

# LEADERSHIP TRAINING

Professional Development Planner

**GRCA**  
**GREATER READING**  
Chamber Alliance





## LEAD WORKER CERTIFICATE PROGRAM



### 10-week course

GRCA members: \$695/person

Future GRCA members: \$895/person

Have great employees that are ready to take the next step into a lead role? Send them to the Leader Worker Certificate Program. This 10-week course will set them on the path to success by reviewing lead worker expectations, how to provide productive feedback and deal with conflicts as well as improving their work habits.

Reading Truck Body's James Templin said the program not only improved his problem-solving skills, but also his listening.

“I've learned to be more open as far as listening to the employee's statements and assessing certain situations to solve problems that arise,” he said.

Providing this training to your employees will not only improve retention rates, but it will demonstrate the clear career path that most are looking for when accepting a lower-level position. While this training is especially suited for those working in a manufacturing environment, it is applicable for workers in numerous industries who are looking to learn effective communication skills.

## SUPERVISOR TRAINING MODULE 1: PRINCIPLES OF SUPERVISION



### 6-week course

GRCA members: \$695/person

Future GRCA members: \$895/person

Hiring outside talent costs your company time, money and other precious resources. Supervisor Training Module 1 training allows your business to promote employees from within. In just six weeks, your employee(s) will discover the supervisor's role in management, how to understand groups and develop teams. The program also offers a beginning guide to emotional intelligence, which similar programs don't cover.

Unique Snacks' Erica Frazer learned how becoming a better listener creates a more cohesive team from attending the Supervisor Training Series.

“I have begun to become a better listener. I believe that if I take the time to work on becoming a better listener, my team will feel more heard and therefore become a better group of employees. I want my employees to know that the company and I care about their needs and concerns,” she said.

Have employees who are ready to take the next step into a supervisory role or current supervisors who need the extra help sharpening their skills? Supervisor Training Module 1 will put them on the road to leading successful teams.

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



### 6-week course

GRCA members: \$695/person

Future GRCA members: \$895/person

Developing your employees into strong, capable leaders takes time and resources that you and your leadership team may not have. Supervisor Training Module 2 will do that hard work for you. In the second, 6-week module, attendees continue their growth by further examining key skills of the supervision such as managing a diverse workforce, providing relevant feedback and how to communicate clear expectations.

R.M. Palmer's Perry DeJesus said that taking Supervisor Training Series significantly improved his communication skills.

“Communication has greatly improved over the last eight months. I have seen poor communication skills, and I have started to work with my leads on letting production workers know what is expected and also how to do what is expected,” he said.

Turn your supervisors into better communicators; their entire team will reap the benefits.



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



### 6-week course

GRCA members: \$695/person

Future GRCA members: \$895/person

Difficult personalities and inefficient work habits can creep into even the most well-run businesses. Do your supervisors have the necessary tools to adequately handle those employees and situations? Supervisor Training Module 3 gives them the confidence and skills needed to handle those challenging issues that arise in every workplace. Attendees will take a deep dive into more sensitive supervising issues such as conducting performance reviews, effective disciplinary action and conflict management.

Dan Marshall, New Castle Lawn & Lawnscape, Inc. Partner/Operations Manager said the Supervisor Training Series is a critical piece in the success of the business.

“The GRCA supervisor training modules have been a huge help to our organization. The content is relative, instructors are knowledgeable, and the format is engaging. We have sent many of our division supervisors through this training and will continue to do so,” he said.

## ESSENTIALS OF EFFECTIVE LEADERSHIP PART 1



### 5-week course

GRCA members: \$695/person

Future GRCA members: \$895/person

Can your business managers be considered effective if they aren't meeting the organizations goals? The answer is obvious, but so is what your business can do about it. In Essentials of Effective Leadership Part 1: Driving Organizational Results, attendees will take steps beyond the basics of just influencing others. During this five-week course, they will be challenged to learn active communication, how to sell their ideas and lead across boundaries.

Hafer Petroleum's Shelby Hafer gained better listening skills, as well as how to be more present in her everyday interactions with employees from attending the Essentials of Effective Leadership program.

“I have learned to be more present in listening and conversation. With the many distractions in today's world, this is something often and quickly forgotten. The feeling of being present during communication can truly make a difference in engagement,” she said.

## ESSENTIALS OF EFFECTIVE LEADERSHIP PART 2



### 5-week course

GRCA members: \$695/person

Future GRCA members: \$895/person

Great leaders need to constantly sharpen and improve their skills. Companies that continually develop these leaders are more likely to retain them and those they manage. Essentials of Effective Leadership Part 2 is a five-session program that immerses attendees into the effective leader's model of humility, intention, accountability and integrity.

Diamond Credit Union's Greg Keck reflected on the positive impact Essentials of Effective Leadership training made on him and his leadership skills.

“I have begun to 'declare the change' on a consistent basis. My team has noticed this and has been responding well to it,” he said.



