

Instructor Led Training eLearning Consulting

FATHOM CORPORATE TRAINING

AUSTIN'S LOCAL SOURCE FOR TRAINING

With more than 20 years experience in sales and management turnaround environments, Fathom Corporate Training, based in Austin, Texas, works with organizations and people facing critical challenges in leadership, management, sales, negotiations and customer service.

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WELCOME TO FATHOM CORPORATE TRAINING



John Males
Founder and President

- Founded in Austin, TX.
- Over 20 years experience in learning and development.
- Program materials customized for your organization.
- Post session follow up ensures that learning objectives are met.

It is with great pleasure that we introduce our full catalog of training products and services. We are proud to be based in Austin and over the past 20 years have enjoyed Austin's tremendous growth and the opportunity it has meant for all of us who have lived, played and worked here for so long. Fathom is an integral part of the Austin landscape and we are grateful to have played a role in helping many organizations and their employees succeed over the years.

Fathom Corporate Training can be distinguished from its competition by the way we approach client challenges and deliver solutions. We call this Deep Insight, Direct Results. Deep Insight is gathered from our industry expertise, training and development experience and from sitting down with clients to understand their specific workplace challenges. We facilitate programs that focus on proven models, custom studies, role-plays, assessment and discussion to create an ideal environment for growth and change. Fathom's methodology gets participants to open up to new ideas and allows them to transition new skills from the classroom to the workplace in a short amount of time. Direct Results are delivered in the form of better communication, higher morale, increased revenues and a more cohesive workplace. Our results are measurable. We follow up after training has taken place to ensure that the new skills are being implemented effectively and are integrated in our client's strategy for success.

We know that many choices exist when choosing a learning and development partner. Our hundreds of clients and thousands of participants remain our best source of feedback about how we work and effect change. We look forward to the opportunity to meet with you and address your training needs.

Sincerely,

AUSTIN'S TOP TRAINING TRENDS

Each year, Fathom meets with hundreds of CEO's, HR Directors and Leadership and Development staff. Below are few of the top training issues that organizations in Austin are facing.

coach learning ability
practice instruction

Training mentor
advising education
development education
skill teaching workshop
motivation knowledge

Generational Change in the Workplace:

As a city with a young, educated and vibrant workforce, Austin certainly has benefits for employers. The demographics of the city also yield some specific challenges because of age and experience. The median age in Austin is 31 years old. This is inside the Millennial age bracket of people born after 1980. And, it means that in Austin, we have a greater tendency to hire young staff. These staff must then meld with staff that might be from another generation.

Fathom has been facilitating an unprecedented number of Generations in the Workplace training sessions to help employers and employees understand the differing values that each generation holds. The result is more awareness and understanding between each of the generations that leads to more effective collaboration and productivity.

Managing Growth:

Austin is home to many high tech start-ups and fast growing firms. Many are growing without a strategic plan in place to manage growth or a vision for the future to guide them. Developing a values driven strategic plan and communicating that plan to every employee provides both stability and an actionable set of decision making criteria that focuses company efforts on obtainable goals. Fathom provides strategic planning and communication solutions that provide a solid foundation for organizational growth.

Improving the Customer Experience:

Fast growth comes with a cost. Customers typically feel the effects of growth when a firm's existing customer service staff is tasked with handling the increased volume. New staff members are brought on board but often lack the experience and training necessary to service customers at optimum levels. Customers feel the difference in how they are handled by customer service staff members who are not yet reading from the same page of the playbook as their team members. Effective customer service training gets staff on the same page and provides a template for bringing new hires up to speed.

Developing Core Managerial Skills:

Due to rapid growth and the need to manage it, front line staff members are being promoted more quickly into management positions. Many have never managed others and have not been given training in the core areas of communication, motivation, delegation and evaluation to take on this new role. Investments in managerial effectiveness are essential for organizations that are in competition for skilled technical workers. Eighty percent of an employee's decision to terminate employment is based on their relationship with their direct manager.

WHAT FATHOM CAN DO FOR YOU



PUBLIC OPEN WORKSHOPS

Fathom offers a full array of public workshops which are held in the Austin, Texas area. Public open workshops are best suited for individuals or organizations that need to develop skills in a few of their employees,.



WEBINARS

Webinars offer individuals and organizations access to expert facilitators at a time and place most convenient for them.







ONSITE AND CUSTOM WORKSHOPS

If your organization has more than 8 people who require training, Fathom's Private/ Custom workshops can offer you the best value. By including custom case studies, or tailoring the content to better meet your organization's culture and business processes, Fathom can ensure that your training initiatives deliver the exact results that you need.



ONLINE TRAINING

Access over 70 courses with Fathom's online training solutions. The courses provide instruction in traditional soft skills along with areas such as finance, HR management and project management. Online training offers a minimum of 30 days of access along with the option to contact subject matter experts if any questions arise.



ONE-ON-ONE COACHING

An excellent option for busy executives, one-on-one coaching provides access to our subject matter experts for the most personalized training experience. Fathom works directly with the participant to design the custom education session and offers follow-ups.





ORGANIZATIONAL DEVELOPMENT CONSULTING

As a consultant, Fathom Corporate Training will help you to identify, design and implement training solutions to meet your specific objectives. Fathom offers custom assessments, employee focus groups and facilitated executive work sessions to help you refine your training and human development strategies.



KEYNOTE SPEECHES

Fathom's expert facilitators can deliver many of the programs in condensed Keynote format. These sessions are designed to be entertaining and informative, leaving participants with an exciting overview of key concepts.

FATHOM CULTIVATES LASTING CLIENT RELATIONSHIPS. BELOW ARE SOME OF THESE:

ADVERTISING MEDIA

RetailMeNot Hill & Knowlton Strategies CMV Publicidad Sicola Martin **TBWA**

AVIATION-AEROSPACE

Lufthansa Technik Wesco Aircraft General Dynamics Cobham **Continental Airlines Delta Airlines** Northwest Airlines American Airlines Skyteam Alliance Asur

AUTOMOTIVE

Denso Chrysler Process Systems Eaton Corporation Fiberglass-Evercoat Denso Faurecia Guardian Industries San Antonio Auto Dealers

BANKING

Visa KeyBank VeriFacts Regions Bank Bank of America Bancvue

BUILDING-CONST

Builders Digital Gehan Homes Beck Group Jacobs Engineering Pacific Integrated Westward Environmental Shaw Industries Floyd Construction Allied Building Materials Guardian Industries American Standard Hunter Douglas SSI Zachry Acme Brick Hirsch Associates National Gypsum DOW Lafarge Jimmy Jacobs Homes **Austin Counter Tops** Active Power Ledcor

CHEMICALS

Dunn Edwards Novus International DA Stuart

University of Texas

EDUCATION

Texas Education Agency Laredo Ind. School District TX A&M Camelot Education Baylor University University of TX TX State University Management Science

FINANCIAL

Yacktman Asset Management VISA Teacher Retirement System TX **Duff and Phelps** Capital CDC Dun & Bradstreet National Financial Partners American Express **Edward Jones**

Charles River Associates

High Five Entertainment

FOOD SERVICE

Alvarez and Marsal

Brinker International Popeyes Churchs Fazolis Logans Roadhouse Pepsi Starbucks McDonald's Frito Lay Otis Spunkmeyer

GOVERNMENT / NON PROFIT Texas Veterans Commission

LifeWorks Texas Education Agency **EEOC** Austin Housing Authority Round Rock Housing Authority West Austin Public Utility Agency **Foundation Communities Environmental Defense Fund** TX Legislative Council TX Dept of State Health Svc TX State Senate US Army / US Navy Teacher Retirement System TX City of Austin City of Round Rock TX Health & Life Insurance Assn

TX Office of the Attny General

TX Health & Human Svs Comm

TX Guaranteed Student Loan

TX Surplus Lines Office

HEALTHCARE

Arc of the Capital Community Care Collaborative Paratus Diagnostics TX Hospital Association Superior Health Plan Produce Pro **NW Surgical Hospital** MedSpring Urgent Care Wenzel Trajan Scientific LDR Spine Mirna Therapeutics

Healthcare The Advisory Board Triage Consulting Group Ameripath Arrowhead Healthcare

Axis Dental Catalina Health

Baylor Scott & White

HOSPITALITY

The Austin Club Hospitality, Sales, Mkt Assn Starwood Hotels and Resorts Home Away ClubCorp Mozart's Coffee Roasters

INSURANCE

NY Life Insurance TX Mutual Insurance Assn National Assn of Mutual Ins Liberty Insurance Underwriters Insurers Public Relation Council Prof Insurance Comm Summit **Business Media**

LEGAL

Jackson Walker TX Legal Latham and Watkins Baker Botts

LOGISTICS & TRANSPORT

Intelligent Logistics Open Roads Newgistics Cobham Asur

MANUFACTURING Ultra NSPI **Dunn Edwards** Albany International **Austin Foam Plastics Equalizer Industries** Medicine Balls Tenova Energizer International Print & Packaging Masco Watkins, Inc.

