



ACCENT  
LEARNING & CONSULTING

## Course Catalog

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## YOUR ONE-STOP TRAINING EXPERTS

Since 2004, Accent Learning and Consulting, LLC, has facilitated professional development sessions and discussions designed specifically to provide communication solutions for the business professional.

Our founder, Sarah Gibson, holds a Master's degree in Communication and has been teaching communication courses since 1999 in academic and business environments. With Sarah and other dynamic instructors, we are ready to meet your learning and development needs.

## COURSE OFFERINGS

Your business needs are varied, so we've created a team of experts with experience in a variety of fields. Whether your need is business writing, communication skills, generational expertise, managerial skills or time management, we have professionals ready to provide action-oriented learning for your organization.

Read our course descriptions to learn more about how our exceptional programs support your organization's professional development needs.

## CONFERENCE AND KEYNOTE TOPICS

Ask about adapting our classes into a conference / keynote format. Refer to the conference page at the back of our learning catalog to learn more.

## ENGAGE US!

Contact us today to explore how our sessions, conference topics and keynotes can support your organization's professional development goals.

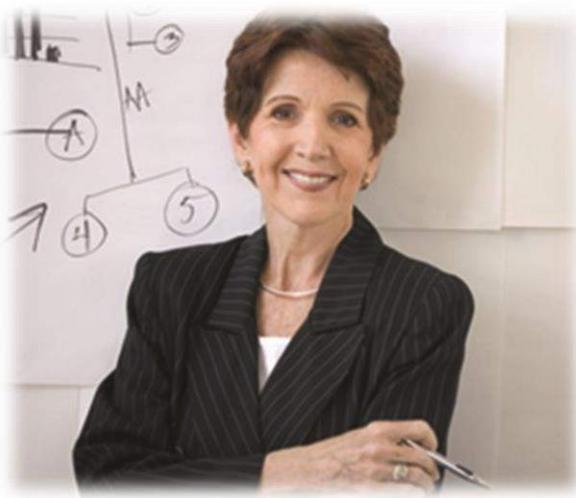
With fast-paced business environments, your professional development becomes even more critical to your long-term success. Our classes will help you hone and develop best practices in a variety of areas including: business writing, communication, productivity and effectiveness, team building and leadership.

## BUSINESS WRITING

### Business Writing

Designed with practical tips and tools for the every-day writer who wants to write clearer, faster, more effective messages, this half-day session discusses how to:

- Organize your writing for the most effective results
- Use active voice
- Construct parallel lists and bulleted material
- Choose 21st century language—balancing professional and casual
- Use updated grammar
- Edit and proof material



## COMMUNICATION AND PROFESSIONAL DEVELOPMENT

### DiSC Team Building

DiSC is a communication style model designed to help us understand our communication needs and preferences, along with the needs and preferences of others. Once we understand the key needs behind our actions and preferences, we are then able to adapt our style be more effective with others. In this half-day workshop, we will help you:

- Discover the four styles of behavior and general preferences of your style
- Identify your strengths and what happens when you overuse those communication behaviors
- Learn to read other styles and preferences
- Discover when your behavior is in conflict with others
- Learn how to adapt your communication style to other styles

### Emotional Intelligence

Maximize your effectiveness by understanding the link between emotions and behaviors and then leveraging the link to achieve greater results. This session will:

- Explain the four phases of emotional intelligence
- Identify opportunities to change behaviors to more effectively manage work and personal interactions
- Identify methods and techniques to improve your emotional intelligence

## Gender Communication

This half-day session focuses on understanding gender communication in the workplace by examining the innate and learned behaviors of male and female communication styles. Specifically, we will cover:

- Individual contributions and challenges to gender communication
- Research-based gender communication tendencies
- Skills for adapting to individual styles
- Effective communication, appreciation, and respect for both genders

## Meeting Management

This half-day session focuses on making your meetings more effective and efficient. Specifically, we'll help you:

- Determine if a meeting is necessary
- Choose the type of meeting
- Prepare for a meeting
- Create and manage an agenda
- Manage participants
- Use decision making tools
- Evaluate the effectiveness of meetings



## Managing Multiple Priorities and Interruptions

Designed for employees who deal with shifting priorities and continuous interruptions. This half-day session will help you:

