interaction**. This is precisely why we deliver 60-minute keynotes, conference sessions and webinars, as well as three- and six-hour workshops. All programs feature an engaging, open learning environment, and will produce **measurable outcomes**. To ensure this, participants complete a brief online confidential survey applicable to the training topic before 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 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.

All TLS programming is available to be offered both virtually and in-person. Most topics contained in the catalog are available for a duration of 60 minutes to a full day, depending on the needs of the client and the modality of delivery. Ask us to customize! We love creating unique programs in the right context for each client and industry.





NEW PROGRAM

THE ADAPTABILITY QUOTIENT

The World Economic Forum estimates that 65 percent of jobs today will no longer exist in ten to fifteen years. Additionally, the COVID-19 pandemic has forced jobs to transform more quickly than ever before. The bottom line? To remain relevant, organizations and employees must be more adaptable than ever.

You have heard of IQ and may be familiar with EQ, but what is AQ?

Adaptability Quotient (AQ) is the ability to determine what's relevant, forget obsolete knowledge, overcome challenges, and adjust to change in real time. Those with a high AQ are more open-minded, seek new solutions, attempt to see situations from an alternate point of view, are intellectually curious and gravitate toward new skill development. Wouldn't we all want to operate in this manner, and assure that our teams do as well?

Join this course where you will learn more about AQ and, more importantly, how to develop a deeper AQ in yourself and your team.

✓ Key Outcomes:

- Discover how to “unlearn” behaviors that are barriers to adaptability
- Understand how to run rapid experiments for adaptability
- Become more aware of your own style related to adaptability, and how to shift yourself to a different mindset
- Be able to understand your organization better, and its ability to produce and support adaptable employees



NEW PROGRAM

THE ART OF DELEGATION

Learning how to delegate is a baseline skill for management and leadership. The more responsibility you assume, the less you can “do it all alone”. We also know that different perspectives can provide diverse and better ideas to a project, which gives better results. But delegation is not easy, and we often feel it is easier to do things ourselves rather than take the time to coach others on something new to them. This course will help you understand how to effectively delegate, which will be a boost to both you and your team.

✓ Key Takeaways:

- Realize and understand that there is an opportunity cost to the manager and the organization when delegation is not happening effectively
- Understand how to shape the thoughts and actions of others to handle delegated projects, rather than simply dictate tasks
- Discuss and become clear about where accountability lies with delegation and how to assure that projects are completed successfully and within deadlines

BUILDING A CONNECTED TEAM IN A VIRTUAL WORLD

Many leaders and managers yearn for the days of an in-person team, where it was easy to communicate, check-in, and chart progress. The reality of today, however, demands that leaders and managers have the ability to build and sustain a positive culture across miles and online portals.

This course will facilitate all new thinking about building and managing teams in the “new world order”.

✓ Key Takeaways:

- Understand ways to best communicate with your team in a virtual environment
- Learn ways to create and keep organizational and team culture while working at a distance
- Understand how to engage employees when the break room and “water cooler” no longer exist

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:

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

CAREER MAPPING

Similar to a business plan, a career map helps you strategize on your career --- what you want from it, short-term and long-range goals, and what skills and abilities you need to get there. This course will help you strategize in an all-new way about your career. You will develop your own personal career-driven 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 path that will guide upcoming actions and decisions. Participants will be able to chart their path for growth and development within the coming year, 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
- Establish 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

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



NEW PROGRAM

COMPASSIONATE LEADERSHIP: THE KEY TO BUILDING STRENGTH, TRUST AND LOYALTY DURING DIFFICULT TIMES

As we all know, life has been very challenging since Covid-19 dramatically changed our world. What seemed a natural and assumed way of working and living has been turned upside down. The workplace is different, with many of us working remotely, and we are envisioning this continuing for the foreseeable future.

Not only are you experiencing this but so is your staff, your colleagues, and your customers. With a greater number of life's stressors, the need for compassion becomes even more critical.

Yet somehow, being compassionate is not something that is taught to us as leaders or professionals. Further, we may believe that showing too much compassion, especially for women, makes us look weak or ineffective. This critical and dynamic session will uncover a number of ways that you can build compassion into your leadership style to not only help yourself, but others as well.

✓ Key Takeaways:

- Learn the core traits of compassionate leadership
- Understand how to be both a strong leader and one that is compassionate
- Know how to lean into empathy while maintaining high standards for yourself and others
- Experience examples of compassionate leadership and the results it has had on employee culture and outcomes

CREATING AND DELIVERING MEMORABLE PRESENTATIONS

Being able to deliver an effective presentation is a necessity in today's workplace, whether it is in person or in a digital format. Truly effective presentations are those that are both memorable and transform the audience in some way to act or think differently or be inspired to take a next step. The presenter who is truly effective must be able to communicate information and ideas effectively in front of a room of 12 or 2000. This session walks you through how to prepare for a presentation, how to assure meaning and connection, the proper use of visuals to enhance the presentation, and delivering your message in a way that creates lasting impact. Attendees will also have an opportunity to practice presenting in small group settings.