MINING

Advanced Drilling Lafarge

OIL/GAS/ENERGY

Tesoro Corporation Transocean Drilling Wayne Fueling Systems **Tesoro Logistics** TX Gas Service EnTrans International Heil Trailer Kelly Tools Summit Industrial Products Active Power Tenova

Oil States Industries Aker

REAL ESTATEBrookdale Senior Living Round Rock Housing Auth Coryell Central Appraisal District Great Amer Storage Keller Williams Home Away **RELS** Temple Inland

RETAIL

BigCommerce CV Linens Whole Foods Naturally Curly RetailMeNot **IKEA** Pepsi Frito-Lay Energizer Green Mountain Coffee Bolu Green Light

TECHNOLOGY

OpenSymmetry ESO Solutions Wargaming.Net **Builders Digital Experience** Voltabox DisclosureSave Bedia Gemalto Toshiba The Nielsen Company SAP **SFCG** BigCommere Atlassian Software VM Ware E2Open TradeMark Media Quantum Digital

Tokyo Electron

Micro Motion

TECHNOLOGY +

SXSW SailPoint **Technologies KIO Networks** Websense AllClear ID TK20 **BMC Software** DNB HP Anue Systems Emerson Zebra Imaging Volution AMD Prospx Software Dell Intel 1-3 Communications Arrow Electronics Micro Focus Apple **Borland** SGE Analytical National Instruments









Outstanding Presentation Skills Workshop



TAKE YOUR ORGANIZATION'S PRESENTATIONS TO THE NEXT LEVEL WITH THIS FAST PACED, VIDEOTAPED PRESENTATION BOOT CAMP THAT STRENGTHENS CORE DELIVERY SKILLS.

Features:



1 OR 2 DAYS



SKILL PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP



ELEARNING OPTIONS

Also Available For:

Executives
Sales Professionals
Product Demonstrations
Technical Presentations

Overview:

This presentation skills training workshop aids participants in building and delivering a powerful message to both internal and external clients. It is the most intensive presentation skills training course on the market and yields proven results. This workshop will help build a participants selling skills as well as those needed to inform and motivate any audience. It is a highly interactive workshop that focuses on audience styles, structuring the message, delivery skills, using visual aids and handling audience questions. It is proven to assist those who must deliver executive level presentations, sales presentations and technical presentations.

Our public speaking and presentation skills workshop is personalized to each participant's skill level. Two instructors help students grasp the concepts through 8-10 videotaped presentations. One-on-one feedback and coaching is provided to help students build and practice the new skills.

- Deliver an audience centered presentation
- Build presentation structure for the way audiences learn best
- Simplify technical material to reach executive level audiences
- Present on a topic with limited preparation in advance
- Build voice projection, pitch, pace and pause
- ► Eliminate ahs and ums
- Control nervousness to deliver with confidence
- Create and use effective gestures for impact
- Utilize PowerPoint and visual aids for maximum effect
- ► Handle audience questions and defer when appropriate



Outstanding Presentation Skills Workshop

Agenda:

▼ Day 1: 8:30 AM to 12:00 NOON

Prepare benchmark presentation.

Videotape Presentation (Benchmark)

Individual coaching on Benchmark and current level of delivery skills.

Understanding audience behavior styles to deliver an audience centered presentation.

Presentation Structure. Packaging the material in an easily digestible format with impact.

Prepare Presentation Opening.

Building the roadmap that paves the way for upcoming material.

Videotape Presentation (Opening)

Coaching on presentation opening.

Determine proper usage of new structure, word strength and weaknesses and overall impact of content.

▼ Day 1: 1:00 PM to 5:00 PM

Delivery Skills- Control: Nervousness, Stage Presence, Proper Positioning, and Eye Contact.

Videotape Presentation (Control)

Coaching on control. Walk, stance, control of nervousness, distracting habits and proper eye contact.

Delivery Skills- Vocals: Proper use of Pitch, Pace, Pause and Projection.

Videotape Presentation (Vocals)

Individual coaching on enhanced usage of vocals to drive presentation interest and impact.

Delivery Skills- Gestures: Proper usage of gestures, body language and movement, to drive visual impact.

Videotape Presentation (Gestures)

Individual coaching on use of meaningful gestures that support presentation contents

▼ Day 2: 8:30 AM to 12:00 NOON

Building and delivering an impromptu presentation.

Coaching an impromptu presentation.

Prepare Presentation Body. Creating a message that has logical flow, builds upon the ideas presented in the opening and holds audience attention. Continued reinforcement of delivery and control skills.

Videotape Presentation (The Body)

Individual coaching on presentation body, flow and overall impact of message.

Visual aid creation and usage-PowerPoint, whiteboard & flip-charts

▼ Day 2: 1:00 PM to 5:00 PM

Videotape Presentation (Visual Aids) Individual coaching on visual aid content and usage.

Prepare presentation closing summarizing main ideas covered.

Videotape Presentation (Closing)

Handling questions and answers. Proper Q/A session delivery.

Dealing with difficult or hostile audience members.

Videotape Presentation (Final-Opening-Body-Close-Q/A)

Individual coaching on final presentation. Comparison of Benchmark to Final Presentation to recognize improvements.

Identifying areas needing continued development.

What Our Clients Say:

"This was a fresh take on presentation construction and the simulations and video taping was very effective."

> Kent Little Director, New York Life Insurance Company

"As a manager and later as Special Projects Coordinator with ING Insurance Company I have had the responsibility of speaking on numerous occasions to hundreds of our employees. I consider myself to be both accustomed and comfortable in making speeches. You can therefore imagine my surprise at how much I learned in a very short period of time."

Mari Carmen Spies ING

"The Exceptional Presentation Skills workshop was a revelation to me. While I'd heard about the significance of nonverbal communication before, I didn't really get how important it is... This training was literally a game changer for me."

Mr. Rick Froom, Ph.D Senior Software Engineer National Instruments

"Our instructor was articulate, knowledgeable and helpful."

Sales Manager

"Should be the standard for public speaking and effective COMMUNICA-TION SEMINARS."

Senior Manager

- Public workshop schedule
- View client testimonials
- Watch sample before and after videos



Cultural Diversity Skills Workshop



HARNESS THE POWER OF A DIVERSE WORKFORCE THROUGH GREATER UNDERSTANDING AND APPRECIATION OF DIFFERENT CULTURAL VALUES.

Features:



1/2 OR 1 DAY



ROLE PLAY PRACTICE



ONE ON ONE COACHING



WEBINAR OPTIONS

Overview:

This course is a series of cross-cultural training tools and cultural diversity activities that can help build cultural diversity skills in the workplace and with clients. Our cultural awareness skills workshop is critical for managing cultural diversity and enables your organization and your leaders to meet the high-performance demands of an increasingly global economy. Fathom's cultural training course is a result of the collaboration of dozens of acclaimed intercultural experts from 35 countries. There are over 40 culture specific modules available.