## EXECUTIVE LEADERSHIP ACADEMY



**5 courses, each course is 5 weeks long**

GRCA members: \$1,495/person

Future GRCA members: \$1,895/person

The Executive Leadership Academy (ELA) is a transformative, professional development program specifically designed for forward-thinking, senior leaders. The demand for highly effective, visionary leaders has never been greater. ELA meets this challenge with five courses designed to take your leadership to the next level of extraordinary effectiveness. In these interactive sessions, you will collaborate, network and problem solve with other peers in leadership roles.

With each of the five courses, leaders meet for five consecutive weeks for three hours at the Center for Business Excellence. Courses include:

1. Effective Executive Leadership for High Performance
2. Mastering Transformational Change to Drive High Performance
3. Dynamic Strategic Planning for Competitive Advantage
4. Financial Analysis & Planning for Strategic Leaders
5. Capstone Project, with executive soft skills development

Leaders who complete all five courses will receive the Executive Leadership Academy Diploma. Join the GRCA Executive Leadership Academy and embark on your journey to transform your career and the trajectory of your organization.

## EMOTIONAL INTELLIGENCE IN THE WORKPLACE



**2-week course**

GRCA members: \$695/person

Future GRCA members: \$895/person

Today, employees are confronted with never ending change and a lack of clarity as businesses position themselves for success in an ever-changing business climate. Emotional intelligence is more important today than any time in the last 50 years. The Carnegie Institute of Technology found that 85% of financial success was due to people skills or skills highly related to emotional intelligence.

The technical skills that helped secure your current position may not guarantee your continual growth and relevancy in the organization. If you aspire to be a successful leader, there's an emotional element you need to consider. According to Harvard Business School, emotional intelligence "accounts for nearly 90% of what sets high performers apart from peers with similar technical skills and knowledge." It's what helps employees successfully coach teams, manage stress, manage change, deliver feedback and collaborate with others.

“GRCA's EI Program gave our team a common language to interpret internal and external interactions. This common language helped us open up with each other and vendors, moving us towards solutions and away from conflict. I highly recommend it for mid-level managers and others who have a lot of people-facing work,”  
said Jeremy Zaborowski.

## INDIVIDUAL AND TEAM COACHING FOR PEAK PERFORMANCE AND GROWTH



Contact Mark Dolinski, VP of Training & Professional Development at [MDolinski@GreaterReading.org](mailto:MDolinski@GreaterReading.org), for customized pricing on individual and group coaching.

Coaching is a powerful driver of growth, performance and innovation at every level of an organization. This program is designed to help both individuals and teams leverage the transformative power of external coaching to unlock their full potential. By offering an unbiased, objective perspective, our experienced coaches enable employees and managers to openly address challenges. With expert guidance, you'll gain the clarity and actionable insights needed to navigate complex situations, enhance decision-making and foster personal and professional growth.



# ACCESS WEDNET FUNDING IN 3 STEPS

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1

## APPLY

Visit **wednetpa.com** to determine if your company is eligible.

When eligibility is confirmed, complete the online application and training plan to request grant funds.

### IS MY COMPANY ELIGIBLE?

- Must be located in Pennsylvania.
- Must be in an eligible industry and commercial/industrial in nature.
- Cannot be limited or explicitly defined as ineligible.
- Cannot receive funding more than two years in a row or three years out of any.
- Five-year period.
- Companies with an employee turnover rate of 25% or more may not be eligible.

2

## TRAIN

When your application is approved and you receive your award letter, start training.

You can use any training provider you choose. The **WEDnetPA** partners help you identify your training needs and the right providers to meet them.

### IS MY TRAINING ELIGIBLE?

- Must be skill building for current job, advancement or promotion.
- Must start and be completed within the fiscal year (July 1 - June 30) for which the funds are awarded.
- Partial training can not be reimbursed.
- Training costs must be "reasonable" as defined by market rates and other criteria.
- Each training session must be a minimum of 30 minutes in length.
- Company orientation and on-the-job training are NOT eligible.

3

## INVOICE

When training is completed, submit your documentation, and you'll be reimbursed for eligible costs.

### IS GRCA TRAINING ELIGIBLE FOR REIMBURSEMENT?

- **YES!**
- Lead Worker Certificate Program, Supervisor Certificate Program and Essentials of Effective Leadership Program all qualify for WEDnet reimbursement.

#### QUESTIONS? Contact:

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**Greater Reading Chamber Alliance Center for Business Excellence**  
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# COMPUTER SKILLS TRAINING

## INTRO TO MICROSOFT EXCEL®

Intro to Excel® is designed to give participants basic skills to work with Excel® functions, create various simple spreadsheets, and start the learning process to become more familiar with Excel® and its cool capabilities! Some useful functions that will be taught in this course include entering data and numbers, selecting cells and ranges, proper methods of editing and deleting worksheet data, creating charts and graphs and so much more. These skills can be built upon by enrolling in the Intermediate and Advanced Excel® courses that GRCA offers.

