



GREATER READING CHAMBER ALLIANCE

# PROFESSIONAL DEVELOPMENT PLANNER

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The premier  
Regional Resource  
for Professional  
Development



# ABOUT US



## DEVELOPING LEADERS FOR TODAY AND TOMORROW

Businesses are facing overwhelming leadership challenges at all levels of the organization. The Greater Reading Chamber Alliance's Corporate Training and Professional Development programming prepares leaders within all levels of the organization: from Lead Workers, to Frontline Supervisors, Managers and high-potential employees. With over 20 years of experience in delivering professional development to our members both large and small, we focus on providing the best learning experiences to help you drive success.

### OUR CORE BELIEFS:

- **Adults Learn Best When They are Involved:** All of our instructor-led programs are highly interactive so participants will gain new knowledge, reflect and apply new skills and behaviors.
- **Facilitators Make the Difference:** It is not enough to be a subject matter expert. You need to understand how to maximize the participants' learning experience. Our facilitators ask the right questions to drive insightful dialogue and deepen the learning experience.
- **It's All About You:** The Greater Reading Chamber Alliance's Corporate Training programs are delivered at our Training Facility so your employees can interact with other like-minded peers to enhance the learning experience or we can customize the program and bring it directly to you and your team.

Is it important to have a dedicated training facility? Absolutely! The Greater Reading Chamber Alliance's Center for Business Excellence in Wyomissing reflects our commitment to helping our members grow and develop their most important resource, their employees. Where training takes place sets the tone, creates a powerful impression and reflects the value of the program. Our two group training rooms are designed to create a collaborative environment where participants are focused on developing new skills and transforming their lives.

### OUR LOCATION:

The Center For Business Excellence  
49 Commerce Drive  
Wyomissing, PA 19610

**"THE GREATER READING CHAMBER ALLIANCE IS PASSIONATE ABOUT HELPING OUR BUSINESSES GROW AND ONE WAY WE SUPPORT THIS VISION IS THROUGH MEETING THE INDIVIDUAL LEADERSHIP DEVELOPMENT NEEDS OF EMPLOYEES SO THEY CAN TRANSLATE ORGANIZATIONAL GOALS INTO REALITY"**

- Mark Dolinski, VP of Training and Professional Development



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# SUPERVISOR + LEAD WORKER TRAINING

## SUPERVISOR TRAINING MODULE 1: PRINCIPLES OF SUPERVISION

Grow Your Own! It takes great people to grow and develop a great business! Let us help you get from good to great! Develop the skills of your current employees so that they are ready to help move your company to the next level. Our Supervisor Modules were developed with the employee in mind. We take the whole person concept offering curriculum not just for training your employees but developing them to meet your goals and needs for today and tomorrow.

### WHO SHOULD ATTEND?

Those employees who are ready to be promoted to a supervisory position. These courses provide new and prospective supervisors the foundation for excelling in today's manufacturing environment. We recommend that the Supervisor Modules be taken in order.

### TOPICS FOR MODULE 1 INCLUDE:

- The Supervisor's Role in Management
- Understanding Yourself & Others (DISC)
- Communication & Listening
- Understanding Groups & Developing Teams
- Emotional Intelligence, Part 1
- Emotional Intelligence, Part 2

## SUPERVISOR TRAINING MODULE 2: MANAGING PERFORMANCE & DEVELOPING EMPLOYEES

### WHO SHOULD ATTEND?

Employees who are ready to be promoted to a supervisory position will benefit from this course. The course provides new and prospective supervisors the foundation for excelling in today's manufacturing environment.

### TOPICS FOR MODULE 2 INCLUDE:

- Managing a Diverse Workplace
- Motivating & Recognizing Employees
- Developing & Coaching Others
- Delegating Effectively
- Creating Performance Standards & Documenting Performance
- Providing Performance Feedback

## 2019 DATES

9/16/19

Lead Worker  
(AM + PM offerings)

9/17/19

Supervisor Mod 1  
(AM + PM offerings)

9/18/19

Supervisor Mod 2

10/30/19

Supervisor Mod 3

11/5/19

Supervisor Mod 2

**"IN THE SUPERVISOR TRAINING PROGRAM, I'VE ALREADY IMPROVED MY SLOPPY LISTENING HABITS. THE POSITIVE IMPACT ON MY TEAM IS IMPROVED COMMUNICATION THAT WILL GIVE MY EMPLOYEES BETTER UNDERSTANDING OF OUR DECISIONS."** – E.L.

# SUPERVISOR + LEAD WORKER TRAINING

## SUPERVISOR TRAINING MODULE 3: LEVERAGING WORKPLACE RELATIONSHIPS FOR ORGANIZATIONAL SUCCESS

### WHO SHOULD ATTEND?

Those employees who are ready to be promoted to a supervisory position. The courses provide new and prospective supervisors the foundation for excelling in today's manufacturing environment.

### TOPICS FOR MODULE 3 INCLUDE:

- Conducting Performance Reviews
- EEO and the Law
- Effective Disciplinary Action
- What's Wrong with You? Conflict Management
- Communication for the 21st Century
- Problem Solving & Decision Making

## LEAD WORKER CERTIFICATE PROGRAM

Grow Your Own! It takes great people to grow and develop a great business – let us help you get from good to great! Develop the skills of your current employees so that they are ready to help move your company to the next level.