Seminar participants learn a values-based process for navigating cross-cultural communication and to develop practical strategies for driving cultural understanding. Case studies are used for the specific cultures being taught. The course will boost productivity by helping students learn specific behaviors and values to better manage cultural expectations. Practicing cultural awareness helps to build an understanding of why people do what they do and builds cultural awareness that leads to more effective collaboration and better decisions for your organization.

- Build cross-cultural communication to produce productive working relationships with others
- Address cultural diversity issues to lead and motivate a team
- Get the best out of people from different backgrounds and experiences
- Decrease negative stereotyping and judgments across organization locations
- ► Improve inter-cultural decision-making by practicing real world scenarios
- Alleviate the typical "low" that ex-patriot's feel resulting from culture shock
- Raise intercultural awareness
- Gain an appreciation for different cultural values
- Develop a shared model for building intercultural competence, and shared tools for cross cultural communication



Cultural Diversity Skills Workshop

Cultures Offered

Arab Gulf Argentina Australia Belarus Belaium Brazil Bulgaria Cameroon Canada Chile China Denmark Dominican Republic East Asia Egypt England Finland

Germany
Hungary
India
Indonesia
Islam
Israel
Italy
Japan
Jewish Culture
Malaysia
Mexico

Malaysia Mexico Netherlands New Zealand Norway Oceania Philippines Poland Romania Russia Singapore Slovakia Slovenia South Africa South Korea Spain Sweden Switzerland Thailand Turkey USA

Vietnamese

West Africa

Agenda:

France

▼ 8:30 AM to 12:00 NOON

Activity: Choose your values.

Role Play #1

Cultural self discovery.

Childhood messages. (How behaviors, traditions, and language effect us and how stereotypes are formed.)

Values and behavior exhibited.

Compare personal values to selected culture values.

Video: Building a Multi-Cultural Team.

Review selected cultural values.

Core culture value lens review.

Identify selected cultures behaviors.

Judgment, negative perceptions and stereotypes.

▼ 1:00 PM to 5:00 PM

Role Play #2: "Worth of My Values".

Cultural model introduction.

Sample case study.

Cultural behaviors.

Cultural values.

Bridging the gaps.

Critical sensitivity incidents

(Selected case studies & client

incidents.)

Behaviors apparent in case.

Values exhibited in case.

Possible bridges.

Optional- Role Play #3

What Our Clients Say:

"As an international corporation made up of a widely diverse workforce, we had need for a solid and thorough Cultural Diversity Workshop. Fathom Corporate Training in Austin did a remarkable job. He was able to present the material to a wide variety of individuals with a range of backgrounds."

Gary Holmes Training Coordinator Aker Solutions

"Learning to use the behaviors and values template helped me to understand others actions more clearly. This has enabled me to avoid conflict and develop a better basis for working relationships."

Senior Manager Commemorative Brands

"I really gained a better understanding of our multi-cultural workplace and can now see where I could have facilitated a different and better outcome in many situations. I only wish I had taken this course years ago."

Project Manager University of Texas

- Public workshop schedule
- View client testimonials
- Updated list of available cultures



Outstanding Customer Service Skills



EQUIP YOUR CUSTOMER SERVICE PROFESSIONALS WITH THE TOOLS THEY NEED TO MANAGE AND IMPROVE CUSTOMER EXPERIENCES.

Features:



1/2 OR 1 DAY



ROLE PLAY PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP

Also Available For:Public Sector Staff

Overview:

Studies show that 70% of the reason a customer will return is based upon their interaction with your staff. That means that only 30% of your ability to keep customers happy is based upon your product or service features alone.

This customer service skills seminar gives participants new insight into specific customer behavioral styles. It teaches students to address both the personal and process needs of the internal and external client. Students learn to implement easy to use customer service models for working with customers who are disgruntled and who have had service disruptions. This workshop focuses on building internal communication skills to keep team members aware of customer concerns.

This customer service skills workshop employs practice exercises and role-plays including a benchmark to assess a participant's current customer service skill level. It focuses on building new commitment to the organization's mission of maintaining happy clients. This course is great for addressing customer service skills for IT professionals as well.

- Identify current personal and organizational barriers to providing exceptional customer service
- Assess the 5 quality service factors customers expect
- Create and implement a new personal commitment to customer service
- Gauge client and co-worker behavioral style and know how to interact for results
- Maximize communication using visual, vocal and verbal delivery techniques
- Listen better and more fully understand client needs
- Proactively respond to client complaints and solve problems
- Handle extremely difficult customers appropriately
- Deliver excellent service on the phone



Outstanding Customer Service Skills

Agenda:

▼ 8:30 AM to 12:00 NOON

Understanding Customer Needs: How people complicate service delivery.

Video #1: "An Extra Degree of Effort"

Exercise #1: Identifying current barriers to providing exceptional service.

Exercise #2 Quality Service Factors: Understanding the 5 areas in which internal and external customers expect satisfaction. Gauging our performance in these areas.

Exercise #3 Personal Customer Service Commitment: Re-thinking what we can and will commit to in the future.

Exercise #4 Behavioral Styles Profile Self-Assessment: Identifying customer needs. Building rapport with our customer's by meeting both personal and business process needs.

Your Attitude Says It All: Understanding the impact of voice projection, tone, pace and pitch. Body language and the message it conveys.

Barriers to Effective Communication: Identifying opportunities to improve oral and written messaging internally and externally. 7 1:00 PM to 5:00 PM

Listening Skills: Improving our ability to be aware of customer needs.

3-F Communication Model: Handling Feelings, Finding Facts, Formulating Solutions

Role-Play #1 Mini-Role Play: Utilizing behavioral style, listening skills and a problem solving model in various customer service situations. Peer feedback and brainstorm on best practices.

Handling Difficult Customers: Best practices for dealing with those most disgruntled.

Video #2: "4 Tips for Telephone Communication Excellence"

Best Practices and on the Phone: Terms, Phone Etiquette, Word Choice, Articulation, Manners

Conflict and Collaboration: Understanding the 5 sources of conflict. De-escalating conflict and implementing a new model for collaboration.

Managing Stress: Identifying and managing ourselves first.

Role-Play #2 - Final Role-Play: Managing an escalated and potentially disastrous customer service situation.

Final Concept Assessment and Video #3: "What Can I Do?"

What Our Clients Say:

"The negotiation and conflict resolution sections as well as how to address customer personality types were very helpful."

Materials Manager Benchtree Group

"We dug in deep to look at relevant gaps in our service and came out with a plan for improvement."

Sales Manager

"The session covered not only customer service, but other very useful tools as well."

Operations Manager

"Our customer has indicated that they aren't hearing any complaints and the feedback we are getting from agents is getting better. Thanks again for a great training." Client Relations Manager

- Public workshop schedule
- View client testimonials
- Listen to a course overview



Time Management Skills Workshop



GET MORE DONE IN LESS TIME BY DEVELOPING ESSENTIAL SKILLS THAT ENHANCE BOTH EFFICIENCY AND EFFECTIVENESS.

Features:



1/2 OR 1 DAY



ACTION PLANNING



POST WORKSHOP FOLLOW-UP



WEBINAR OPTIONS



ELEARNING OPTIONS

Also Available For: Sales Staff

Overview:

Time is like a river; it keeps on flowing even though we get caught up in its turbulence and can't seem to come up for air. Later, we realize that we are out of balance and off course both personally and professionally. Without effective time management skills, new and constantly changing corporate objectives can be overwhelming, leaving us feeling out of control. Decision-making often resides at levels outside our own sphere of influence. Management expects us to handle more with fewer resources. Putting out fires and responding to multiple interruptions and changing priorities, becomes the bulk of our workday. Consequently, at the end of the week, month and year, we have not met our own objectives and feel disenchanted about the misuse of our time.

If this sounds like your experience, then this Time Management Skills Workshop is for you. It focuses on helping participants to proactively manage time for themselves first, which ultimately leads to serving corporate objectives more effectively. This essential course helps participants understand how their own behavior contributes to poor time management. It teaches students goal setting and how to work smarter while balancing personal objectives for success.

