

**Change is Inevitable
Growth is Intentional**



**Learning & Development Seminars
2011-2012**

 **St. Louis Park**
MINNESOTA

Experience LIFE in the Park

LEARNING & DEVELOPMENT SEMINARS

2011-2012 Training Schedule

Lifelong learning is a strong value within the City of St. Louis Park and we are excited to provide you with several learning opportunities in 2011-2012. By attending these seminars, you are continuing to learn and grow, making your organization stronger and adding value to both you and your organization.

Learning and Development seminars are open to all employees of the City of St. Louis Park and other interested individuals, particularly those from city, county or state government agencies.

The seminars are exciting, fun, practical, affordable, quality training programs geared to public employees. Many of the problems dealt with in the public sector are unique. Common issues and experiences can often lead to creative solutions.

2011-2012 SEMINAR OVERVIEW

Mondays October 17, 2011	Comprehensive Communications BOOT CAMP <u>Session 1:</u> Speaking on the Spot® <u>Session 2:</u> Writing on the Job <u>Session 3:</u> Communication Styles <u>Session 4:</u> Authentic Self
October 24, 2011	
October 31, 2011	
November 7, 2011	
Thursday January 19, 2012	A Wellness Centered Life: Strategies for Living Healthy, Happily & Abundantly
Thursday February 16, 2012	Wow Your Customer
Friday March 16, 2012	Introduction to Active Citizenship
Thursday April 19, 2012	P.O.P. - The Power of Perspective



LEARNING & DEVELOPMENT SEMINARS

2011–2012

COMPREHENSIVE COMMUNICATIONS **BOOT CAMP**

~ Especially for Public Sector Employees ~

Four-session Course
9:00 a.m. to 12:00 p.m.
St. Louis Park - Council Chambers
5005 Minnetonka Boulevard
St. Louis Park, MN 55416

\$169 per person / \$159 per person for teams of 3 or more



Comprehensive Communications Boot Camp will provide participants with the tools to engage others in a variety of situations with clarity and competence. In today's increasingly demanding public sector, effective communication has proven to be the key to success. This four-session course is designed to be fast paced, enlightening, and most of all — immediately applicable. Participants will work with experts in the areas of speaking and writing. Practical exercises for public sector employees will provide reality-based experiences to sharpen skills and build proficiencies. The course will focus on preparation, organization, the power of language, and the keys to persuasion. In addition, participants will explore personal learning styles which will enhance self-awareness and improve audience analysis. In the end, participants will emerge with the knowledge and confidence to sell themselves and their message in a variety of situations to maximize personal and professional power. *(Sessions are not available individually.)*

SESSION 1

Monday - October 17, 2011

SPEAKING ON THE SPOT®

SESSION 2

Monday - October 24, 2011

WRITING ON THE JOB

SESSION 3

Monday - October 31, 2011

**PERSONAL COMMUNICATION
STYLES**

SESSION 4

Monday - November 7, 2011

AUTHENTIC SELF

SESSION 1

SPEAKING ON THE SPOT®

Monday
October 17, 2011

SPEAKING ON THE SPOT® is a practical, intensive workshop based on Aristotle's Rhetoric – clarity, passion, and credibility. This comprehensive course covers everything from structuring ideas, to making a point and proving it, to responding in difficult situations persuasively. This topic is often the most important component in leadership development programs.

Persuasion Skills

- ✓ Master the skills necessary to respond persuasively
- ✓ Speak confidently in a variety of difficult, extemporaneous situations
- ✓ Cultivate cooperation and understanding while being direct and clear
- ✓ Organizing ideas clearly to deliver messages persuasively
- ✓ Present and sell a service or idea convincingly
- ✓ Understand how credibility is the foundation of true persuasiveness
- ✓ Use interesting and relevant examples, stories, and analogies to drive your point home
- ✓ Explain technical information in a simple and understandable way
- ✓ Discover the effectiveness of open, authentic communication

What others say: "WOW! What an excellent session . . . best session we've ever had at our annual offsite training; fast-paced, informative, practical." ~ Susan Engebreston, Wells Fargo



Facilitator: Michael Foley, is founder and President of Clarity Central. His stories, humor and ability to connect on a personal level have been at the core of his success as a speaker, corporate trainer and coach. Michael is a certified coach, has a BS in Engineering and a MA in Human Development.