### WHO SHOULD ATTEND?

Those employees who are ready to be a lead worker or promoted to a supervisory position. These courses provide your current and prospective lead workers the foundation for excelling in today's manufacturing environment.

### TOPICS FOR LEAD WORKER INCLUDE:

- Expectations of the Lead Worker
- Coaching, Communicating and Productive Feedback
- Communicating Up
- Improving Work Habits
- Conflict & Resolution
- Generations in the Workplace
- Effective Digital Communication

## WEDNET

Essential Skills Training, which includes our Lead Worker and Supervisor Certificate Programs

Employers may apply for funding for any number of eligible employees up to \$600 per employee and up to \$75,000 total per fiscal year (July 1 to June 30).

Employers must be manufacturing or technology businesses including Biotech and Environmental-Tech companies.

On the job and orientation training do not qualify for the program and funds cannot be used to address workplace adult literacy needs.

## 2020 DATES

### WINTER

1/7/20

Supervisor Mod 1  
(AM + PM offerings)

1/13/20

Lead Worker  
(AM + PM offerings)

1/15/20

Supervisor Mod 3

2/25/20

Supervisor Mod 2

### SPRING

3/12/20

Supervisor Mod 1

4/6/20

Lead Worker  
(AM + PM offerings)

4/14/20

Supervisor Mod 3

4/30/20

Supervisor Mod 2

### FALL

9/9/20

Supervisor Mod 1

9/14/20

Lead Worker  
(AM + PM offerings)

9/17/20

Supervisor Mod 3

10/28/20

Supervisor Mod 2

# LEADERSHIP AND MANAGEMENT TRAINING

## COACHING SKILLS FOR IMPROVED PERFORMANCE

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

The goal of coaching is to help employees recognize the importance of improving performance and to develop an employee's commitment to continuously improve his or her performance. Participants will explore coaching techniques to reach these performance goals and learn effective skills needed when coaching employees to improve morale, productivity and quality.

### TOPICS

- Evaluate your coaching skills to leverage strengths and set goals for areas needing improvement
- Understand the coaching process and the characteristics of successful coaches
- Develop a strategy to support and help others change ineffective behaviors
- Conduct one-on-one coaching sessions for improved performance

## RECRUITING AND RETAINING EMPLOYEES

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

Recruiting and retaining employees can be challenging in today's fast-paced business environment. Learn how to recruit and hire the right person for the organization and help your organization retain high-potential employees. Gain expertise with real-world examples to meet the challenges of today's work environment and develop a more advanced understanding of leadership competencies to help your organization succeed and your career to grow.

### TOPICS

- How to develop a recruitment and hiring process
- Understand the cost of poor hires
- Top ten reasons to terminate an employee
- Analyze the true cost of replacing an employee
- Describe and discuss the retention process

## ESSENTIALS OF EFFECTIVE MANAGEMENT: DRIVING ORGANIZATIONAL RESULTS

\$695 - GRCA Member / \$895 - Not-Yet GRCA Member

This five session program is designed for supervisors, mid-level managers, and high potential employees who want to accelerate their professional growth and development. The program provides a deep dive into competencies required to be an effective leader and a high performer in today's dynamic, fast-paced environment. This program is recommended for graduates of the Supervisor Training Modules.

### TOPICS:

- Active Communication
- Selling Your Ideas and Creating Enterprise-Wide Buy in
- Communicating the "WHY" of Decisions
- Leading Across Organizational Boundaries
- Accountability and Driving Employee Engagement





# LEADERSHIP AND MANAGEMENT TRAINING

## FINANCE FOR NON-FINANCIAL MANAGERS

### FINANCE FOR NON-FINANCIAL MANAGERS I

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

This course helps managers become familiar with essential financial information, showing them how to “speak the language of numbers” and to utilize financial data in their daily business decisions.

Financial reports speak their own language and managers without a strong finance background often find themselves bewildered by what is being said. This seminar will introduce you to the fundamentals of financials and help you understand why financial decisions impact business and operational objectives.

### FINANCE FOR NON-FINANCIAL MANAGERS II

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

This course takes a deeper dive in helping managers become familiar with more in-depth financial information. Those with a basic understanding of financial statement analysis will learn how to more thoroughly review additional financial information. Further, we will apply ratio analysis to examine particular elements of the financial statements to more carefully evaluate the impact of decisions on the financial condition of the company. Participants will learn more about how to utilize financial data in their daily business decisions.

#### WHO SHOULD TAKE THESE WORKSHOPS:

This workshop is ideal for professionals within any functional area in the organization, who have limited knowledge and/or experience with finance and who need to enhance their financial acumen. Such knowledge enables managers and leaders to ask more meaningful questions, to assess the financial implications of decisions and to be better equipped to make informed strategic choices.

## TEAMBUILDING & LEADERSHIP DEVELOPMENT

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

Organizations that are committed to growth invest in team building. The most effective and efficient investment embraces team building from a deeper perspective than the singular approach of time away at events or “team building activities.”