- Utilize a time management audit to understand where their time is actually being spent
- Assess their own behavior style to better manage time with others
- Gauge their current life balance and make changes where needed
- Establish long and short term goals that meet both work and personal objectives
- Address their tendency to procrastinate and waste time
- Say NO to take back control and manage time more effectively
- Reorganize themselves and their workplace for success
- Address those things on the agenda that "appear" urgent
- Schedule in reverse to better manage time and resources to meet deadlines
- Prevent obstacles from deterring their success



Time Management Skills Workshop

Agenda:

▼

8:30 AM to 12:00 NOON

Awareness Level and Identifying Obstacles

Analyze personal time audit to understand current usage of time.

Exercise #1: Identification of obstacles preventing us from managing work quality and time effectively. Determine best use of time to drive organizational results.

Exercise #2: Personal behavioral style assessment and awareness level of potential roadblocks to achieve desired results.

Develop strategies for overcoming poor attention to detail and time management.

Learning to save time by communicating with others efficiently.

Time Leveraging Tools: Goals, Activities and Priorities

Exercise #3: Understanding the importance of attention to life and work balance.

Goal-setting guidelines & SMART goals.

Managing the constant inflow, deciding on next actions and prioritization.

1:00 PM to 5:00 PM

Effective vs. efficient use of time.

Exercise #4: Setting goals- Students create four well-defined short and long-term goals.

Identifying Activities: Identifying the specific activities necessary to reach individual goals.

Sorting through activities using the 4 D principle: Dump, Do, Delegate, Defer.

Assigning priority to goals.

Exercise #5: Identifying level of priority for each goal.

Action Planning and Overcoming Obstacles

The 4 D's of delegation to drive accuracy and results.

Implement a daily action plan.

Using a calendar effectively.

Exercise #6: Scheduling in reverse for managing quality and time effectively.

80/20 Principle to determine where resources should be directed.

Urgent vs. Important Theory: how to be proactive instead of reactive.

Exercise #7: Urgent vs. Important Matrix

The Top 10 obstacles to managing quality and time management.

What Our Clients Say:

"I wanted to personally thank you again for our one on one Time Management session on Friday in Austin. I walked away with some great advice, techniques and a sense of calmness which I haven't felt in a long time!"

Courtney DeLee San Antonio Auto Dealers Association

"Thanks for a wonderful training day. It was really nice to learn more to manage time at work and in our daily lives. Thanks again and looking forward to have more from you guys!"

Quality Assurance Manager
Norac Chemicals, Los Angeles, CA

"Thank you for coming in on June 2nd to present the Time Management Skills course in Austin. I found the material, as well as your personable skills presenting, extremely valuable. Your understanding of the time management challenges that we are faced with in this 'multi-tasking' environment is refreshing."

David W. James Engineering Services Manager Cirrus Logic

"A great opportunity to have John as an individual coach. When there is a 1x1 connection, the learning just "flows" and the time goes by fast. Excellent session with techniques that I am already applying on the job!"

Jill Prather Texas Department of Agriculture

- Public workshop schedule
- View client testimonials
- Listen to a course overview



Generations in the Workplace



GAIN NEW PERSPECTIVES BY LEARNING TO EMBRACE THE STRENGTHS OF YOUR MULTI-GENERATIONAL WORKFORCE.

Features:



1/2 OR 1 DAY



ROLE PLAY PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP

Also Available For:

Generational Selling
Generational Marketing
Managing Generations in
the Workplace
Getting the most from
your Millennial work force

Overview:

In a recent survey, one-third of workers reported that they had been offended by someone of a different generation at work. At least 33% of those in your office have been insulted, hurt or upset by a remark, a joke, an outfit or an attitude.

For the first time in history, 5 generations — Traditionalists, Baby Boomers, Generation X, Millennials, Gen Z — have presented new challenges for managers and their employees in the workplace. A definite lack of awareness exists among these four distinct generations. Typically, those of each generation feel they know best, better than those who came earlier, and certainly much better than the new kids on the block. This leads to management challenges and productivity issues.

The Generations in the Workplace training program is the perfect tool to bridge the generational gaps, building awareness that will lead to better hires, happier employees, stronger teams, and healthier organizations. It helps participants understand what makes each generation unique, and how each adds its own perspective and value to the workplace.

- Build an understanding of their own core values and behaviors
- Develop a framework for understanding the behaviors and core values of each generation — Traditionalists, Baby Boomers, Generation X. and Millennials, Gen Z
- Utilize a shared model for building generational competence and tools for cross cultural communication
- ► Address motivational issues by understanding the 4 generations more thoroughly
- Decrease negative judgments and generational stereotyping
- Improve decision-making by practicing real world critical incident scenarios
- ► Acquire an overall appreciation for generational differences



Generations in the Workplace

Agenda:

 \blacksquare

8:30 AM to 12:00 NOON

Values Exercise:

Participants choose values that influence the way in which they behave, think and work for subsequent discussion.

Self Discovery-Generation and Culture:

Participants investigate and explore their own identities through a series of short exercises and questions. Users explore the roots of their generational influences – from childhood upbringing, key events, influential people and technology – that shape who they are and how they behave. Participants will identify some of their core values, the positive and negative aspects of those values, and the thinking and behavior that flows from them.

Personal Core Generational Values:

Developing a personal value lens

Defining words and actions exhibited by our values

Critical Generational Incident #1:

Behaviors apparent in case

Values exhibited in case

The Cultural Detective Method:

Introduction of this problem solving method to bridge gaps in generational differences.

The 5 Generational Groups: Traditionalists, Baby Boomers, Generation X , Millennials, Gen Z

Participants will discover how their values and behavior may be similar to and different from those of their own generation and other generations by comparison. This encourages them to get to know their colleagues as individuals reducing negative stereotypes.

Critical Generational Incident #'s 2-6:

Real world generational case studies that teach participants how to use the Cultural Detective Method.

Behaviors apparent in case

Values exhibited in case

Suggestions for resolution

Client Workplace Generational Scenarios:

Participants discuss and deliver current generational challenges from their respective work areas for discussion and solution.

Behaviors apparent in case

Values exhibited in case

Suggestions for resolution

7 1:00 PM to 5:00 PM

Additional Client Workplace Generational Scenarios:

Case Studies

Role Practice

Action Planning

What Our Clients Say:

"I really gained more understanding of younger generations & why they do some of the things they do at work. I have recommended that my staff attend this course."

> Manager Commemorative Brands

"Learning the differences between the 4 generations and how they think and act in the workplace was very useful." Becky Mathews Texas Health and Human Services Commission

"Learning how my own positive values may have a negative connotation attached was the portion of the program I liked most."

> Mike Ocus IT Manager Texas Health and Human Services Commission

"Having the insight on the generation strengths and gaps will help me focus on the end result of getting the different generations mind sets of employees to work together more effectively. Having clarity on the distinctive differences gave me the awareness I need to ensure I stay on course and focus on coaching them accordingly when trying to find concessions when they are working together."

LEDCOR Group

- Public workshop schedule
- View client testimonials



Consultative Selling Skills Workshop



REALIZE YOUR SALES FORCE'S TRUE POTENTIAL WITH THIS SIMPLE SALES PROCESS APPROACH TO MAXIMIZING SALES EFFECTIVENESS.

Features:



1 OR 2 DAYS



SKILL PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP

Overview:

What is the number one complaint that customers voice about sales people? It is that sales representatives simply don't take the time to listen. Then, they attempt to sell prematurely. Consultative selling means: To first uncover and fully understand the goals, problems and needs of the customer, then, and only then, offer options and recommend relevant solutions.

This intensive, hands-on, exercise driven sales training program gives salespeople an understanding of the psychological steps that buyers go through in the purchase process. Using interactive role-plays, participants are walked through a step-by-step consultative sales process to more effectively meet a prospects needs. They learn to ask better questions and gather more useful information before trying to sell prematurely. Participants in this sales workshop learn how to concentrate their focus on each client's particular situation, challenges, and vision to ultimately partner with them and build revenues. This selling skills workshop enables participants to determine how their company and product/service can provide meaningful value to a client - even in a highly competitive, saturated and commoditized market.