- Assess your personal level of effectiveness
- Determine individual time robbers and strategies for success
- Determine and use effective time management tools to prioritize activities and manage tasks
- Prioritize on the fly
- Use one-task brain mode for multiple stimuli
- Teach critical questions to help your team manage multiple priorities
- Implement a prioritizing system to assist in controlling workflow, time, space and interruptions

## Presentation Skills

This half-day session focuses on making your presentations dynamic and engaging. Specifically, we'll discuss how to:

- Prepare and plan presentations
- Analyze and understand audience needs
- Create rapport
- Deliver with charisma and energy
- Use PowerPoint successfully
- Handle Q & A effectively

## THE FIVE BEHAVIORS OF A COHESIVE TEAM

### Your Team Can Do Better

THE FIVE BEHAVIORS OF A COHESIVE TEAM is an assessment-based learning experience that helps individuals and organizations reveal what it takes to build a truly cohesive and effective team in the most approachable, competent, and effective way possible. Powered by Everything DiSC®, the profiles help participants understand their own DiSC® styles. Bringing together everyone's personalities and preferences to form a cohesive, productive team takes work, but the payoff can be huge - for individuals, the team and the organization.

### THE SINGLE MOST UNTAPPED COMPETITIVE ADVANTAGE IS TEAMWORK.

To gain this advantage, teams must:

#### TRUST One Another

When team members are genuinely transparent and honest with one another, they are able to build vulnerability-based trust.

#### Engage in CONFLICT Around Ideas

When there is trust, team members are able to engage in unfiltered, constructive debate of ideas.

#### COMMIT to Decisions

When team members are able to offer opinions and debate ideas, they will be more likely to commit to decisions.

#### Hold One Another ACCOUNTABLE

When everyone is committed to a clear plan of action, they will be more willing to hold one another accountable.

#### Focus on Achieving Collective RESULTS

The ultimate goal of building greater trust, conflict, commitment, and accountability is one thing: the achievement of results.



### What does this program do?

The program helps teams understand how, as a team, they score on the key components of The Five Behaviors model: trust, conflict, commitment, accountability and results. Each individual on the team will also understand their own personality style and their team members styles, based on the DiSC® model: D: Dominance, i: Influence, S: Steadiness, and C: Conscientiousness, and how their style contributes to the team's overall success.

### Who is it for?

The program is designed exclusively for intact teams and work groups. The Five Behaviors of a Cohesive Team harnesses the power of Everything DiSC and the clarity and simplicity of The Five Dysfunctions of a Team model.

### How does it work?

The Five Behaviors Model is used to help team members learn to work together more efficiently and effectively and become a more cohesive team. A productive, high-functioning team:

- Makes better, faster decisions
- Taps into the skills and opinions of all members
- Avoids wasting time and energy on politics, confusion and destructive conflict
- Avoids wasting time talking about the wrong issues and revisiting the same topics over and over again because of a lack of buy-in
- Creates a competitive advantage

## GENERATIONAL COMMUNICATION

### Managing the Generations

This half-day generational session will examine leadership from a generational perspective, providing you with insight into:

- Who the generations are and what the characteristics are of each
- What the generations have in common
- How the generations approach work using unique strengths that sometimes divide
- How to adapt leadership to best motivate, involve and engage employees

### Leveraging Generational Differences

While your leaders may understand the impact of generational differences in the workplace, your teams can also benefit from this half-day session designed to help teams:

- Understand the different perspectives each generation brings to the workplace
- Discuss the causes of generational differences
- Talk through most common clash points
- Value the strengths of each generation



## LEADERSHIP SKILLS

### Engaging and Inspiring People

Motivating individual performance and empowering team members is a major portion of a leader's job. In this half-day session, we'll discuss strategies to engage and empower people with a particular focus on providing feedback and performance coaching. Join us as we discuss how to:

- Apply appropriate leadership strategies to work toward team goals based on the situation and the team member's attitude and drive.
- Employ strategies to motivate and empower team members to effectively solve problems and make decisions.
- Confidently use performance coaching to help employees move to the next level of performance and achieve results.
- Effectively provide and receive feedback to accelerate behavior change.
- Define employee engagement and understand why it is important to achieving business goals
- Employ strategies to engage and retain employees.