✓ Key Takeaways:

- Knowing your audience to assure that 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 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, learn a new skill, and understand how to lead or to embrace 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
- Effectively communicate the retired, revamped, and new to your staff, leadership and 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 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 exercises for improving one's creative powers, and provides concrete applications to address specific challenges.

✓ 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 stereotypical thinking
- Define tasks, problems, and projects in new and different terms

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 and will leave? 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 another 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 before having 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

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 staff become more expert and educated, innovation can suffer. Instead of a sense of intellectual curiosity and wonder, we instead may feel that 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:

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

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 certainly tomorrow) looks and feels very different. This seminar is about identifying emerging trends that will be part of our healthcare 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 coming years

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, but 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, to elicit their best work for you and your organization

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 that 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 appropriate choices

LEADERSHIP DEVELOPMENT PROGRAM (2.5 DAY IN-PERSON PROGRAM OR 4 TO 6 WEEK VIRTUAL 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; effectively building 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 amongst staff, supervisors, and others

LEADING AND MANAGING IN TIMES OF EXTREME UNCERTAINTY

An old adage says that the “only constant in life is change”. If the great pandemic has taught us anything it’s that this saying is entirely true. Covid-19 has challenged organizations and economies around the world and has placed many organizations in a struggle for their very survival. The ability to make sound decisions, trust the collective judgment and avoid perilous overanalyzing is critical to remain relevant in today’s challenging landscape. We also must understand ourselves in the face of change, and help others overcome barriers and roadblocks to change.

✓ Key Takeaways:

- Learn what sources to turn to in the quest for knowledge about future changes that will affect your organization
- Understand how to take your team through a sound decision making methodology that will help the team move ahead, while mitigating risks
- Develop a framework for anticipating sweeping change, and how it might affect your business and its customers

NEW PROGRAM

LEADING COLLABORATIVELY

Collaboration is one of the key elements to professional life in the 21st century. Companies and organizations often realize that they need to move in a new strategic direction and are faced with the challenge of “build or buy”. The bottom line is that no organization needs to own everything it does. And it is often not in the best interest of the organization to do so.

We also know that the concept of teamwork has changed dramatically in the past few years, and even more so since the onset of COVID-19. Between local virtual teams, multi-national and global teams, modified workweeks, and everything being virtual for periods of time, the collaboration game seems more challenging than ever. But collaboration is key in relationships both inside and outside the organization. This program discusses the ways that teams work collaboratively and think differently about collaborative opportunities.

✓ Key Takeaways:

- The importance of collaboration efforts stemming from organization and department strategies
- Understanding the range of opportunities available to you as you seek collaborative partners
- How to best collaborate internally with colleagues and other departments
- Shared knowledge as an organizational asset

LEADING THROUGH CONFLICT: STAYING COOL AND EFFECTIVE THROUGH THE MOST DIFFICULT 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 to maintain the health and viability of an organization or department. This workshop will help you understand the root of conflict, how to turn conflict into a constructive dynamic, and how to lead through it all.

✓ Key Takeaways:

- Understand individual conflict styles (your own and others) to determine the best path to a healthy resolution
- Learn how and when to address conflict
- Understand how to assure that conflict situations 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. Appropriate phone, e-mail, text, and social media communications will also 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, including phone, e-mail, voicemail, text, social media such as Facebook and Instagram, and more

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 because they aren’t skilled in 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 those of others, to be more aware and present, and to cultivate a positive outcome.

The benefits of having a high EQ 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 EQ in the workplace
- Understand proven techniques to build your capacity for EQ and integrate these concepts into your daily work and life
- Understand the four core areas of EQ and how skilled you might be in each area

MAYHEM OR MINDFULNESS: LEARNING TO INCREASE YOUR BALANCE AND LOWER YOUR STRESS

“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 training, integrating deep personal development with best practices we’ve learned from individuals and teams creating positive change within organizations.

What exactly is mindfulness? 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 may be promoted by certain practices or activities, such as meditation, it is not equivalent to or synonymous with them.

Among the benefits of mindfulness are self-control, objectivity, affect tolerance, enhanced flexibility, improved concentration and mental clarity, emotional intelligence, along with the ability to relate to others and oneself with kindness, acceptance, and compassion. Additionally, mindfulness is highly correlated to stress reduction, one of the most attractive features for many people.