The role-plays, in conjunction with the feed back sessions, assure that each classroom participant has achieved direct behavioral changes in their sales approach.

- Assess their current selling skills demonstrated in a sales benchmark
- Utilize interviewing skills to listen instead of pitching products
- Break the ice during difficult sales calls
- Create and use proof stories to sell
- Understand buyer types and what factors motivate them
- Use a 5-step model that mirrors the steps buyers go through before purchasing
- Overcome the 5 major objections to purchasing
- Sell long-term solution and relationships rather than low bids
- Employ top closing techniques and know when and how to use them



Consultative Selling Skills Workshop

Agenda:

▼ Day 1: 8:30 AM to 12:00 NOON

Benchmark Role Play: An assessment of the professional's current habits and skills to gauge strengths and where improvements can be made.

Emotional Intelligence Assessment: Identify natural behavioral styles of both the sales professional and prospective clients. Determine best practices and approaches needed for each type.

Buyer Types: Understand what motivates each type and their purchasing ability.

Commoditization: Helping participants understand that even products that are viewed as commodities can hold hidden value for customers.

▼ Day 1: 1:00 PM to 5:00 PM

Reference Stories: Participants create success stories using a proven format to relay in the sales process.

Unique Differentiation: Define superior resources, skills and controls of both the company and its products.

Feature, Function, Value (FFV's): Create and communicate differentiation in an effective way.

FFV Activity: Reinforce the ability to create and use FFV quickly and correctly.

INSITE Sales Model: Identify the phases a buyer goes through before purchase. Introduce a new model for selling.

▼ Day 2: 8:30 AM to 12:00 NOON

I ce Break

Build rapport and gain trust.
Use of social chat and bridging.
Use empathy with previous bad experience.

Role Play and Feedback.

N eeds Assessment

Open, Closed, Clarifying, Confirming and Implication Questions. Strategically using questions to determine customer need.

Role Play and Feedback.

S elect Options

Collaboratively develop alternate courses of action. Value vs. Cost vs. Risk Analysis. Role Play and Feedback.

▼ Day 2: 1:00 PM to 5:00 PM

I dentify Solutions

Recommending a specific course of action using FFV approach.
Use of reference stories.
Overcoming 5 objection types and effective responses.
Role Play and Feedback.

T est Understanding

Test for agreement on established recommendation.
Gain official commitment.
Use of various close techniques.
Role Play and Feedback.

E valuate the Sale

What went well? What should we change in the future interactions? What was missed? Sharing information internally with others who may touch this customer.

What Our Clients Say:

"With our B2B model, the team at SGE constantly negotiates with our current and prospective partners. All of my Austin team felt the workshop went well and only wished they had taken this class several years ago."

F. Anthony Audino Jr VP Sales/GM Americas SGE Analytical Science

"The training was awesome. I appreciate the helpful tools and deep insight that you provided. The everyday examples that you use throughout the day make it easy to relate and visualize myself in similar situations. The roleplay provides great practice for implementing the tools you provide. I'll definitely keep Fathom in mind for future training needs."

Claudia Cardwell Campaign Development Director America's Charities

"Understanding customer personality style and buyer types will be a great help to me. The course was outstanding."

Sales Representative

- Public workshop schedule
- View client testimonials



Outstanding Management Skills Workshop



PROVIDE YOUR MANAGERS THE SKILLS THEY NEED TO SUCCESSFULLY DEVELOP AND LEAD THEIR EMPLOYEES.

Features:



1 OR 2 DAYS



ROLE PLAY PRACTICE



ONE ON ONE COACHING



WORKSHOP FOLLOW-UP

Overview:

Happy employees make happy customers! This leadership skills workshop helps managers understand that increased communication and trust are the keys to leading team members and long-term organizational success. Our supervisory skills workshop is critical for managers who are leading through rapid change such as merger, acquisition or increased employee turnover.

This hands-on management training course teaches supervisors and managers the foundational skills behavioral style, communication, generation, motivation, delegation, performance management, accountability evaluation. Managers learn to create a new orientation emplovee process for success. Participants learn goal-setting and performance management strategies to build healthy and productive teams. This management skills course teaches managers how to use delegation skills in the workplace to increase employee motivation levels. Participants learn how to collaborate in situations where conflict is present, to diffuse tension, and drive more creative outcomes.

Through extensive case studies, role-play, and best practice sharing, participants learn to improve productivity and stay tuned in to job satisfaction levels of the team.

- Determine different staff behavioral styles quickly
- Lead those employees who appear difficult more effectively
- Build an atmosphere of trust through better communication in the workplace
- Foster an atmosphere where employees enjoy coming to work
- Motivate staff members by recognizing their specific needs
- Delegate projects more effectively by using a 4-step process
- Build an exceptional goal focused employee evaluation process for success
- Create a new employee orientation process that builds the team
- Set goals and help staff members plan for performance
- Assess employee performance, give constructive feedback, and document performance challenges



Outstanding Management Skills Workshop

Agenda:

▼ Day 1: 8:30 AM to 12:00 NOON

Introduction and overview Discussion: Leadership vs. management?

Activity #1: Ranking current individual level of leadership proficiency

Turnover and the cost

Activity #2: Management behavioral styles assessment

Review four core management styles and opportunities to improve

Activity #3: Managing and leading staff with different styles

Day 1: 1:00 PM to 5:00 PM

Activity #4: Paper Communication Game

Models for effective communication Barriers to effective communication Communication: Active Listening Skills Understanding organizational communication

Role-Play #1 Communication and Coaching Staff

Understanding the 4 generations in the workplace

Understanding and using a new Cultural Model

Activity #5: Critical Incident Scenarios-Culture & 4 Generations

▼ Day 2: 8:30 AM to 12:00 NOON

Motivation: Review 5 theories of motivation

Activity #6: Analyzing staff needs & creating individual incentives to motivate

Building motivation in the workplace
Effective delegation in management
Activity #7: Delegation Quiz
Task assignment vs. Delegation
4-Steps of successful delegation
Role-Play #2: Delegating - Move Two
Tons

▼ Day 2: 1:00 PM to 5:00 PM

Activity #8: Performance management and delegating work

New staff member orientation and retention

Dealing with 4 sources of conflict.

Learning to collaborate in new ways Role-Play #3: Managing Conflict

Between Staff Members

Creating a new employee orientation program that works

Creating evaluation plans tied to organizational mission, vision and goals

Activity #9: Building a goals based employee evaluation program

Evaluation: The 4-Step evaluation

process

Workshop Summary

What Our Clients Say:

"This management skills training course was very through and complete. It was fun and engaging. The best sections for me were Employee Evaluation, Communication and Delegation. We definitely needed this training!"

Alfonso Cantu CMV Publicidad Austin, Texas & Mexico City

"The instructor was fluid with a great attitude and lots of relevant experience. He was able to keep our team interested all day. I will continue using the personality styles tool to work better with my staff and clients."

Human Resources Manager

"I really enjoyed all of the sections of this course. Performance Management was very useful for me. Our instructor was able to map his experience and was accommodating to all participants in the workshop."

Sales Manager Prospx

- Public workshop schedule
- View client testimonials



Win-Win Negotiation Skills Workshop



CLOSE MORE DEALS ON MORE FAVORABLE TERMS
BY DEVELOPING WORKFORCE NEGOTIATION SKILLS.

Features:



1 OR 2 DAYS



SKILL PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP



ELEARNING OPTIONS

Also Available For: Purchasing/Procurement Managers

Overview:

Negotiating, for some, is sheer misery. However, negotiation skills are critical whether selling products or services, purchasing supplies and materials, negotiating salary and job requirements, or obtaining internal resources for project support. With skill and practice, facilitating a collaborative negotiation that leaves all participants victorious is achievable. This negotiation skills workshop develops the skills participants need to drive mutual victory.