#### LEADERS WILL FOCUS ON:

- Awareness of How We Observe, Listen and Relate
- Distinctions as a key to expanding choice and creating extraordinary outcomes
- The hidden impact of our past and sense of future on our well-being, creativity, growth and learning
- The key determinants to change and growth and the implications for team building

**“THANK YOU FOR PROVIDING SUCH A DIVERSE SCHEDULE OF TRAININGS FOR OUR TEAM! THE LATEST GROUP WE SENT SUCCESSFULLY COMPLETED YOUR SUPERVISOR TRAINING AND THROUGHOUT THE ENTIRE SIX WEEKS THEY CONTINUALLY PRAISED THE FACILITATORS FOR THEIR COMPETENCY AND THOROUGHLY ENJOYED THE INTERACTION WITH THEIR CLASSMATES FROM OTHER COMPANIES.”**

- READING PLASTIC MACHINING & FABRICATION

# LEADERSHIP AND MANAGEMENT TRAINING

## EMOTIONAL INTELLIGENCE – THE LEADERSHIP ADVANTAGE

\$145 – GRCA Member | \$195 – Not-Yet GRCA Member

In this highly interactive course, participants will increase their knowledge of emotional intelligence, a concept that has been around since Aristotle! Emotional intelligence is the ability to accurately perceive your own and others' emotions; to understand the signals that emotions send about relationships; and to manage your own and others' emotions, all are key competencies of successful leaders. New and experienced business professionals who want to enhance their knowledge and skills to be more effective leaders in the organization will:

- Understand what emotional intelligence means
- Learn techniques to understand, use, and appreciate the role of emotional intelligence in the workplace
- Understand the different emotions and how to manage them
- Learn how to validate emotions in others

## LESSONS IN LEADERSHIP – EXCELLENCE IN EXECUTION

\$1,500 – GRCA Member | \$1,750 Not-Yet GRCA Member

This six-session program is a unique developmental program, which had been tested and proven with many clients. The program is an integrated approach consisting of the following elements:

- Understanding Leadership vs. Management
- Setting Expectations and Accountability
- Enhancing Listening Skills
- Developing Coaching Skills
- Practicing Presentation Skills
- Practicing Strategic Thinking ▪ Solving Problems and Making Decisions

## LESSONS IN LEADERSHIP – LEADING TODAY'S WORKFORCE

\$1,500 – GRCA Member | \$1,750 Not-Yet GRCA Member

In this six-session program, highly interactive program is designed to teach emerging leaders and managers the advanced skills needed to be a successful leader in today's fast paced cooperative world. The program is designed and facilitated by Shawn Doyle, CSP – a nationally known book author, speaker consultant and contributing writer to *The Huffington Post, Inc., Entrepreneur* and other large national websites.

## LESSONS IN LEADERSHIP – THE EXPERIENTIAL LEADERSHIP LAB

\$1,500 – GRCA Member | \$1,750 Not-Yet GRCA Member

In this six-week, challenging and interactive program, managers, supervisors and other leaders will gain expertise with real-world examples to meet the challenges of today's work environment and develop a more advanced understanding of leadership competencies to help your organization succeed and your career to grow leadership by:

- Learning and talking about it
- Practicing it in real time
- Getting feedback on what went well and what needs to be improved
- Reading assignments of selected leadership books
- Having live discussions with leaders from Corporate America, nonprofit and government agencies



# SALES TRAINING

Sales training programs are often some of the best investments a business can make to grow revenue. In today's extremely competitive business environment, having any advantage over the competition is critical. Having a strong sales team can generate new opportunities and returns for the entire business. The Greater Reading Chamber Alliance has several sales training programs to help you improve your bottom-line.

## NO PRESSURE PROSPECTING & COLD CALLING

There are only two types of people who like cold calling: Sales Managers and those who have never done it. You don't have to like it; you just have to do it!

In this session, John Whitehall, award-winning sales, management, and keynote speaker, will teach you how to change the script, maintain control, reduce pressure and land more appointments.

### PARTICIPANTS WILL LEARN TO:

- Write a great 30 second commercial
- Learn new talk tracks to land the appointment
- Common communication problems on the telephone
- Dealing with Gatekeepers and voicemail jail
- Develop communication skills to build relationships

## SALES PRO

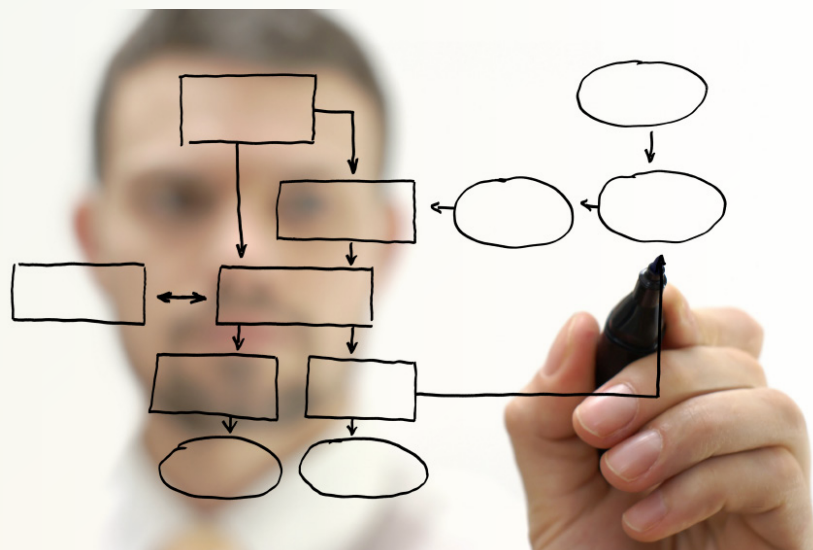
Sales Pro is not sales training. It's sales effectiveness development. It's not about learning manipulative techniques and repeating canned sales lines like a robot.

