

alliance 2012

Business Training Seminars For Professionals

Jan 12

Goal Setting For People
Who Hate Setting Goals -
Make This Your Year!

Feb 9

Create an Identity of
Success - *Building
Your Personal Brand*

Mar 8

They Don't Teach You This
Stuff in School - *Contemporary
Business Etiquette*

Apr 12

Phoenix Finders -
The Women's Conference

May 10

Learning to Juggle Without
Dropping the Ball - *Managing
Multiple Projects and Deadlines*

June 14

Utilizing the Tools of Your
Mind - *Listening For Success*

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Write It Right! - *Business
Writing for Professionals*

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Stand Like Churchill -
Command the Room

Sept 13

Kids These Days! *Cross-
Generational Communication*

Oct 11

Recession Resilience -
Selling in Tough Times

Nov 8

Surviving Everyday Pressures -
*Handling Stress and
Finding a Balance*

Dec 13

"I've Got It!" - *Creative
Problem-Solving and
Break-Through Thinking*

Old Hickory Golf Club
Doors open at 8:30 a.m.
Instruction from 9 a.m. - 12 noon

Alliance members FREE
Non-member admission is \$80

To register or for more info visit
www.edcalliance.com or call 877.244.2211



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Business Training Seminars For Professionals

Jan 12 • Goal Setting For People Who Hate Setting Goals - *Make This Your Year!*

Do you go into the new year with the best intentions but just can't follow through? Do you find yourself slipping into your old habits and losing focus of what you really want? In this seminar, you will learn a detailed, specific, step-by-step process to help you get what you want and make your dreams a reality. Whether personal or professional - make 2012 your year!

Feb 9 • Create an Identity of Success - *Building Your Personal Brand*

No matter what you do or how you do it - you are a brand. Whether you work for someone else or run your own business, people see you in a certain light. When they think of you, certain words come to mind. What do you want those words to be? The "image" you portray greatly affects your credibility, reputation and success. Learn how to define your passions, communicate your goals and create an identity of success.

Mar 8 • They Don't Teach You This Stuff in School: *Contemporary Business Etiquette*

It takes three seconds to make a first impression. And, once that first impression is made, it is almost impossible to overcome. From the clothes you wear, the way you shake hands, how you introduce two people and how you hand out a business card - there are definite rights and wrongs. In this class, you will learn contemporary business etiquette that will put you one step ahead of the competition. In this highly-competitive world, it's knowing the smallest details that make the biggest difference.

Apr 12 • Phoenix Finders: *The Women's Conference*

The phoenix is a mythical creature that rises from the ash and, every time it is reborn, it comes back stronger than before. In this seminar, women will learn how to get back up, each time they are knocked down. They will learn how to release perfectionism, control their emotions, and find self-esteem and self-worth - internally. In this class, women will feel empowered to be assertive and strong, in the most challenging situations.

May 10 • Learning to Juggle Without Dropping the Ball - *Managing Multiple Projects and Deadlines*

In today's fast-paced and technical world, we are often forced to handle many things at once - both at work and at home. In order to create a successful balancing act, you must have a strong time management foundation. From there, you can create timelines, handle emergencies, and determine necessary resources. This seminar will teach you how to stay organized and one step ahead of the game.

June 14 • Utilizing the Tools of Your Mind - *Listening For Success*

Does your mind wander? Do you have difficulty staying focused? In this seminar, learn to hone your listening skills by implementing techniques of undivided attention, visualization, memorization and concentration. Learn effective listening techniques so you are able to listen to the market, the customer, and your own intuition. Open the doors to mutual understanding enhanced relationships and reduced conflict by learning how to utilize the skills of the mind.

July 12 • Write It Right! *Business Writing for Professionals*

Just as the laws of a city change every year, so do the laws of grammar. The laws of spelling, punctuation and capitalization that you learned in school are probably out-of-date. Just as your verbal communication is a reflection of you - so is your written communication. In this seminar, you will learn the most up-to-date grammar rules, how to overcome writers block, e-mail etiquette and much more!

Aug 9 • Stand Like Churchill - *Command the Room*

Jerry Seinfeld says that more people fear public speaking than fear death. That means that, at a funeral, more people would rather be in the casket than giving the eulogy. If you haven't already, you will one day be asked to speak in front of people. Whether you are called upon to speak in a meeting or asked to give a presentation - speaking skills are imperative to your success. This seminar will teach you relaxation techniques to overcome your fear, how to use your body and voice to command a room and what to do when the unexpected happens.

Sept 13 • Kids These Days! *Cross-Generational Communication*

Never, in the history of our world, have we had such different generations colliding in the workforce. I'm sure you have either heard or said something like, "Kids these days" or "Older people just don't get it". In this eye-opening seminar, you will learn about the four generations in the workforce, what motivates and annoys them, how to communicate with them and how to bridge the gaps between them.

Oct 11 • Recession Resilience - *Selling in Tough Times*

Most of us are hoping to just survive in this economy - while others are thriving in it! It's not just luck. The sales-people and companies that are experiencing greater success than ever before are doing so because they had a plan. Having the right skills and mindsets will help you stay ahead when everyone else is falling behind.

Nov 8 • Surviving Everyday Pressures - *Handling Stress and Finding a Balance*

With the world moving even faster and putting more and more pressures on us - it's easy to feel overwhelmed. It's easy to feel like you will never catch up, let alone get ahead. In this class, you will learn to control your life instead of your life controlling you. You will learn how to find a sense of balance, accomplishment and enjoyment at the end of every day.

Dec 13 • "I've Got It!" *Creative Problem-Solving and Break-Through Thinking*

The question is not "Am I creative?" the question is, "How am I creative?" Whether or not you realize it - we are all creative. Just because you didn't think of the catchy slogan, fundraiser theme, or new logo doesn't mean you can't find creative solutions to everyday issues. There are seven principles to "break-through" thinking that you will learn in this seminar. You will see how the same people can look at the same information and see totally different things.

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