Participants in this dynamic workshop will learn how to strengthen their negotiation skills through classroom game sessions, extensive role-play and exercises. They receive one-on-one personal feedback that helps improve their ability to communicate and negotiate in complex and difficult negotiation sessions. Participants build skills negotiating individually and in team negotiation environments. This negotiation training workshop is also useful for those in purchasing.

- Determine behavioral style and how to best interact with others in the negotiation
- Recognize counterproductive assumptions and positions
- Develop an effective plan and strategy for any negotiation
- Utilize the phases of negotiation for better outcomes
- Deal with difficult people objectively and assertively
- Build creative solutions to challenging scenarios
- Negotiate in person, on the phone, individually and in teams
- Immediately recognize manipulative tactics and how to respond
- Manage conflict quickly before it escalates out of control



Win-Win Negotiation Skills Workshop

Agenda:

▼ Day 1: 8:30 AM to 12:00 NOON

Exercise #1 Puzzle Game: Benchmark negotiation

Debriefing of Exercise #1: Determining assumptions, trust, value, style and information gained during the negotiation by both parties.

Exercise #2 Negotiation Styles
Analysis: The value of knowing who
you are negotiating with to develop
better relationships and gain leverage
at the negotiating table.

Exercise #3: Role-play activity

Debriefing of Exercise #3: Negotiating under pressure. Defining questions to ask and verifying assumptions. Advantages and disadvantages of first proposals. Assessing how much you may have left on the table.

Interests (the why of the negotiation), Issues (the what of the negotiation), Positions (the how of the negotiation)

Degrees of Desire: High Target (the best possible outcome),
Acceptable Outcome (what is fair),
Bottom Line (walk away) and understanding the value of BATNA/WATNA alternatives.

▼ Day 1: 1:00 PM to 5:00 PM

The Phases of Negotiation: Distinct steps in a process that help both parties reach the end goal in the most effective way.

Exercise #4 Role-Play: Role-play activity. Reiterating the importance of preparation and developing a negotiation strategy.

Debriefing Exercise #4: Emphasis on creativity and mutual interest. Trading concessions that make sense for both parties.

▼ Day 2: 8:30 AM to 12:00 NOON

Exercise #5: Team negotiation role-play exercise.

Debriefing of Exercise #5: The importance of identifying the the -why- behind the negotiation. Reiterates the concept of verifying and validating assumptions. Emphasizes the importance of principled vs. positional outcome.

Exercise #6 Neutralizing Manipulative Tactics: Learning how to identify, implement and counter tactics when they are used in a negotiation.

Dealing with Conflict: Identifying the 4 sources of conflict in order to diffuse it before escalation. Utilizing a collaborative conflict tool for new results. Suggestions for a new mindset on conflict.

▼ Day 2: 1:00 PM to 5:00 PM

Concession Patterns: Identifying patterns negotiators fall into.

Demonstrating how such patterns can give the other party leverage in the negotiation and how to avoid these patterns.

Strategy/Planning: Targeting effective strategies that will help participants prepare more effectively, manage information in the negotiation, give and take concessions to gain greater leverage.

Exercise #7 Final Role-Play: Pulling the concepts together in a highly complex negotiation.

Debriefing of Exercise #7: Focus on key deliverables and learning of 2 day program

Summary: Review and course evaluations.

What Our Clients Say:

"Each of the participants felt that it was very worthwhile training experience. They think the workshop was very well organized and well presented. The material and topics covered correctly addressed a variety of skills, insights and information that they think they will find useful in successfully carrying out their respective responsibilities as it applies to the purchasing function. They truly feel that their negotiation skills were enhanced and strengthened as a result of their attending the workshop."

Chuck Gruden Manager, Organizational Development Hirsch Pipe and Supply

"This negotiation course was great for our team and the presenter was excellent!"

Sales Manager

"The material covered was great. The facilitator had a willingness to listen and make program adjustments on the fly if needed."

Purchasing Agent

- Public workshop schedule
- View client testimonials



Advanced Negotiation Skills Workshop



TAKE NEGOTIATIONS TO THE NEXT LEVEL BY ENHANCING THE SKILLS OF YOUR EXPERIENCED PROFESSIONALS.

Features:



2 DAYS



PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP

Overview:

This advanced negotiation skills course will help a seasoned negotiator think more clearly through all of the issues that influence the negotiation. The workshop includes an analysis of how performance will be measured by all parties interested in the outcome of the negotiation. Participants in this advanced negotiation training will learn to ask the right questions and to understand the true drivers and implications of every deal. Students learn to identify both the opportunities and the potential pitfalls that result from first proposals and how to create counterproposals in negotiation.

The advanced negotiation skills training workshop teaches participants to use inquiry to build a list of possible low-cost concessions. In addition, this advanced training helps participants create and add value to the negotiation by thinking creatively. Participants learn to recognize the 5 categories of tactics, what type of tactic a negotiator is most likely to use, and how to neutralize these tactics. Advanced negotiation workshop participants learn to implement a negotiation evaluation process to more fully learn from each phase of the negotiation and to correct course for future negotiations. Learning is gained through real-world case studies and extensive roleplay utilizing complex multi-party scenarios. This advanced negotiation workshop picks up where our 1st level negotiation skills workshop leaves off.

- Understand how behavioral style drives negotiator tendencies
- Utilize the 5 phases of negotiation for success
- ► Focus on the 6 issues that underlie a complicated negotiation
- Pace the negotiation for better results
- Gauge how all parties in the negotiation will measure performance
- Create and claim a larger portion of the value for themselves
- ► Recognize and neutralize 5 categories of tactics
- Build and trade concessions with multiple values and priorities
- Fully evaluate a negotiation to better prepare for the future deals



Advanced Negotiation Skills Workshop

Agenda:

Day 1: 8:30 AM to 12:00 NOON

Opening, Objectives, Housekeeping, Introductions

Benchmark Role-Play #1 - Prepare, execute and debrief

Review of negotiation fundamentals from level 1, Win-Win Negotiations

Prepare for incremental dive into the Phases of Negotiation utilizing Role-Play #2 - Incremental role-play is delivered one stage at a time, with instructor feedback and peer review

In-depth exploration of the Preparation phase - Concentrating on detailing planning strategies to understand all aspects of Issues, Interests and possible positions

Role-Play #2 Preparation

▼ Day 1: 1:00 PM to 5:00 PM

Debrief Preparation phase

In-depth exploration of the Discussion phase - Maximize the impact of the Discussion phase by using effective opening statements and questioning skills

Role-Play #2 Discussion

Debrief Discussion phase

In-depth exploration of the Proposal phase - Crafting a proposal, determining first offer impact, using first offers to gain more information about the other sides strategy and positions

Day 2: 8:30 AM to 12:00 NOON

Role-Play #2 Proposal

Debrief Proposal phase

In-depth exploration of the Bargaining phase - Identifying an effective bargaining range, neutralizing 5 categories of manipulative tactics, developing concessions to both give and get

Role-play #2 Bargaining phase Debrief Bargaining phase

▼ Day 2: 1:00 PM to 5:00 PM

In-depth exploration of the Evaluation phase - Learning from negotiation successes and mistakes. Detailing an evaluation worksheet to better plan for the next negotiation. What went wrong, right and what should change for the next round

In-depth exploration of 5 categories of Negotiation Tactics - Identification of tactic and correlation to negotiation behavioral style. Practice methods for neutralization

In-depth exploration of Conflict and Collaboration -

Determining best practices for minimizing conflict and a new model for collaboration

Role-Play #3 Using incremental learning from the Phases of Negotiation, Concessions, Tactics, Conflict and Collaboration - Final role-play run end to end. Role-Play #3 is a highly complicated, multi-party Role-Play requiring effective use of all concepts taught and development of effective negotiation strategy

Debrief Role-Play #3

What Our Clients Say:

"A much deeper dive into overall negotiation strategy than I have experienced before."

> Senior Contract Negotiator Chrysler Corporation

"This course was great for our entire team and the presenter was excellent!"