## INTERMEDIATE MICROSOFT EXCEL® (follows Intro to Excel®)

The Intermediate Excel® course builds on the skills learned in Intro to Excel®. Participants will work on 11 practice examples throughout this 10-hour course and are certain to leave with a good understanding of the more advanced features of working with a spreadsheet! Some functions that will be taught are working with logical formulas, tracking changes, Goal Seek, grouping spreadsheets, working with large spreadsheets and much more. More “fun” functions of Excel® will be learned in the Advanced Excel® course.

## ADVANCED MICROSOFT EXCEL® (follows Intermediate Microsoft Excel®)

It is important to note that Advanced Excel® is not a higher level of difficulty, it is just a continuation of the skills learned in the Intermediate Excel® course. This is truly the “cool” class, as you get to see a lot of neat things you can do in Excel®! Some skills that will be learned in Advanced Excel® include creating a shared workspace, consolidating workbooks, using the text to columns command, creating a histogram and much more! This course serves as a culmination of all that was learned in Intro and Intermediate Excel®.

## FAMILY BUSINESS DEVELOPMENT

Also serving closely held & small business needs



Family and small businesses generate over 50% of the U.S. GDP however less than 1/3 of family businesses survive the transition from first to second generation ownership. Another 50% don't survive the transition from second to third generation. The Family Business Alliance's (FBA) mission is to educate and provide resources for these important businesses and their unique needs.

“FBA Peer Groups have been a great resource for business advice and specific information tailored to helping family businesses succeed. The Groups also provide a close network of people who listen, advise and understand the special challenges of working with family. I've come away from many peer group meetings feeling like that day's ‘therapy session’ was very much needed and so worthwhile!”

Cheryl Light, Vice President & CFO,  
Spotts, Stevens, and McCoy  
– FBA Peer Group Member

## ANNUAL EVENTS

- FBA Peer Groups
- Annual Fall Forum & Summer Symposium offering high-level topics and local family business success stories
- Networking and development workshops to help you work on your business

Berks FBA currently hosts four Peer Groups, all professionally facilitated. Each group meets monthly and is comprised of non-competitor companies with only one family member in each group so the group can speak freely, openly and honestly while working through family and business issues. The Peer Groups become a pedestal for Berks family businesses to stand strongly on. Each family business member learns from the others, learns from the professional facilitator, and learns from the subject matter experts who visit the group to speak on family business topics.

Visit [greaterreading.org/newsletter-sign-up/](http://greaterreading.org/newsletter-sign-up/) to join the monthly FBA Enewsletter to stay up-to-date.



## women2women de mujer a mujer

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ESTABLECIENDO CONEXIONES

Women2Women (W2W) and De Mujer a Mujer host monthly workshops and events with the mission to develop more women leaders in Berks and beyond. W2W provides a forum where women from diverse backgrounds can learn, share ideas and mentor each other through encouraging women to create connections, gain knowledge, open doors and build strategic alliances. The network is open to all who support women's advancement.

### ANNUAL EVENTS CALENDAR

- Women2Women Networking & Development Workshops
- Monthly De Mujer a Mujer Networking & Development Workshops delivered in Spanish
- Annual All Day Women's Conference & Expo including ATHENA and EmpowHER Awards Ceremony honoring exemplary leadership within community and assisting women in achieving their full leadership potential
- Annual Evening of Empowerment featuring nationally known speaker
- Annual De Mujer a Mujer Awards Ceremony & Celebration honoring three women of diverse backgrounds for their community contributions and commitment to women's advancement



As a participant in Lean In's Circle program, Berks Women2Women is using Lean In's name, program logos and other branded materials under a license from LeanIn.Org. Berks Women2Women is an independent group, and LeanIn.Org does not control its activities. Visit [leanin.org](https://leanin.org) to learn more about Lean In and its programs.

Intentionally curated and facilitator-led groups are comprised of 12 to 14 women leaning in to learn, grow and support each other in a communicative and trusting atmosphere. Curriculum is provided by the Lean In Foundation and updated yearly, which includes a growing library of lectures offering participants practical skills applicable to professional and personal lives. Circles meet 10 months out of the year and are proven to be successful for women's personal and professional development.

“Looking back, joining a Lean In Circle was the key that unlocked a whole new experience for me, both personally and professionally. There are few places where women are encouraged to openly discuss and work through solutions to their daily challenges in a confidential and uplifting environment. This group meets you where you are and supports you in defining the next steps of your journey.”

-Tracy Parmer, First Energy,  
previous Lean In Circle Member

“Attending the 2024 W2W Conference & Expo was an incredible experience! It was great to connect with professionals from diverse industries, exchange ideas, and attend breakout sessions that enhanced both my professional and personal growth. This event truly empowers and inspires!”

-2024 Conference &  
Expo Attendee

Visit [greaterreading.org/w2w](https://greaterreading.org/w2w) to learn more.





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