

Thank you for your interest in **Professional Development Programs** at Jennifer Brown Consulting (JBC). We offer a wide variety of professional development programs, designed to enhance the most in-demand skills for workplaces. Our instructors bring a broad experience base to the classroom, drawn from hundreds of teaching hours delivered worldwide and in a variety of industries. Our facilitation style is interactive, encouraging, and customized to fit the needs to each distinct audience, and company culture.

All classes can be delivered in 1 or 2-day format, or condensed into shorter “turbo sessions”, anywhere from 1-3 hours in length. They can be delivered in the classroom, or online. Where appropriate, we provide pre-work assignments to enable the shorter sessions.

We also suggest sustainment coaching for each of the participants, wherever possible. This coaching can be delivered by the JBC instructor, or we can facilitate peer-to-peer coaching sessions where the skills are practiced and feedback is given.

The following pages contain brief program descriptions, participant benefits, and programmatic details.

General Audience

Communication Skills	Critical Thinking
Effective Communications	Problem Solving & Decision Making
Effective Business Writing	Time Management
Presentation Skills	

General Audience

Course Title: Effective Communications

Course Description: In today's fast-paced workplace, it is critical to be a skilled communicator and influencer of others, in order to get the job done. Our success in our roles is often predicated on our ability to collaborate quickly and effectively with a broad range of co-workers, clients, and other leaders, and create "win/win" solutions whenever possible.

Participant Benefits:

- Build a new level of self-awareness for participants about their preferred communication style
- Learn and practice several models to prepare for and handle challenging communications at work
- Create a personalized action plan for influencing key stakeholders

Course elements:

- Fundamentals of Influencing
- Communications Styles (Assessment: TRACOM)
- Assertiveness Model
- Elements of Persuasion
- Conflict Handling Modes

Course Title: Effective Business Writing

Course Description: The professional impression we create in the workplace is often driven by written communications. From internal emails to full-length documents for clients, the power of the written word in the workplace shouldn't be underestimated. Different from academic writing, business writing is a skill all its own. JBC's business writing courses assist today's time-strapped professionals in developing an understanding of how to best express themselves, structure their message, practice assertiveness in written form, and influence others through writing.

Note: This course can be designed to include individual writing assessment feedback, for more customized skill development. JBC highly recommends this additional investment.

Participant Benefits:

- Gain insight on their own strengths and areas of opportunity through a personalized writing assessment
- Learn simple structures for written communications – Purpose, Details, Follow-Through
- Understand the importance of audience analysis, and elements to consider before writing
- Practice new skills on current or new writing assignments; benefit from in-class, over-the-shoulder coaching

Course elements:

- Writing purposefully and addressing readers (audience awareness)
- Structuring ideas and creating a "style"
- Formatting and editing

- Tips, techniques and pitfalls for common business formats
- Writing executive summaries

Course Title: Presentation Skills

Course Description: Studies have shown that audiences form an opinion of a presenter or public speaker before they even begin delivering their presentation. Even though public speaking is one of the most feared activities in business today, there are fundamental skills that can be learned and practiced to improve elements such as content, structure, and delivery. Practice is key in learning these skills, and participants grow the most when they are able to see and hear themselves recorded, often for the first time, and can also receive feedback from a coach in one-on-one private sessions.

Participant Benefits:

- Learn the pluses and minuses of your particular presentation skills
- Understand the fundamentals of content and delivery
- Learn tips and pointers for using Powerpoint and handouts
- Work on an actual upcoming or potential presentation

Course elements:

- Videotaping
- Peer and Coach Feedback

Course Title: Problem Solving & Decision Making

Course Description: Most of us solve multiple problems, or make multiple critical decisions, every day, and yet we aren't aware of a method or process for choosing which problems to solve, generating the right choices and solutions, and making the right decisions. In today's complex business environment, every professional's time is in short supply, and building personal awareness of our options in identifying opportunities for improvement, especially when the stakes are high or the core of the problem is not clear, is a key competency for success.

Participant Benefits:

- Learn tools to perform gap analysis and identify actual problems
- Apply common problem-solving best practice exercises (see below)
- Make headway on real-life problems in the classroom through learning application

Course elements:

- HBR Case Study
- Root Cause Analysis
- "5 Whys"
- Fishbone Diagramming
- Brainstorming
- Framing/Re-Framing

Course Title: "Time Management"

Course Description: Instead of asking ourselves, "Where does the time go?", there is an opportunity for every professional to learn time-tested time management techniques to enhance productivity and efficiency. Many workplace cultures drive reactive behavior ("fire drills"), which makes best time management practices difficult to implement, and stick to. But it can be done, with personal focus and discipline, and belief that YOU are your own time manager. It is critical that professionals apply prioritization principles, are diligent in managing time proactively, and learn to deal with interruptions, and interrupters, wisely. Managing time well can create a powerful impression on others and establish your reputation as a true collaborator.

Participant Benefits:

- Be re-inspired to proactively manage time
- Learn when and how to delegate
- Identify opportunities to say "no", or manage expectations more effectively
- Scheduling, email, and document prioritization - tips and techniques
- Email and document handling

Course elements:

- HBR Case Study – "Who's Got the Monkey"
- Time Mastery Profile (Assessment)
- 3 R's Model
- Delegation Model
- Communication Model
- Role-plays