Senior Contract Manager

"The depth of the material and roleplay was good for our group. We will definitely benefit from this course." Sales Manager

"Our instructor was articulate, knowledgeable and helpful." Operations Manager

- Public workshop schedule
- View client testimonials



Negotiation For Purchasing

OPTIMIZE YOUR PROCUREMENT FUNCTION BY DEVELOPING NEGOTIATION SKILLS THAT FOCUS ON PRICE, LOGISTICS, AND VENDOR CONCESSIONS THAT IMPACT THE BOTTOM LINE.



Features:



2 DAYS



SKILL PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP

What Our Clients Say:

"The participants found the negotiation skills for purchasing role-playing exercises to be both helpful and enjoyable. All the role-playing exercises focused on a variety of procurement issues for the purchase of products or the acquisition of services."

> Colonel Rui Yutaka Matsuda Brazilian Army Commissionr

Overview:

Many organizations today are operating at close to maximum efficiency, doing more with less, and doing it faster than ever before. However, an oftenneglected area of profit potential exists within the contract negotiation and re-negotiation process with suppliers.

This negotiation training seminar will help purchasing and procurement managers build the skills necessary to drive better results to the organizations bottom line. Participants learn that with skill and practice, facilitating a collaborative negotiation that leaves both their own firm and the supplier organization victorious is achievable. This workshop develops the skills purchasing managers need to drive mutual victory.

Participants in this dynamic workshop learn how to strengthen their negotiation skills through classroom game sessions, extensive role-play and exercises. They receive one-on-one personal feedback that helps improve their ability to communicate and negotiate in complex and difficult negotiation sessions. Students build skills negotiating individually and in team negotiation environments.

- Assess negotiation behavioral style and how to best interact with others
- ► Recognize counterproductive assumptions and positions
- Develop an effective plan and strategy for any negotiation
- Utilize the phases of negotiation for better outcomes
- Deal with difficult people objectively and assertively
- Build creative solutions to challenging scenarios
- Negotiate in person, on the phone, individually and in teams
- Immediately recognize manipulative tactics and how to respond



Sexual Harassment Awareness

PROVIDE YOUR EMPLOYEES WITH A SOLID UNDERSTANDING OF EMPLOYMENT LAW AND IMPLEMENT PROCESSES TO PREVENT SEXUAL HARASSMENT IN THE WORKPLACE.



Features:



1/2 DAY



SKILL PRACTICE



ONE ON ONE COACHING



WEBINAR OPTIONS

Overview:

Fathom's Sexual Harassment Awareness Training Workshop helps participant to quickly learn the important elements of carefully and correctly handling sexual harassment issues and complaints.

It includes a detailed overview of what sexual harassment is, explains legal definitions, discusses sexual harassment prevention, and teaches participants how to handle complaints to maintain a positive work environment.

Staff members will learn to identify, distinguish and take action on potential sexual harassment issues before they occur. Sexual Harassment Awareness is a highly participatory session and focuses directly on improving skills to handle any sexual harassment issue or complaint with greater confidence.

- Assess how varying behavior styles present internal communication challenges
- ► Identify sexual harassment behaviors and stop them
- Determine the difference between sexual harassment and discrimination
- Distinguish between work and social environments and identify boundaries
- Minimize conflict and maximize the effectiveness of employees who handle sexual harassment complaints
- Recognize correct and incorrect behavior
- Understand and manage the sexual harassment reporting process



New Product Launch and Targeted Sales

RAMP UP NEW PRODUCT SALES BY IDENTIFYING CLIENT BENEFITS, APPEALING TO EARLY ADOPTERS, AND CREATING MESSAGING WITH IMPACT.



Features:



1 OR 2 DAYS



ROLE PLAY PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP



CONSULTING

Overview:

In the world of new product launch, sales staff have an opportunity to either make or break a new product's success. Firms often bring new offerings to market without adequate planning and leave sales staff trying to identify potential customers who might benefit from the new technology and struggling to produce new revenues.

Without a thorough understanding of a new product's capabilities and potential sales targets, sales people can't effectively do their jobs. Therefore, sales staff will continue to focus on immediate and easy to reach known revenue sources to meet current sales goals and leave new product offerings on the shelf. With a full understanding of the brand, a clear mission and vision for the marketplace and individual performance goals, sales people can proceed as effective partners in new product launches.

Participants in this session will learn to analyze a new product offering's internal characteristics and external capabilities. Further, they will learn to perform a full analysis of the competitive landscape that includes key players and the competing products already on the market.

- Deliver one extra degree of effort and individual contribution to build revenues
- Create the team mission and vision statement and set individual performance goals
- Assess a product offering's internal characteristics and external capabilities
- Analyze the competitive landscape by reviewing the firm's product offerings and those of competitors
- Identify potential key customer contacts and employ salestools appropriate for each prospect
- Initiate technical discussions to alleviate "cold call fear"
- Create and use a series
 of meaningful customer
 interactions that can ultimately
 lead to additional revenue
 generation
- Develop a targeted account plan to help sales be more effective and track their progress
- Utilize follow-up coaching to build accountability to desired results



Time Management for Sales Professionals

PROVIDE YOUR SALES FORCE WITH TOOLS THAT MAXIMIZE THEIR MOST PRECIOUS RESOURCE.



Features:



1/2 OR 1 DAY



ACTION PLANNING



WORKSHOP FOLLOW-UP



ONE ON ONE COACHING



WEBINAR OPTIONS

What Our Clients Say:

"When I came to your class I had so much on my plate that I didn't feel I had enough time to get out and sell. The new concepts and tools have helped me to rework my schedule and prioritize much better."

Matt Houston Summit Business
Media

Overview:

Time is a salesperson's most valuable asset.

Salespeople are tasked with many of the same administrative responsibilities as the rest of the team. But, they also must produce revenues! The number one complaint that salespeople make is that they do not have enough time in their schedules to do what they are being paid to do: SELL! Time management training for salespeople is designed for sales. It directly addresses the challenges that salespeople deal with as they try to better manage their time to meet internal and external customer requirements.

Participants learn to effectively address those customers who are high maintenance and who take more time and resources from sales. The time management workshop for sales teaches students how to set goals and stick to those goals despite changing priorities and interruptions. It helps salespeople re-tool their own account base and prioritize customer visits based upon those new parameters.

- Determine how much of their time is being spent on areas outside of selling
- Assess their own behavioral style and how it affects managing time internally and with customers
- Set goals for professional and personal satisfaction
- ► Stay on course despite multiple interruptions and "fires"
- ► Say NO when necessary
- Reorganize their territory sales plan to focus on higher yielding accounts
- ► Determine which items on their agenda "appear" urgent
- Overcome obstacles that get in their way of selling daily



Selling Brand Value

TEACH YOUR STAFF TO COMMUNICATE
YOUR COMPANIES FULL BRAND VALUE IN A
UNIQUE WAY BUILDS CUSTOMER LOYALTY



Features:



1 OR 2 DAYS



ROLE PLAY PRACTICE



POST WORKSHOP FOLLOW-UP



CONSULTING

What Our Clients Say:

"Your presentation received nearly all excellent ratings. With comments like, "very articulate and knowledgeable," "valuable," and "informative," I can assure you that you've impressed this group... not always an easy task!"

Kirsten I. Amspaugh Chairperson

Overview:

Does it feel like your brand is a "commodity" in a sea of competition?

Your brand is the mental and emotional "real estate" held in the minds and hearts of your customers. Selling your TOTAL BRAND VALUE vs. PRICE alone to current and potential customers drastically improves your ability to compete in a saturated marketplace. When your firm's brand and its products and services are completely differentiated from the competition, your odds for success are exponentially increased. Research suggests that those brands that engage people emotionally and that differentiate themselves command prices 20% to 200% higher than competitors' and sell in far higher volume. This workshop focuses on selling the value of the firm's total brand solution vs. competing on price to win and keep new business!

- Recognize and build value into commoditized products and services
- Identify the six elements of a successful brand
- Build passion and respect for the firm, its products and services
- Identify how brands become cults
- Understand and communicate the firm's brand story in the market place
- Position successfully and differentiate the firm, its products and services from the competition
- Define and target new clients for the firm's products and services



Internal Brand Training

DEVELOP A DEEP UNDERSTANDING AND APPRECIATION OF YOUR BRAND TO AMPLIFY ITS VALUE ACROSS THE ORGANIZATION.