Sales Pro is facilitated by Shawn Doyle, nationally recognized trainer, author, keynote speaker and coach, whose book, "Jumpstart Your Motivation" recently hit #1 on Amazon's Best Seller list.

### COURSE INCLUDES:

- Real world tools and approaches
- Every step in the sales process as it works in real life
- Learning by applying approaches, not by lecture
- A variety of exercises, tools, worksheets and activities
- Class discussion and sharing of best practices the best ideas may come from the person sitting next to you!

**"MAINTAINING A COMPETITIVE ADVANTAGE IS ESSENTIAL IN TODAY'S HIGHLY CHALLENGING BUSINESS ENVIRONMENT. A STRONG SALES TEAM IS ONE OF THE MOST IMPORTANT TOOLS WHICH HELP COMPANIES TO STAY AHEAD OF THE GAME."**



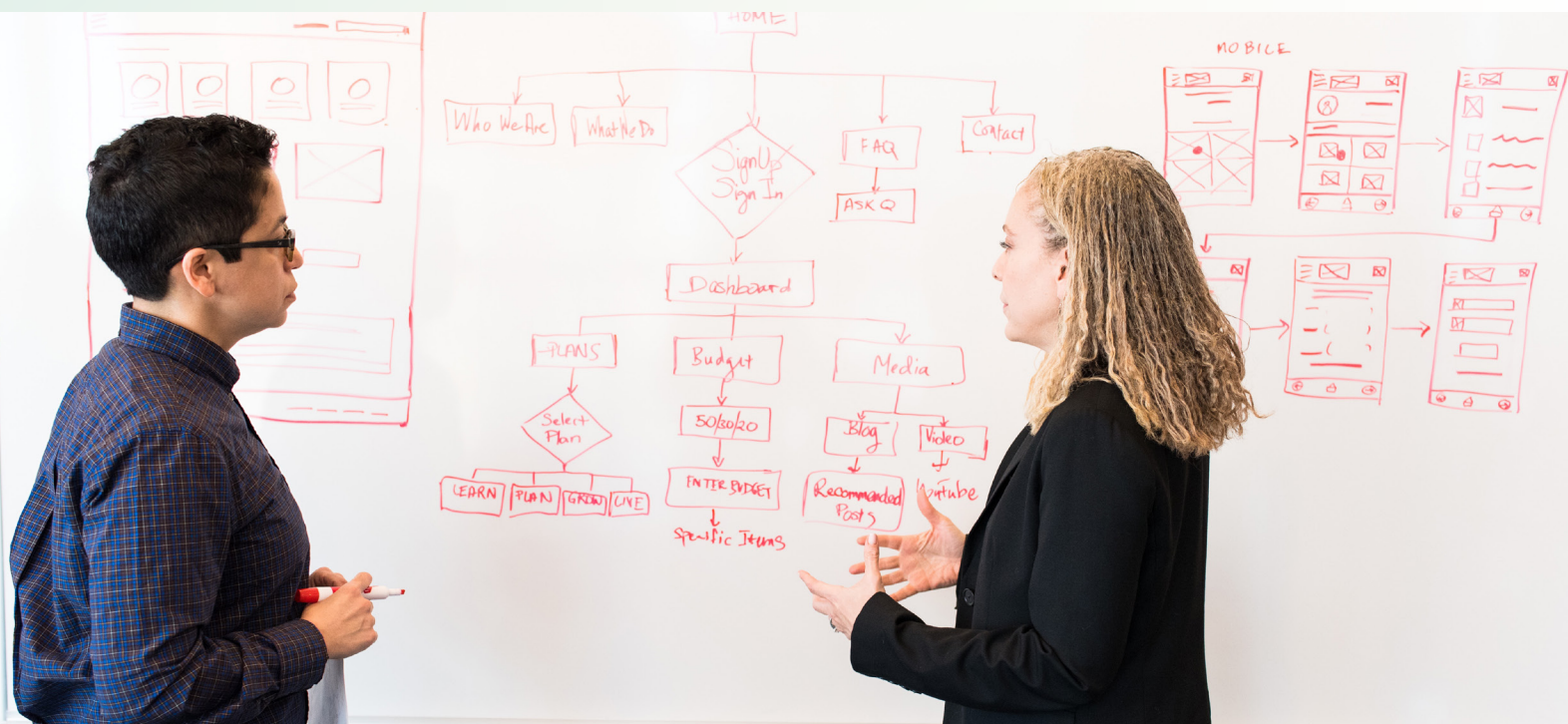
# CUSTOMIZED TRAINING PROGRAMS

The Greater Reading Chamber Alliance develops customized training programs to meet the unique needs of each employer. With our passion and mission to understand the needs of our customer we provide innovative solutions to fit your budget.

Let us help you design a professional development plan to meet your challenges at every level of the organization. Working with you to clarify your goals, the Greater Reading Chamber Alliance will assess, design and deliver an affordable customized training solution at your business or we can deliver your customized training program at our Center for Business Excellence training facility in Wyomissing, PA. Today, a well-planned training program isn't just important to your business, it is vital! Whether you are looking to increase top or bottom line results or develop more highly effective teams, the Greater Reading Chamber Alliance is here to help you grow.

