



## **MANAGEMENT and LEADERSHIP CERTIFICATE PROGRAM**

### **INTRODUCTION**

Area employers have expressed a need for employee training in basic management and team leadership. Based upon input from these employers, Bloomsburg University has worked with The Columbia Montour Chamber of Commerce to offer a five-session Management and Leadership Certificate Program. The program is open and applicable to all types and sizes of employer. Outlines of each session topic are on the following pages, with program details as follows:

- Two cohorts will be offered for the Fall of 2021, one in-person and one virtual (Zoom).
- In-person sessions will be held from 10 a.m. to 2 p.m. at SEKISUI Kydex's South Campus location (4411 Old Berwick Road, Bloomsburg) on the following dates: September 21, October 5, October 19, November 2, and November 16. The application deadline will be Friday, September 3rd.
- Virtual sessions will be held from 9 a.m. to Noon on the following dates: October 12, October 26, November 9, November 23, and December 7. The application deadline is Friday, September 24th.
- Applications should be submitted to Jennifer Williams. Contact information is on the application form. Businesses will be contacted for payment information.
- Each cohort will be 15-25 participants. Businesses that submit multiple applications should rank them for priority acceptance.
- Participants will receive a certificate from Bloomsburg University upon completion of the five sessions, and will have identified personal development goals to provide to their employers.
- Cost - \$595 for Chamber members, \$745 for non-Chamber members
- The program qualifies for WEDnet funding. For program information, visit [www.wednetpa.com](http://www.wednetpa.com) or contact Jennifer Williams at 570-389-4004.

The program will be offered in the Spring and Fall on an ongoing basis, based upon employer interest.



## **MANAGEMENT and LEADERSHIP CERTIFICATE PROGRAM**

This five-module series is designed to help participants develop and sharpen skills that relate to leading in today's workplace environment. It is appropriate for existing workplace leaders, managers, and supervisors; or those who are new or emerging.

Throughout the series, each module will provide specific learning objectives and will be delivered by a subject matter expert who will utilize a pleasing combination of lecture, experiential learning activities and exercises, and real-world examples.

Professional course materials will be provided and will include assessments, activities, and other learning enhancement components to help each participant individualize their learning experience.

The five, three-hour modules are:

- Supervisor Effectiveness
- Effective Communication for Managers
- Conflict Management
- Navigating a Multigenerational Workforce
- Being a Great Mentor or Coach

Sharpening management skills and your leadership presence are valuable for navigating today's workforce. This series will help you prepare and improve your role as a leader.





## **SUPERVISOR EFFECTIVENESS**

This module is designed to help participants develop a deeper understanding of what it means to lead in a modern workplace environment. Today's leader must have good supervisory and managerial skills. They must also be able to navigate change, and engage and motivate the team.

The seminar begins with an exploration of leadership qualities, myths and facts, and the leadership connection to culture and mission. Participants will also explore some of the basic principles behind working with change as a manager and creating an atmosphere that improves engagement and motivation.

### **LEARNING OBJECTIVES:**

- Understand the value of high-performance supervision/workplace leader.
- Increase awareness of the human side of managing change.
- Discover the managers role and tactics for engagement and motivation.

### **COURSE OUTLINE:**

- Supervisor, Manager, or Leader – A Primer
  - Exploring leadership qualities
  - Leadership myths and facts
  - Leadership and mission
  - What is leadership
- Managing and Leading Change
  - Exploring and leading change
  - Change and transition
  - Handling emotions during change
- Employee Engagement and Motivation
  - Sources of motivation
  - Reducing absenteeism and turn over
  - Team visibility, morale, and high-performance
- Determining Fact vs. Opinion
  - Communication skill builder
- Closing – Q&A



## **EFFECTIVE COMMUNICATION for MANAGERS**

Everyone needs to communicate effectively to be successful in relationships with others. Workplace communications are vital to job performance of all employees. Poor communication habits or tactics can lead to a poor climate and culture that may result in more errors, loss of clients, or even create safety concerns. This short course is designed to help employees communicate more effectively as team members, supervisors, and managers. Developing a better understanding of communication theory and style helps workplace leaders build rapport, credibility, and improve listening skills. It creates a better workplace climate that fosters improved service, quality, and productivity.

