



## YOUR IN-HOUSE TRAINING EXPERTS

Since 2004, **Accent Learning and Consulting, LLC**, has offered in-house training seminars 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 education needs.

## COURSE OFFERINGS

Your business needs are varied and so we have created a team composed of experts from a variety of fields. So whether your need is business writing, communication skills, generational expertise, managerial skills or time management, we have professionals ready to provide action steps to your organization.

Read the descriptions below to learn more about how our exceptional, half-day programs support your organization's professional development.

## 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 in-house seminars, conference sessions and keynotes can support your organization's professional development goals.

## BUSINESS WRITING (p 2)

- Business Writing
- Grammar
- Fast Refresher On Writing Well
- Effective E-Mail @ Work
- E-mail Rehab

## COMMUNICATION AND PROFESSIONAL DEVELOPMENT (p 3-4)

- Achieve Great Customer Service
- Active Listening
- The Art Of Small Talk
- Build Better Meetings
- Conflict Resolution
- Create Customer Connections
- Decision Making
- DISC Team Building
- Gender Communication
- Time Management

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- Managing Millennials—Application Session
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- Building Morale: Motivating and Empowering Employees
- Change Management
- Executive and Managerial Writing
- Giving And Receiving Feedback
- Managing Multiple Priorities And Interruptions
- Managing From A Distance

## COACHING

- Business and Executive Writing
- Generational Management
- Communication Acumen



## EFFECTIVE WRITTEN COMMUNICATION PRODUCES RESULTS

With the speed of communication, it has become more important to communicate effectively and clearly. Our classes will help you hone and develop best practices in written and verbal communication.

### BUSINESS WRITING

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

- Organize your writing for the most effective results
- Use active voice
- Construct parallel lists and bulleted material
- Choose 21<sup>st</sup> century language—balancing professional and casual
- Use updated grammar
- Handle e-mails professionally
- Write effective subject lines in letters and e-mails
- Edit and proof material

### GRAMMAR

This *half-day* session provides updated guidance on good grammar and cleaner writing. You will be able to:

- Rediscover parts of speech
- Avoid run-ons and fragments
- Find the right homonym
- Use current punctuation
- Write clearer sentences
- Edit and proof material

### EFFECTIVE E-MAIL @ WORK

This *half-day* session will guide you through e-mail's best practices, pet peeves and e-mail overload.

Specifically, we'll:

- Examine e-mail netiquette
- Write attention-catching subject lines
- Avoid technology mistakes
- Utilize e-mail to increase productivity
- Organize and save materials for easy access and reference

### FAST REFRESHER ON WRITING WELL

Designed for folks who struggle to get their message out concisely and in the right tone, this *half-day* session helps participants:

- Organize the document for impact
- Write quick, effective summaries and summary statements
- Focus on the reader by using proper “you” language and tone and establishing overall writer ethos
- Eliminate excess wording from sentences

### E-MAIL REHAB

Frustrated because you never seem to get through all your e-mails? Overwhelmed by un-archived messages? Is I/T sending you messages saying your inbox is full? This half-day mix of effective e-mail and time management is designed to help you:

- Write better messages and limit how many e-mails are sent
- Address the organization's e-mail culture
- Use best e-mail time management processes
- Find an inbox management system that works

### EXECUTIVE AND MANAGERIAL WRITING

This half-day class for executives and managers hones the skills of modern business writing and the task of writing negative news. Participants will be able to:

- Use updates writing styles
- Write in a professional, friendly tone
- Accomplish more with better organization
- Deliver bad news palatably



## COMMUNICATION AND PROFESSIONAL DEVELOPMENT

**Our workplaces have more demands than ever. Give your employees skills to successfully navigate projects and teams by managing priorities, time, meetings and customer relationships better.**

### ACHIEVING GREAT CUSTOMER SERVICE

Designed for those who want to maintain and exceed superior customer service in their work environment. In this *full-day* workshop, we'll help you:

- Identify the characteristics of quality and exceptional customer service
- Effectively communicate with your customers
- Deliver 'bad' news to customers
- Solve your customer's problems with ease

### ACTIVE LISTENING

Active listening is a difficult thing to do. Most often, we hear what someone is saying without giving it our full attention and without fully comprehending what has been said. This *half-day* session will cover:

- How to listen to improve understanding
- How to remove the barriers when we listen
- Review the tools to use to improve your listening skills

### THE ART OF SMALL TALK

Designed for people who want to feel comfortable engaging in small talk with people they know a little or not at all. In this *half-day* session, we'll discuss:

- The impact and benefits of small talk
- Confidence building techniques
- How to get a conversation started and keep it going
- How to ask good questions
- Tricks to remembering people's names

### BUILDING BETTER MEETINGS

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

### CONFLICT RESOLUTION

This *half-day* course will help you use conflict to strengthen relationships by examining individual conflict styles, and learning tools to effectively view and manage daily conflict. Specifically we will talk about how to:

- Reduce tension associated with unresolved conflict
- Improve employee engagement
- Strengthen relationships
- Increase productivity

### CREATE CUSTOMER CONNECTIONS

Designed for people who need to maximize strong internal and external customer relationships, this *half-day* session, will help you to:

- Build confidence
- Ask good questions
- Remember people's names
- Apply conversation and communication styles
- Adapt to different conversation styles