FOR A CONSULTATION, CONTACT MARK DOLINSKI,  
VICE PRESIDENT LEARNING AND PROFESSIONAL DEVELOPMENT  
[MDOLINSKI@GREATERREADING.ORG](mailto:MDOLINSKI@GREATERREADING.ORG).

**THE CARPENTER SUPERVISOR ACADEMY IN PARTNERSHIP WITH THE GREATER READING CHAMBER ALLIANCE HAS BEEN A COMPLETE SUCCESS. FEEDBACK FROM PARTICIPANTS IS EXTREMELY POSITIVE, THE TRAINING MATERIALS ARE RELEVANT AND PARTICIPANTS ARE ABLE TO UTILIZE THE INFORMATION IN THEIR DAILY JOBS IMMEDIATELY. THE FACILITATION IS OUTSTANDING AND ENGAGING. EXTREMELY GLAD TO PARTNER WITH MARK DOLINSKI AND THE CHAMBER IN THE SUPERVISOR ACADEMY AND OTHER TRAINING NEEDS.** – RUBY MOTA, CARPENTER TECHNOLOGY CORP.



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# PROFESSIONAL DEVELOPMENT

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## EXECUTIVE COACHING PROGRAM

Call Mark for details at 610.898.8386 or email [mdolinski@greaterreading.org](mailto:mdolinski@greaterreading.org)

Executive Coaching is an ongoing comprehensive process where a certified specially trained coach works privately with an executive one-on-one. They will identify strengths (and how to leverage them), evaluate areas of improvement and develop strategies and tools for future accelerated growth. This six-month program is private, one-on-one, and completely customizable.

We use our proprietary process that includes a range of professional assessments including a comprehensive 360 leadership assessment, a behavioral styles assessment, a listening assessment and then monthly ongoing coaching. Working with the coach, a comprehensive custom Action Plan is created. The executive works on their Action Plan for 30 days and then meets again with their coach to monitor progress, discuss challenges, identify resources and drive accountability each month- in person or virtually.

## CUSTOMER SERVICE EXCELLENCE

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

This program focuses on understanding the impact of effective customer engagement, the role of the communicator, the fundamentals of service excellence and tools to support customer interactions.

Using scenarios, role-play and activities participants will be able to address the following:

- Identify small differences that can make a big impact in customer service
- Increase effectiveness with customer calls and service opportunities
- Develop confidence in customer interactions with inbound callers
- Understand how to evaluate information to best meet customer needs

## FUNCTIONAL SPANISH FOR ENGLISH SPEAKING SUPERVISORS

GRCA Members: \$175 | Not-Yet GRCA Members: \$225

This program provides English speaking supervisors and team leaders with basic Spanish speaking and listening skills to more effectively communicate and lead Spanish speaking employees in a safe and productive work environment.

A THREE-SESSION COURSE, THIS PROGRAM WILL INTRODUCE

\\PARTICIPANTS TO:

- Learn to recognize basic Spanish business phrases
- Introduce practical, foundational grammar rules in Spanish
- Speak basic workplace phrases in Spanish
- Listening and practice exercises in communicating with Spanish speaking employees



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# PROFESSIONAL DEVELOPMENT

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## CONFLICT RESOLUTION AND COMMUNICATION STRATEGIES

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

This workshop provides new and experienced business professionals who want to enhance their knowledge and skills to be more effective leaders in their organization with resources and practical solutions to effectively resolve conflicts that are disruptive to team success. Attendees of this class will use exercises to gain skills to successfully navigate through conflict and improve communication. Group breakout discussion and personal conflict assessment included.

### AT THE END OF THIS COURSE ATTENDEES WILL BE ABLE TO:

- Understand the prevalence and impact of conflict in workplace
- Define sources and types of conflict and workplace distractions
- Identify characteristics of high performers
- Assess types of personal responses to conflict
- Implement effective communication techniques
- Includes emotional intelligence and 7 C's of effective communication, barriers, listening assessment and emotional intelligence
- Resolve conflicts with a step by step approach

Group breakout discussion and personal conflict assessment included.

## CUSTOMER SERVICE INSIGHTS FOR DECISION MAKERS AND LEADERS

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

The course is geared toward a mixed audience of professionals and executives who have direct accountability and commitment to customer service and satisfaction. The course addresses the underlying and not so obvious factors that grow the customer experience above the current level of customer satisfaction.

### TOPICS:

- Distinctions that increase the power of observation and information
- Myths and misperceptions of customer service
- Framework for how customers assess customer satisfaction, customer experience and customer expectations
- Laws of Change and Growth as applied to Customer Service
- Successful Communication Principles, Practices, and Possibility
- Feedback and Courageous Conversations
- A Commitment to Growth

# PROFESSIONAL DEVELOPMENT

## CREATING ORGANIZATIONAL EFFECTIVENESS THROUGH TEAM WORK

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

New and experienced business professionals who want to enhance their knowledge and skills to be more effective leaders in the organization will learn the power of influence, persuasion techniques and practical behaviors that enhance leadership abilities at all levels in an organization. Each participant will identify personal characteristics that determine their brand or leadership and implementation techniques.