### **LEARNING OBJECTIVES:**

- Examine the aspects of communication relationships and perceptions.
- Discover greater value in listening and using effective feedback.
- Explore more positive language through constructive communication.

### **COURSE OUTLINE:**

- Introduction and Session Goals
  - 5 Communication Relationships
  - Creating Positive First Impressions
  - Examining Positive and Negative Attributes
- Listening and Feedback Skills
  - Listening Skills and Active Listening
  - Constructive Feedback Guidelines
  - Feedback Mini-Workshop
- Using Positive Language
  - “I” and “You” Messages
  - Constructive and Destructive Comments
  - Gender Inclusiveness
  - Owning the Message
- Communication and Problem Solving
- Closing Discussion – Q&A



## CONFLICT MANAGEMENT

Conflict exists in all groups, cultures, and organizations. Conflict typically presents itself in a negative fashion but properly managed it may be healthy and even beneficial. This course helps participants gain a better understanding of conflict, why it exists, and how to manage it. Ideal for all members of any organization it will focus on prevention and resolution methods that make conflict management attainable for any group or organization.

### LEARNING OBJECTIVES:

- Discover models of conflict and approaches for reducing harmful conflict.
- Examine how stereotypes contribute to conflict and poor behavior.
- Consider collaboration skills as a navigational tool and steps for mediation.

### COURSE OUTLINE:

- Introduction and Session Goals
  - What is Conflict
  - Conflict Prevention or Resolution
- Examining Conflict
  - Conflict Models and Group Dynamics
  - Conflict Styles
  - Good vs. Bad Conflict
  - Accusatory and Escalatory Language
  - Handling Anger and Anger Mini-Workshop
- Preventing and Managing Conflict
  - Fundamental Attribution Error
  - Stereotypes and Behavior
  - Steps to Successful Conflict Resolution
  - Collaboration Skills Mini-Assessment
  - Being a Peacemaker
- Closing Discussion – Q&A



## **NAVIGATING a MULTIGENERATIONAL WORKFORCE**

Navigating generations in the workplace is a hot topic. It is no surprise since we have five generations that are active in our workforce today. It's common to focus on differences but what will really change your ability to navigate is a focus on commonalities.

This module will explore the framework of generations, help participants connect with communication factors, and discover the value and opportunities in working across all generations.

### **LEARNING OBJECTIVES:**

- Examine generational definitions and the framework of five generations.
- Discover communication factors relevant for successful navigation.
- Connect with purpose, trust, and explore essentials for vision and strategy.

### **COURSE OUTLINE:**

- Introduction and Session Goals
  - Definitions and Framework
  - Major Shifts and Impact
- Communicating Across Generations
  - Six Factors
  - Impact Evaluation
  - Opportunities
- Connecting Purpose and Trust
  - Why Purpose Matters
  - Building More Trust and Respect
- Building Vision and Strategy
  - About Fighting Fires
  - Essentials for Vision and Strategy
- Closing Discussion – Q&A



## **BEING a GREAT MENTOR or COACH**

As a leader you play a significant part in developing your team. Sometimes this is very apparent and intentional. In other cases, you are serving somewhat unknowingly as a role model.

This module will explore the differences between mentor and coach, develop the definition of the role of the coach, and help participants gain a deeper understanding of the connections to feedback and behavioral approaches. We'll also explore how to structure a coaching session and participants will role play a simple practice coaching session.

### **LEARNING OBJECTIVES:**

- Discover the definition and role of a leader as a coach.
- Examine how feedback and behavioral considerations drive outcomes.
- How to plan for a coaching session and deliver with appropriate impact.

### **COURSE OUTLINE:**

- Introduction and Session Goals
  - Definitions
  - Mentor or Coach
- Coaching Roles
  - Role of the Coach
  - Value to Managers
- Feedback in Coaching
  - Purposeful Feedback
  - Behavioral Approaches
- Coach Planning
  - Providing Structure and Organization
  - Role Modeling a Session
- Closing Discussion – Q&A



***Management and Leadership Certificate Program***

Company \_\_\_\_\_

Chamber Member:     Yes     No                      WEDnetPA eligible:     Yes     No

In Person:                                            Virtual:                     

Training Coordinator/HR Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Employee Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_