# COMMUNICATION AND PROFESSIONAL DEVELOPMENT

## GENDER COMMUNICATION

This *half-day* session focuses on understanding gender communication in the workplace by looking at the positives of male and female communication styles. Specifically, we will cover:

- Individual contributions and challenges to gender communication
- Research-based gender communication styles
- A stronger skill set for adapting to individual styles
- Effective communication, appreciation, and respect for both genders

## DECISION MAKING

Making sound decisions quickly and well is a challenge for the strongest of groups. This *half-day* session will help groups:

- Define decision making parameters
- Determine what consensus building is and isn't
- Discuss the process of decision making
- Use tools and techniques for decision making
- Identify decision making traps and decision making styles

## DISC TEAM BUILDING

DiSC is a model of human behavior that helps people understand 'why they do what they do.' In this *full-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
- Discover your behavior when in conflict with others
- Learn how to adapt your communication style to other styles

## TIME MANAGEMENT

Designed for people who want to sharpen their overall time management skills. This *half-day* seminar helps you:

- Assess your personal level of effectiveness regarding time and organization strategies
- Determine individual time robbers
- Create strategies to overcome time robbers
- Determine and use effective time management tools to prioritize activities and manage tasks
- Implement a prioritizing system to assist in controlling workflow, time, space and interruptions



## WORK SMARTER WITH ALL GENERATIONS

**More generations work side-by-side today than at any other point in history. Understanding how the generations think, act, and are motivated can have an enormous impact on productivity, teamwork, marketing, and culture.**

### MANAGING THE GENERATIONS

With four generations in the workplace, the lines of communication have become increasingly diverse. Use this *half-day* generational session to learn more about how to:

- Improve employee retention
- Motivate employees
- Increase productivity by using the best people for the job
- Improve morale
- Decrease unproductive team conflict

### MANAGING MILLENNIALS—APPLICATION SESSION

For leaders looking to extend the discussion on generational communication, this *half-day* session talks about best practices, including how to:

- Develop skill paths for younger employees
- Identify generational management styles
- Understand social media communication tools
- Reward Millennials with fairness and equity
- Practice delivering bad news
- Develop accountability and leadership in your teams

### 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 and value generational differences
- Discuss the causes of generational differences
- Address work group conflicts

### BUSINESS ACUMEN FOR THE FIRST-TIME PROFESSIONAL

Sometimes we assume too much. Give your first-time professionals a team advantage by helping them understand the impact of generational differences in your corporate environment. This *half-day* class helps first-timers understand:

- Five generational trends that affect young professionals
  - Respect and leadership styles
  - Career paths—how to get to the top
  - Verbal and nonverbal expectations
  - The workplace environment and culture
  - Your role in your career
- How to introduce a new idea successfully
- Accepted business practices and etiquette



## MANAGE BETTER

Studies show most rising leaders feel uncertain about their managerial skill sets. Our **Manage Better** series will give your up and coming leaders the skills they need to manage and strengthen your organization.

### BUILDING MORALE: MOTIVATING AND EMPOWERING YOUR EMPLOYEES

Designed for managers who need to create a dynamic and energized work environment, this *half-day* workshop, will help you:

- Apply the motivational theories to retain your staff
- Identify what your employees want and what motivates them
- Create a motivational environment
- Understand the myths behind your team

### CHANGE MANAGEMENT

This customizable *half-day* course for managers, impacted employees or survivors, focuses on the transition process from multiple perspectives.

Participants will be able to:

- Identify types of change and potential impact
- Interpret the Change Cycle, including the needs and responses to each phase
- Increase proactive response skills

### EXECUTIVE AND MANAGERIAL WRITING

This *half-day* session focuses on writing about tough topics (policies, program cuts, saying no) in a tone that is professional, friendly and respectful.

Specifically we will discuss:

- Writing tone
- Formats for negative news
- Audience sizes
- Loaded word choices
- Negative responses to your messages

### GIVING AND RECEIVING FEEDBACK

This half-day workshop focuses on giving and receiving feedback to help managers strengthen their work relationships and to improve employee performance. In this *half-day* workshop, we'll help you:

- Increase your awareness about the importance of giving and receiving feedback
- Develop a greater understanding of the feedback process
- Explore ways to reduce tensions in feedback sessions
- Improve your ability to coach and give constructive feedback

### MANAGING MULTIPLE PRIORITIES AND INTERRUPTIONS

Designed for managers who deal with shifting priorities and continuous staff communication needs. This *half-day* seminar 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

### MANAGING FROM A DISTANCE

Designed for managers who supervise employees in remote locations. In this *half-day* session, we'll discuss how to:

- Overcome the challenges of managing a virtual team
- Get results when managing a virtual team
- Build remote relationships using effective communication skills
- Stay connected, involved, present, consistent, and concrete

# Conference and Keynote 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:**

- 21st Century Business Writing, Writing For E-Mail, Text And Social Media
- The Art Of Small Talk
- Building Relationships Through Small Talk
- Communication Styles
- Fogey. Punk. Whatever. Generational Perspectives In The Workplace
- Gender Communication
- Managing The Generations
- Mind Swap: Managing Multiple Priorities
- Time Management
- Work-Life Balance