### TOPICS:

- Understanding leadership styles
- Defining the characteristics of an effective leader
- Evaluating the role of the leader
- Understanding how to manage up

## TIME MANAGEMENT – MAXIMIZING PERFORMANCE AND ACHIEVING GOALS

\$125 – GRCA Member | \$175 – Not-Yet GRCA Member

This course covers basic techniques needed to successfully manage your time in a fast-paced work environment. Participants will learn the value of goals and how best to set goals to maximize performance.

### AT THE CONCLUSION OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Identify your personal time management style
- Learn to use techniques that fit your time management techniques
- Define which time management technique is best for specific situations
- Understand the importance of setting goals
- Apply rules for goal setting
- Be able to recognize and eliminate workplace distractions
- Design your priorities for a balanced life



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# PROFESSIONAL DEVELOPMENT

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## STRATEGIES FOR HIGHLY EFFECTIVE PRESENTATIONS AND PUBLIC SPEAKING

\$695 – GRCA Member | \$895 – Not-Yet GRCA Member

Professionals who need to develop their presentation and public speaking skills, speak in front of groups, or sell ideas to others both inside and outside of their organization will be able to improve and refine their presentation and speaking techniques each session.

### LEARNING OBJECTIVES:

- Speak powerfully by balancing verbal and nonverbal messaging
- Develop presence and deliver in an authentic manner
- Learn the importance and power of stories and speaking to inform and persuade
- Shape and organize your presentations to maximize your message by supporting ideas, organizing your thoughts and ideas and creating memorable beginning and endings to your presentation
- Become adept at managing the presentation environment and handling questions and objection

Participants will be videotaped. Participants will be able to improve and refine their presentation and speaking techniques with each performance.

### LEARNING OBJECTIVES

- Learn how to analyze your audience
- Compare and contrast the balance of verbal and nonverbal messaging
- Understand the power of stories with engaging the audience
- Apply best practices for beginning and ending a speech
- Maximize the use of presence and authenticity when delivering presentations
- Examine the difference between speaking to inform and speaking to persuade
- Apply techniques for handling questions and objections during a presentation
- Demonstrate the ability to manage the presentation environment





# LEADERSHIP BERKS

## LEADERSHIP BERKS

For over 30 years, Leadership Berks has served as the premier source for providing leadership, nonprofit board governance education, and professional development to our community. The program's mission is to develop, connect, and retain leaders for Greater Reading.

Our programs leverage the power of leadership, influence, relationships, education, and service to deliver unique professional and leadership development learning experiences that build stronger individuals, organizations, and communities. The program delivers more than 400 hours of instruction and practice experiences for each participant and engages more than 75 business and community leaders and field experts as volunteer faculty.

The Leadership Berks curriculum is designed with the adult learner in mind. Applications are accepted between April 15th and September 1st with the program cycle beginning annually in mid-September and commencing in mid-June. Upon acceptance, all application data and key essay themes are summarized and provided to Leadership Berks faculty to allow them to better understand the student cohort, to customize instruction as needed, and to address specific perceptions or misconceptions about the community's assets and challenges. The curriculum allows students to interact closely with faculty, area leaders and content experts, community organizations, and peers from a broad cross-section of professions, and the community at large.

### THE LB CURRICULUM INCLUDES:

- A Half-Day New Student Orientation
- A Two-Day Overnight Retreat
- Full Day Monthly Coursework From November - May
- Half-Day Graduation & Awards Ceremony in Mid June
- Leadership
- Board Governance
- Community Issues Forums
- Organizational Culture
- Team & Relationship Building
- Service Learning Consulting Projects
- Community Service
- Community Volunteer Leadership Placement

### TUITION:

**\$2,920** - Employer-sponsored applicant

**\$2,390** - Nonprofit-sponsored applicant  
(nonprofit annual operating budget must be under \$250,000)

**\$2,390** - Self-sponsored applicant.  
(sole proprietor with annual gross business revenue under \$250,000)

Tuition scholarship are available.

FOR MORE INFO, CONTACT TONI ECKERT,  
EXECUTIVE DIRECTOR, LEADERSHIP BERKS, GRCA  
610-898-7797 | [TECKERT@GREATERREADING.ORG](mailto:TECKERT@GREATERREADING.ORG)

**"LEADERSHIP BERKS HAS NOT ONLY GIVEN ME AN OPPORTUNITY TO LEARN MORE ABOUT THE COMMUNITY AROUND ME, BUT ALSO THE TOOLS TO MAKE A POSITIVE IMPACT ON IT. THE CONNECTIONS, KNOWLEDGE AND EMPOWERMENT THAT LEADERSHIP BERKS HAS PROVIDED TO ME WILL LAST LONG AFTER THE CLASSES ARE OVER."** -ERICA S.

# WOMEN'S PROFESSIONAL DEVELOPMENT

## JOIN WOMEN2WOMEN AT OUR MONTHLY DEVELOPMENT WORKSHOPS.

Our mission is to develop more women leaders in Berks County by providing a forum where women from diverse backgrounds can learn, share ideas and mentor each other. Women2Women encourages women to create connections, gain knowledge, open doors, build strategic alliances, and much more. Join W2W for one, a few or all events!

