

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.**

## Managerial/Executive Audience

Communication Skills	Critical Thinking
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Executive Communication	Strategic Thinking
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Mentoring & Coaching	Change Management
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## *Managerial/Executive Audience*

### **Course Title: Executive Communications**

Course Description: Those who have the opportunity to lead in today's organizations are responsible for articulating organizational vision and bringing it alive with stories, metaphors, and other inspiration elements. Whether a leader has a team of one, or an organization of thousands, the skill of focusing the efforts of others through powerful presentations is a must-have.

#### Participant Benefits:

- Understand the definitions of mission, vision, values, and strategy
- Learn key elements of effective, inspiring vision statements
- Explore stories to wrap around the vision
- Analyze audience/stakeholder needs and build cultural awareness
- Practice delivery

#### Course elements:

- Videotaping
- Templates
- Practice
- Coaching

### **Course Title: Mentoring & Coaching**

Course Description: It is often said that leaders are judged by the legacy they leave – and the most respected and beloved leaders are often great mentors and coaches to others. The process of learning to be a great mentor and coach can be a lifelong one, however both contain techniques that can be taught, and practiced, in any training or learning environment. As skills, they are often considered as part of a leader's overall performance review, and worthy of investment and practice.

#### Participant Benefits:

- Identify the difference between mentoring and coaching, and where you might be practicing the skills already
- Analyze successful mentors and coaches – behavior, attributes, impact
- Managing up: asking for coaching, seeking mentors
- Define and practice different scenarios, or opportunities, for coaching
- Learn models to structure your coaching activities
- Identify an action plan to grow your mentee/coachee base, and to gain more/different mentors or coaches for yourself

#### Course elements:

- HBR Case Study
- Coaching Models
- Stakeholder analysis template

### **Course Title: Strategic Thinking**

Course Description: Whether you are setting the strategic vision or plan for a small team or an entire organization, this course helps participants understand the impact of strategy on their work and their organization's success. It is critical to gain a perspective and vocabulary for strategic planning to help you actively and constructively support your firm's strategic direction.

#### Participant Benefits:

- Understand the importance and role of strategy and strategic planning to an organization
- Discover various approaches companies use to develop strategy
- Find out how strategy moves from concept through implementation to realization
- Recognize techniques companies use to assess their current and future environments
- Identify specific ways you can contribute to your organization's strategic success

#### Course elements:

- Organizational assessment
- Processes and tools: classic models such as three D's
- Implementation and action planning
- Communication plan fundamentals

### **Course Title: Change Management**

Course Description: In times of fluctuation, leaders are called on to make a plan to manage through change. John Kotter and other change thinkers have done an enormous amount of work to understand the fundamentals of managing organizations through periods of change. Managers and leaders can learn that change is a process with many steps, and how important it is to be vigilant and thorough in planning, implementation, and follow-through.

#### Participant benefits:

- Understanding the key 8 stages of change initiatives
- Prepare a plan for a real change case, working through the steps
- Anticipating pitfalls for change
- Identifying stakeholders, champions, and resister

#### Course elements:

- HBR Article
- Change Model
- Template for Change Plan and Stakeholder Analysis
- Exercises and Strategic Peer Feedback