### Managing Multiple Priorities and Interruptions

Designed for managers who deal with shifting priorities and continuous staff communication needs. This half-day session will help you:

- Determine individual time robbers and strategies for success
- Prioritize on the fly
- Use one-task brain mode for multiple stimuli
- Teach critical questions to help your team manage multiple priorities.



## Leading Through Change

Understanding the role a leader plays in helping a team navigate through a change is critical to organization success. In this half-day workshop, we'll explore strategies successful leaders employ to lead and coach individual team members through the transition process to realize the full benefit of the change. We'll spend time preparing you to:

- Understand the changes impacting your organization and the driving forces of those changes.
- Describe the difference between change and transition and how personality type influences the behaviors and emotions exhibited during the transition process.
- Identify the behaviors and emotions you exhibit during the transition process and understand how those might influence how you lead others through the process.
- Build a culture of resilience by building the necessary skills in your team.
- Employ effective and appropriate strategies to lead your team through a change in including identifying and removing obstacles, creating a sense of urgency, and defining a clear vision.

## Leading Through Challenging Situations

Inevitably, leaders need to engage in tough conversations, mediate a conflict, deliver bad news or negotiate for something. These challenging situations require a high degree of trust in you as a leader and skillful application of conflict management and critical conversation techniques. In this half-day workshop, we'll discuss how to:

- Build trust and credibility with colleagues and members of your team.
- Demonstrate transparency and authenticity in your communications and negotiations with colleagues and team members.
- Understand different conflict management modes and appropriately use each mode based on the situation.

- Identify when a critical conversation is necessary and effectively engage in that conversation.
- Negotiate effectively to get what you want.

## Leading High-Performing, Inclusive Teams

This workshop focuses on the skills and strategies required to lead high-performing functional teams or other types of teams where people are pulled together to achieve a common goal. This half day session will focus on how to:

- Understand the characteristics of a high performing team.
- Assess your team's level of effectiveness and identify opportunities to improve team performance.
- Successfully launch a new team and lead them through the stages of team development.
- Manage a team's performance and ensure the team executes its work in a healthy, collaborative, productive manner.
- Describe and apply different strategies to lead matrixed and remote teams.
- Describe how differences like culture and age can impact a team's effectiveness.

## Working Through Challenge and Conflict

Conflict and the corresponding emotion, disengagement, loss of productivity and damage to relationships costs organizations millions of dollars every year. In this half-day session, learn how to prevent and manage conflict and effectively engage in those critical conversations that can stave off conflict and save relationships. We'll cover ways to:

- Build trust and credibility with colleagues and members of your team.
- Understand different conflict management modes and appropriately use each mode based on the situation.
- Identify when a critical conversation is necessary and effectively engage in that conversation.
- Manage difficult situations and people with assertiveness and tact.

## COACHING

At Accent, we know that learning requires long-term development that is often best supported by an outside expert who can work one-on-one with you.

Through a retainer relationship, we partner with business professionals to help them develop individual skill sets. Contact us for more information on individual coaching in:

- Business and Executive Writing
- Communication Effectiveness
- Generational Management
- Managerial Skills
- Presentation Skills



## CONFERENCE TOPICS

Most of our classes have and can be adapted into a conference format. Here are some samples of what we can talk with your large groups about:

- Business Writing
- Communication Styles
- Gender Communication
- Generations in the Workplace
- Managing the Generations
- Managing Multiple Priorities
- Presentation Skills





## ENGAGE US

Our practical, immediately applicable sessions are interactive, hands-on, and adult-learner focused. We work hard to bring you customized material in a cost effective professional development option.

### Hire an Associate:

#### Quarter-Day Rates

\$2,000

#### Half-Day Rates

\$3,000

#### Full-Day Rates

\$5,000

### Hire Sarah Gibson:

#### Quarter-Day Rates

\$3,000

#### Half-Day Rates

\$4,000

#### Full-Day Rates

\$6,500

Fee includes materials, facilitation and program customization unless specified.

For optimal learning, we recommend no fewer than 8 and no more than 30 participants in each session. Exceptions may include conference settings and keynote addresses.

**Contact us today to explore how our in-house programs can support your organization's professional development goals.**