## WHAT YOU CAN EXPECT:

- 1.5 hour professional development workshops (October-June)
- De Mujer a Mujer inspirational development presentations from local Latina women (November-June)
- Women's Conference + Expo - All day event, ATHENA recipient, keynote speakers, breakout sessions + Expo (April)
- De Mujer a Mujer Awards Ceremony + Celebration - Honoring three standout women in Berks for their commitment to others and community (June)

## WHAT WOMEN ARE SAYING:

76% of Respondents from a recent W2W Survey reported that they "Agreed" or "Strongly Agreed" with the following statements because of participating in W2W Programming...

- I have better access to resources and tools to being more professional.
- I feel more confident to take a leadership role at work.
- I have better access to resources to be more effective at work.
- I have gained new knowledge & skills relevant to my professional goals.
- I have built new connections empowering me to take a leadership role in the community.

## LET US BRING WOMEN2WOMEN TO YOU.

Whether your firm is large or small, 47% of women surveyed feel they have less access to professional development and the career advancement afforded their male counterparts. In comparison, research shows boosted profitability in companies offering targeted development opportunities, especially for women, into leadership positions.

An internal Lean In Circle is an Intentionally curated and professionally facilitated groups offering women a forum to lean in to learn, grow and support each other in a communicative and trusting atmosphere. Curriculum is provided by the Lean In Foundation and professional facilitators.

- Min. 12 Circle Members | Recommended 15  
Max. 18 Circle Members
- Professional facilitator
- 10 two-hour sessions - Onsite at company location
- Personal W2W concierge to ensure all goals of company needs are met

FIND THE WOMEN2WOMEN EVENTS CALENDAR + MORE  
[WWW.BERKSWOMEN2WOMEN.COM](http://WWW.BERKSWOMEN2WOMEN.COM)  
RACHAEL ROMIG, DIRECTOR  
[RRROMIG@GREATERREADING.ORG](mailto:RRROMIG@GREATERREADING.ORG)  
610-898-7775



# FAMILY BUSINESS PROFESSIONAL DEVELOPMENT

## LET THE BERKS FAMILY BUSINESS ALLIANCE HELP YOU WORK ON YOUR BUSINESS.

Family businesses generate over 50% of the US Gross National Product however less than 1/3 of family businesses survive the transition from 1st to 2nd generation ownership. Another 50% don't survive the transition from 2nd to 3rd generation. Family businesses are the biggest job creator in the U.S., contributing 78% of new jobs in the nation and constituting 60% of the total workforce. We make the case that Berks County may indeed have more family business than the national average.

### WHAT YOU CAN EXPECT:

- Fall Forum + Spring Symposium offering high-level topics & a local family business success story (November & May/June)
- Workshops facilitated to help you work on your business while in your business.

**RUNNING A BUSINESS WITHOUT THE SUPPORT OF A PEER GROUP IS LIKE DRIVING A CAR WITHOUT WEARING A SEAT BELT. - LEON SHAPIRO**

### BERKS FBA PEER GROUPS

Monthly discussion groups professionally facilitated by one of our sponsor professionals. This confidential setting allows members to "vent" issues, but most importantly learn to solve problems & address future concerns for their business.

Enrollment is limited to Chamber members. Peer groups meet a minimum of 8-10 times per year and the annual participation fee is \$400.

FOR MORE INFO, CONTACT DEB HEFFNER, BUSINESS OUTREACH DIRECTOR  
[DHEFFNER@GREATERREADING.ORG](mailto:DHEFFNER@GREATERREADING.ORG) | 610-898-7791

**I'VE FOUND MY FBA PEER GROUP TO BE A POSITIVE EXPERIENCE THAT I LOOK FORWARD TO EACH MONTH. CHET MOSTELLER IS A WONDERFUL MODERATOR/LEADER WHO BRINGS ENERGY AND WISDOM TO EACH MEETING. ALL IN MY GROUP SHARE SIMILAR EXPERIENCES AND GOALS (BUSINESS AND OTHERWISE) AND WE CAN DISCUSS ANY TOPIC IN AN UNBIASED, CONFIDENTIAL SETTING. MY PEERS HAVE BECOME MY FRIENDS.**

- MIKE DUDDY, WORLD ELECTRONICS



# COMPUTER TRAINING

## EXCEL COURSES

### INTRODUCTION TO MICROSOFT EXCEL COURSE

\$220 – GRCA Member | \$320 Not-Yet GRCA Member

PROGRAM OBJECTIVE: This 10 hour course is designed to give participants the basic skills to work with the Excel functions, create various simple spreadsheets and create charts and graphs.

#### COURSE OUTLINE:

- The basic layout of the Excel worksheet
- Entering Data & Numbers
- The 4 mouse components of a cell
- Selecting Cells & Ranges
- Creating a series of text, numbers, or dates
- Saving the Workbook
- Proper methods of editing & deleting the worksheet data
- Formatting the Spreadsheet
- Inserting & deleting rows, columns, and entire sheets
- Creating Charts & Graphs
- Working with the 10 most popular Formulas
- Linking Formulas & Spreadsheets
- Proper methods of Printing the Spreadsheet

### INTERMEDIATE EXCEL

\$220 – GRCA Member | \$320 Not-Yet GRCA Member

PROGRAM OBJECTIVE: In this hands-on 10-hour course participants learn how to create more advanced charts, database functions, logical formulas, creating Range Names, and working with large spreadsheets more efficiently.