SESSION 2

WRITING ON THE JOB

Monday
October 24, 2011

WRITING ON THE JOB focuses on three steps to effective writing at work. The foundation components include: understanding the communications process, getting organized, and using language correctly. The second phase of the workshop covers the development of an effective style for memos, reports, and other workplace writing tasks. The third component helps participants learn how to target their writing to meet the needs of the reader, how to deliver negative messages positively, and how to communicate persuasively.

Writing Skills

- ✓ Developing competence with language
- ✓ Organizing material
- ✓ Mastering the elements of style
- ✓ Writing so the reader understands
- ✓ Delivering difficult messages
- ✓ Persuading with confidence

What others say: "This workshop has helped hundreds develop essential skills necessary for effective writing at work. Regardless of your level of competence at the start, you will complete the experience with improved skills." ~ Dr. Robert Gremore, Metropolitan State University



Facilitator: Tom Lisec is a former award-winning newspaper editor and adjunct faculty member of Metropolitan State University. He is currently a communications consultant and writing coach for organizations and individuals.

SESSION 3**PERSONAL COMMUNICATION STYLES**Monday
October 31, 2011

PERSONAL COMMUNICATION STYLES is about the “how” of communicating. “Style” is a vital piece of communication because it influences the power of both the intent and the impact of a message. Participants will learn their own style preference as well as understanding the communication styles of others. Knowledge of how the communication process actually works in terms of sender-receiver styles is critical to successfully conveying a message. Strengths and areas to grow will be identified, along with specific actions to take for strengthening communication effectiveness.

Communication Style Skills

- ✓ Learn about audio, visual and kinesthetic preferences and how they impact the workplace
- ✓ Understand the concepts of linear/non-linear thought and concrete/abstract expression
- ✓ Discover the strengths and weaknesses of communication preferences
- ✓ Practice matching the message to the appropriate style

What others say: *“I have seen the positive effects of engagement in this workshop. Participants gain a wide range of valuable insights and practical skills which impact both work and home life.”*
~ Dan Kuzlik, Community, University of Wisconsin-Extension



Facilitator: Bridget Gothberg is the Organizational Development Coordinator for the City of St. Louis Park. She has a Master of Arts in Educational Leadership from the University of St. Thomas. She is a workshop presenter, certified coach, and facilitator.

SESSION 4**AUTHENTIC SELF**Monday
November 7, 2011

AUTHENTIC SELF is about understanding one’s self to better communicate with others. An individual’s presence or way of being is a non-verbal communication that can be more powerful than anything said or done. While what a person says and does is important, it is individual identity that makes all the difference in the end. The ability to fully express the authentic self is key. Participants will engage in open, honest and meaningful discoveries that offer the challenge to expand awareness and allow for new choices.

Authentic Self Skills

- ✓ Learn the power of thoughts
- ✓ Understand the influence of language
- ✓ Discover the importance of personal practices
- ✓ Know how thoughts, language, practices and actions align with the authentic self

What others say: *“I learned a new way to look at who I want to be. I now understand the differences between what I am and who I am as a person. I also take time to consider what’s best for my authentic self. I am much more aware of what’s genuinely important to me and my ability to be more effective as a result.”*
~ Keith Mayfield, Account Executive, Accero, Inc.



Facilitator: Scott Nelson is a certified effectiveness coach. His emotional intelligence, authentic feedback and ability to teach personal awareness have been at the core of his success as an executive coach and life coach. Scott has worked with people of incredibly varied backgrounds from tribes in Tanzania, to executive leaders in corporate America, to teenagers in local high schools.