✓ Key Takeaways:

- Learn 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 powerful influences in creating a positive work environment that, 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 motivation goals and gives you 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

THE NIMBLE AND ADAPTIVE LEADER

In today's work world we must anticipate change, plan for that change, and then be open to new ways of doing business, new relationships and more. We must also bring others along to assure that the organization is heading in the right direction. Being nimble and adaptable makes our teams, and our organizations, stronger. This course explores some of the core principles of being a nimble and adaptive leader.

✓ Key Takeaways:

- Understand how to anticipate what is ahead and how to lead your team effectively through change
- Know how you are calibrated toward change (particularly unanticipated change) and how that affects your ability to effectively lead through it
- Learn new ways of thinking about your business processes, customer service, culture, and leadership, as well as your organization's place in the larger community

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 can 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 between organic and paid

PITCHING IT UP AND SELLING IT SIDEWAYS: A MASTER CLASS ON INFLUENCE

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, get 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

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 both 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:

- Establish a clear understanding of expectations for management and the sales team
- Evaluate options for business development
- Explore organic business development strategies
- Look at paid options beyond traditional advertising

STRATEGIC PLANNING SESSION FOR PRODUCTS/SERVICES

This is a one-day, customized session that can be designed for anyone involved in your organization's products and services.

The goal of this 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 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 to ensure that 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 and engagement products, 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 and 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 that 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 they think more creatively when they can share potential solutions with each other. Wouldn't everyone want to be part of something like that?

But 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 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 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 experts are adept at presenting the content in a relevant way that both engages the 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, both for in-person and virtual presentations.

✓ 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 learners and drive lessons home quickly and effectively
- Practice presenting and receive immediate feedback and suggestions for improvement

WOMEN AND CONFIDENCE: THE ESSENTIAL ATTRIBUTE FOR SUCCESS

The number of women in leadership positions in all industries has increased significantly over the past ten 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
- Learn what it means to lead in a male-dominated industry, and what challenges you may have along the way
- Address challenges around inclusion, and the formal and informal social work networks
- Understand the critical dynamic between confidence and action in the workplace
- Learn how to advocate for yourself and others

YOU, THE LEADER: ESSENTIALS FOR SUCCESS

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

- Leading Strategically
- Leading People
- Leading Collaboratively
- Leading through 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 help others do the same



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**.”

“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 aways"** 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, is 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 TLS 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 Zabloudil, FACHE, is the President and Founder of The Learning Studio (TLS), an association consultancy and training organization. TLS was created in 2004, when Debra saw a need for gold standard leadership development in the workplace. Since that time, she has helped companies across the nation and the globe strategize, coach and train around their most pressing business needs of the day.

Debra is considered an industry leader in speaking, training, facilitating and “all things adult education”. TLS produces high quality learning experiences and offers a full catalog of professional development programs for organizations of all size and scope. TLS has designed leadership development programs for individuals and groups with many years of experience, as well as those aspiring to leadership.

Before launching TLS in 2004, Debra served in many senior staff positions with a variety of nonprofit organizations and associations. Those include 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 (FACHE). Debra is a past chair of ASAE’s Professional Development Council, is current and past chair of the Association Forum’s Education SIG, is a PCMA Best in Class speaker, and has completed the international “Search Inside Yourself Leadership Institute” program on mindfulness in the workplace in 2016. She was 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. Beyond that, Debra is insightful, articulate, adaptable, and a continuous learner and seeker of joy.



MARY LYNN FAYOUMI, CAE, SPHR, SHRM-SCP

President & CEO | HR Source

Mary Lynn Fayoumi, CAE, SPHR, SHRM-SCP is the President and CEO of HR Source, a Chicago-based employers' association with over 1200 member organizations. She is a highly respected speaker, trainer and advisor and an accepted authority on a variety of workplace issues including culture, employment trends, and HR management. Countless organizations have benefited from her expertise during her twenty plus years at the association.

Mary Lynn is a prolific writer, quoted and published regularly in a variety of industry publications. She currently serves on the World at Work Board of Directors and is Past Chair of the Board of Directors for both the Association Forum of Chicagoland and the Employer Associations of America. She is also an Advisory Board Member of the Community Memorial Foundation. Mary Lynn was honored by Crain's Chicago Business as a Notable Leader in HR in 2020 and was named the 2021 Woman of Influence by the Association Forum.

Mary Lynn is a summa cum laude graduate of the University of Iowa with a Bachelor of Business Administration in Industrial Relations/Human Resources. She also holds an MBA with honors from the Thunderbird School of Global Management.



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.



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 that 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 he spoke 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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