#### COURSE OUTLINE:

- Various methods of selecting cells
- Creating Range Names
- Absolute Reference
- Working with Logical formulas
- Conditional formatting
- Inserting Comments
- Track Changes – the snitch report!
- Working & Printing large Spreadsheets
- Using Data Sort & Filters
- Creating an Outline
- Goal Seek
- Creating Scenarios
- Macros
- Creating Subtotals
- Grouping Spreadsheets
- Advanced Linking of Spreadsheets
- And of course, finding options in this new 2010 version

**“THIS PROGRAM WAS ANOTHER GREATER LEARNING EXPERIENCE FOR ME. THE SKILLS THAT THE INSTRUCTOR PROVIDES ARE EXCELLENT.”**

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# COMPUTER TRAINING

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## ADVANCED EXCEL

\$220 – GRCA Member | \$320 Not-Yet GRCA Member

PROGRAM OBJECTIVE: Participants learn the most rewarding features of Excel. Please note the term “Advanced” does not refer to a high level of difficulty, but a continuation of the Intermediate class. In this class participants get to see and use the true capability of Excel!

### COURSE OUTLINE:

- Everything you can do in Pivot Tables
- Consolidating Workbooks
- Creating a Shared Workspace
- Creating a Saved Workspace
- Data Validation in Range Names
- Remove Duplicate Records
- Outlining the Spreadsheet
- Working with Advanced Macros
- Using the Text To Columns command
- Protecting Cells that contain formulas
- Creating a Pareto Chart
- Creating a Histogram
- Advanced Goal Seek
- Working with V Lookup functions
- And of course, finding options in this new 2010 version

## POWERPOINT COURSES

### MICROSOFT POWERPOINT INTRODUCTORY COURSE

\$220 – GRCA Member | \$320 Not-Yet GRCA Member

PROGRAM OBJECTIVE: Participants learn the skills to begin creating effective presentations and designs in Microsoft PowerPoint including adding pictures, charts and spreadsheets into the presentation.

### COURSE OUTLINE:

- What’s new on the screen?
- The Ribbon
- The New Layout
- The Home Ribbon & the various new Tabs
- Understanding the concept of creating a presentation
- Careful planning of the presentation
- Examining presentation templates
- Adding slides to the presentation
- Saving a presentation
- Adding text to the presentation
- Adding pictures to the presentation
- Using the various methods to view the presentation
- Changing the layout of the slides
- Inserting, deleting, and editing slides
- Applying special formats to the slides
- Proper methods of adding charts to the slides
- Understanding all of the formatting applications
- Adding Excel spreadsheets into the presentation

# COMPUTER TRAINING

## MICROSOFT POWERPOINT ADVANCED COURSE

\$220 – GRCA Member | \$320 Not-Yet GRCA Member

**PROGRAM OBJECTIVE:** Participants learn the skills to advance their presentations and designs in Microsoft PowerPoint. Participants will learn how to turn presentations into a video and trim an audio or video clip.

### COURSE OUTLINE:

- Manage your files in the new Backstage view
- Automatically save versions of your presentations
- Organize your slides into sections
- Learn how to use the Slide Master slide
- Merge and compare presentations
- Work with separate PowerPoint presentation files in different windows
- Enrich your presentations with video, picture, and animations
- Embed, edit, and play a video in your presentation
- Trim an audio or video clip
- Use bookmarks in your audio and video clips
- Apply artistic textures and effects to your pictures
- Remove the background and other unwanted portions of a picture
- Crop your pictures with more precision
- New SmartArt graphic picture layouts
- Use transitions with 3-D motion graphic effects
- Copy and paste animated effects from one object (text or shapes) to another
- Add a screenshot to a slide
- Add Action Buttons
- Turn your presentation into a video





# WORLD CLASS INSTRUCTORS



**SHAWN DOYLE, CSP**

Noted Author and  
Leadership and Sales  
Expert



**STEVE GOBLE**

Lead Worker, Supervisor  
and John Maxwell  
Training



**LISA HORST**

Lead Worker and  
Supervisor Training



**MICHAEL KAMMERDIENER**

Supervisor,  
Management and  
Communication Training



**DR. SANTO D. MARABELLA, MBA, DSW**

Lead Worker,  
Supervisor and  
Communication Training



**KAREN MCNAMARA**

Lead Worker and  
Supervisor Training



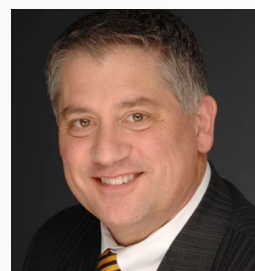
**CATHY MARTIN**

Lead Worker and  
Supervisor Training



**JOSEPHINA ENCARNACION**

Lead Worker, Supervisor  
and Bilingual Training



**THOMAS W. RHOADS**

Executive Coaching  
and Leadership  
Development Expert



**ADREAN TURNER**

Supervisor Training  
and Professional  
Development



**JOHN WHITEHALL**

Sales Coach

CALL THE GRCA AT  
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UPDATE YOUR SKILLS.  
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**FOR MORE INFORMATION ON OUR PROFESSIONAL  
DEVELOPMENT & TRAINING OFFERINGS, PLEASE CONTACT:**

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