LEARNING & DEVELOPMENT SEMINARS

2011–2012

A Wellness Centered Life: Strategies for Living Healthy, Happily & Abundantly

**Thursday, January 19, 2012
9:00 a.m. to 12:00 p.m.**

**St. Louis Park
Council Chambers
5005 Minnetonka Boulevard
St. Louis Park, MN 55416**

**\$93 per person
\$86 per person for teams
of three or more**

You are on an important quest. You know you should eat better, exercise more, make better food choices and adopt a more permanent and healthier lifestyle. You even know a lot about how to do it. In fact, you've made many attempts in the past and had some successes only to return to your old ways. By attacking the symptoms of your problem, one can only create temporary change. This program is not about the same old quick fix thinking that has kept you stuck where you are right now... where you don't want to be. This program is about identifying and correcting the underlying reasons you're eating too much, not exercising enough, working too many hours and about placing your relationship with yourself first and others last. It's about investing in you to set yourself up for a struggle-free lifetime of health and wellness. It's about making changes on the inside, so

that the root cause of your yo-yo approach to wellness -- a self-sabotaging mindset -- is eliminated forever, and replaced with healthy beliefs and attitudes, creating self-supportive behaviors necessary for permanent life-long success. Discover the four key factors to lifelong wellness that will allow you to live the healthy, happy and abundant life you deserve.



Facilitator: Mark Carlson is Principal at Tremendous Transformations and works with individuals to create balance in the areas of Physical Wellness, Career, Relationships and Spirituality through one-on-one coaching. He received his training from the Institute for Integrative Nutrition. Mark was named as a Fast Track To Fat Loss Success Story in 2007 as a result of his own personal wellness transformation and now serves as an online coach for their clients. He is also associated with Dan Demuth's Performance In Motion, a business consulting firm specializing in creating vision and team building utilizing golf as the medium to create the motion necessary for business success.



LEARNING & DEVELOPMENT SEMINARS

2011–2012

Wow Your Customers

Thursday, February 16, 2012
9:00 a.m. to 12:00 p.m.

St. Louis Park
Council Chambers
5005 Minnetonka Boulevard
St. Louis Park, MN 55416

\$93 per person
\$86 per person for teams
of three or more

The idea that “the customer is not always right, but the customer is still the customer” turned many an organization inside-out. Government entities have not always thought of residents as customers. The challenge has been and continues to be the consistent delivery of service-focused practices. In today’s environment, we face a customer:

- ✓ Whose demands are all about “me” and constantly changing
- ✓ Is more educated and armed with information
- ✓ Is time crunched
- ✓ Recognizes the value of feedback as a means of getting what they want

This half-day program to Wow Your Customers will help each attendee:

- ✓ Exceed customer needs and expectations
- ✓ Use the RATER factors to guide your customer interactions
- ✓ Determine the right times to bend or break the rules
- ✓ Learn the “Forbidden Phrases” and what to “Say Instead”
- ✓ Become fantastic fixers and powerful problem-solvers

Based on the award-winning book *Delivering Knock Your Socks Off Service*, this course is sure to make you think, laugh and learn.



Facilitator: Ann Thomas, is nationally recognized for her skills to connect with each audience. She brings more than 25 years experience in consulting and training to each of her clients. Her work focuses on improving service quality, diversity awareness, generational differences, sales, performance management and professional development. Currently Ann is President of her own consulting business. As an author, her recently released books **Pay Attention! How to Listen, Respond and Profit from Customer Feedback** and **101 Activities for Delivering Knock Your Socks Off Service** provide focused, applicable and guided strategies for businesses, groups or individuals to hone their service skills and awareness.



LEARNING & DEVELOPMENT SEMINARS

2011–2012

Introduction to Active Citizenship

Friday, March 16, 2012
9:00 a.m. to 12:00 p.m.

St. Louis Park
Council Chambers
5005 Minnetonka Boulevard
St. Louis Park, MN 55416

\$93 per person
\$86 per person for teams

As a city worker, you see and hear from active citizens on a regular basis. Sometimes the interactions are very positive and successful. Other times, they are hard to understand. What makes the difference? How do you respond? What is your own responsibility as an active citizen? How do you get involved in your home community?

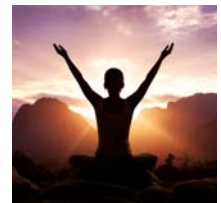
Brought to you by the Citizens League, a 60-year old Minnesota-based non-profit, nonpartisan, public policy organization, this interactive session is an introduction to Quantum Civics, a civic leadership program. The course includes questions like, “Why is Minnesota so

unique – and so successful? Why are we ‘stuck’ when it comes to policy and civic leadership? What is a new model for civic leadership? From the citizen of the city to the government worker, what is each participant’s role as a citizen in this process?”

Included in the fee is a one year membership to the Citizens League.



Facilitator: Sean Kershaw is Executive Director of the Citizens League. In 2003 he became just the sixth Citizens League Executive Director in its 60-year history, and had served on the Citizens League board since 1996. Prior to that, he was Deputy Director for the City of Saint Paul’s Department of Planning and Economic Development, and Planning Coordinator for the Public Housing Authority in Omaha, NE. Sean is passionate about active citizenship, civic organizing, and good public policy. He is on the Board for the Twin Cities United Way.



LEARNING & DEVELOPMENT SEMINARS

2011–2012

P.O.P

The Power of Perspective

Thursday, April 19, 2012
9:00 a.m. to 12:00 p.m.

St. Louis Park
Council Chambers
5005 Minnetonka Boulevard
St. Louis Park, MN 55416

\$93 per person
\$86 per person for teams
of three or more

Perspective comes from many things --- your values, your history, your outlook on life. It influences your attitude, your world view, and your success.

This class will help you separate the facts from the story and find ways to see things differently. You will discover how to expand your assessment of any situation and to unleash your own power of perspective to help you successfully navigate your way through difficult or uncomfortable situations.

This session is highly interactive and practical. You will walk away with skills you can use!

Techniques you will learn include:

- ✓ Reframing
- ✓ Acting as if . . .
- ✓ Power of Gratitude
- ✓ Communication Techniques



Facilitator: Brenda Nelson is the Information Technology Manager for the City of St. Louis Park. She has created and facilitated workshops, most recently dealing with the topics of teambuilding, customer service, change, and technology. She is certified in the Just for Me Wellbeing program and is currently working on her mastery certification for creative life coaching.



Facilitator: Bridget Gothberg is the Organizational Development Coordinator for the City of St. Louis Park. She has a Master of Arts in Educational Leadership from the University of St. Thomas. She is a workshop presenter, certified coach, and facilitator.



LEARNING & DEVELOPMENT SEMINARS

2011–2012 Registration Information

Three ways to register:

1. Online at:

www.stlouispark.org/
learning-courses.html

2. *Fill out this form and mail to:

Debbie Fischer
City of St. Louis Park
5005 Minnetonka Boulevard
St. Louis Park, MN 55416

3. *Fill out this form and fax to:

Debbie Fischer
City of St. Louis Park
(952) 924-2170

How do I pay for a session(s)?

After you register, you will receive an e-mail confirmation in addition to an e-mail reminder approximately one week prior to the seminar. An invoice will be sent to your billing address immediately following the seminar. Alternative billing arrangements are available by contacting Debbie Fischer (see contact information below).

Do I have to sign up for all sessions?

This program is designed so you can attend one or all of the sessions.

What if others from my organization want to attend?

If your organization has three or more attending the same session, you will receive the price reduction noted.

Why invite other agencies?

We have really great people working in other public agencies. Some of our best learning is when we learn from each other in actual situations. Many problems we deal with in the public sector are unique, and we can work together to help one another. It's also a great opportunity to meet other public agency professionals.

Questions?

Call Debbie Fischer at St. Louis Park (952)924-2525 or e-mail dfischer@stlouispark.org. Space is limited, so please register early.

***For your convenience, you can fill in this form on your computer. Just type in your information in the fields below and print the form to fax or mail. (If you prefer to register online, click on URL above.)**

REGISTRATION FORM

YOUR NAME _____

ORGANIZATION _____

PHONE _____ E-MAIL _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

2011-2012 SESSIONS (CHECK ALL YOU ARE REGISTERING FOR):

- | | |
|---|---|
| <input type="checkbox"/> Oct. 17, 24, 31, Nov. 7 ➤ Communications Boot Camp | <input type="checkbox"/> Mar. 16 ➤ Intro to Active Citizenship |
| <input type="checkbox"/> Jan. 19 ➤ A Wellness Centered Life | <input type="checkbox"/> Apr. 19 ➤ P.O.P - Power of Perspective |
| <input type="checkbox"/> Feb. 16 ➤ Wow Your Customers | |



Experience LIFE in the Park