Features:



1/2 OR 1 OR 2 DAYS



POST WORKSHOP FOLLOW-UP



CONSULTING

What Our Clients Say:

"Just wanted to extend a huge "Thank You" for facilitating the Internal Brand Training for the Texas Health and Human Services Commission in Austin, Texas. The delivery and instruction was GREAT! You are obviously a Master in your field. The class far exceeded my expectations."

Senior Manager Texas Health and Human Services Commission

Overview:

All of us have had customer service experiences that didn't quite live up to our expectations of a brand's promises. Service intensive businesses have their work cut out for them because human beings complicate service delivery. Opportunities exist every day to deliver internal and external customer service that supports or deteriorates brand value at multiple touch points.

Even when an employee provides the type of service that delivers full brand value, another employee may drop the ball afterwards only to unravel the goodwill and brand integrity just built. It is, therefore, critical for management teams to fully link staff behaviors with a brands foundational DNA; the vision, mission, position and personality of the brand. The challenge? Managers can't deliver what they don't know. Statistics reveal that 62% of staff members lack their management's support for delivering on brand promises effectively. That's probably because 42% of managers themselves don't fully understand the positioning of their own brand.

This internal brand awareness workshop focuses on building a managers complete understanding of their own brands DNA. It teaches participants how DNA must be filtered through each facet of the organizations operation and delivered through staff behavior and customer service. Our employee brand training workshop then gives participants the knowledge and tools to build cohesive and accurate brand messaging to staff members who must ultimately deliver on the brands promises.

- Build an understanding of how brands have evolved and why
- Analyze and identify the 6 elements of a successful brand
- Build greater respect and emotional attachment to the firm, its products and services
- ► Flush out and develop the firm's brand DNA
- Communicate brand DNA to staff members who must read from the same page to deliver full brand value
- Link staff behavior and customer service with brand DNA elements
- Message the spirit of the brand in all internal and external communications
- ➤ Reinforce the brand's DNA through 10 different functional areas of the firm's operation's including HR, marketing, sales and through suppliers



Crisis Media Skills Training

GIVE YOUR STAFF THE SKILLS AND CONFIDENCE TO MANAGE MESSAGING IN CRITICAL SITUATIONS.



Features:



1 DAY



SKILL PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP



CONSULTING

What Our Clients Say:

"I enjoyed how highly relative the material was. The role-playing portion was a great way to learn the course material. Our instructor was excellent, knowledgeable, and extremely professional."

Plant Manager Chemicals Manufacturer

Overview:

When we least expect it, we may be faced with managing a crisis situation that requires very special skills. How you interact with members of the media during this time of crisis is crucial. You have one chance to create and deliver a cohesive message that is well received or risk fallout from a PR catastrophe. Your firm's image and credibility are priceless. An opportunity exists for building or destroying that image in the eyes of the public, with employees, and with the media when a crisis situation occurs. There are very specific skills that media relations require at this critical time.

This rigorous one-day Crisis Media Training workshop focuses on providing team members with the tools and speaking skills required to communicate with the media during a crisis. This training workshop teaches participants how to develop and deliver a formal statement that can be used during a media crisis situation. Videotaped press conference role-plays, interviews, and briefings are followed by one-on-one feedback sessions to provide individual coaching from a trained instructor. These skills can be successfully used when maintaining general media relations as well.

- Understand and be able to satisfy the media and public's need
- ► Properly interact, rather than react, with the media
- Deliver correct information in a timely manner
- Build and deliver a clear and consistent message that sticks
- Overcome nervousness when dealing with the media
- Develop and practice delivery skills (voice/gestures) that convey the message credibly
- ► Build a positive image that the press utilizes rather than demoralizes



Assertiveness Training

INCREASE EFFECTIVENESS AND REDUCE PERSONAL ANXIETY THROUGH KEY COMMUNICATION AND CONFLICT SKILLS DEVELOPMENT.



Features:



1/2 OR 1 DAY



SKILL PRACTICE



ROLE PLAY PRACTICE



ONE ON ONE COACHING



POST WORKSHOP FOLLOW-UP

Overview:

It's no mistake and should come as no surprise that those who are assertive in life and at the workplace achieve success. Many times though, we are afraid to ask for what we need, feeling we are pushing or being rude to others. Today's business environment requires that we have the flexibility to step up to those challenges we are dealt with to win. Assertive behavior is a necessity. This assertiveness skills workshop helps participants understand that expressing needs, utilizing strong vocal and non-verbal communication skills and saying NO are critical to success. Participants learn to recognize, address and de-escalate conflict when it occurs. Models for addressing strong emotion are practiced through role-play and exercises.

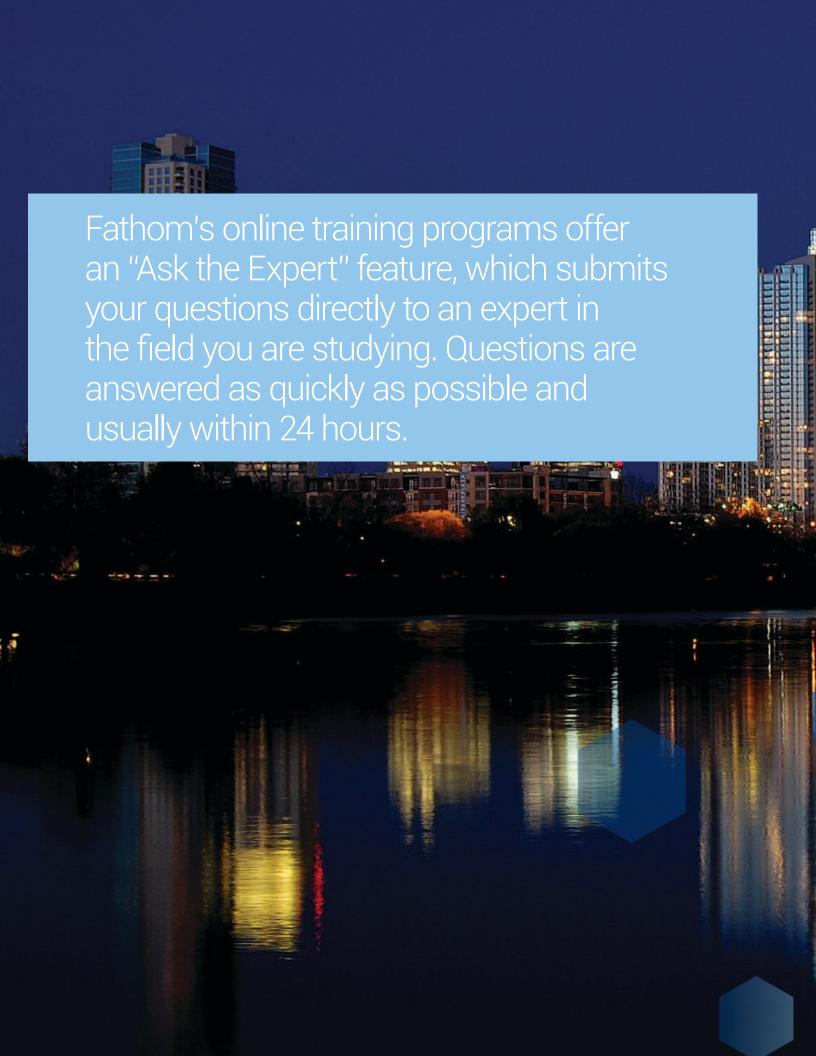
Objectives:Participants will learn to:

- Understand individual behavioral style and deal effectively with each
- ► Implement a useful problem solving model to help both themselves and others win
- Learn to collaborate rather than compromise
- Address conflict when it arises and de-escalate it successfully
- Say NO to take back control and set boundaries
- Become aware of anger tactics and diffuse them

What Our Clients Say:

"The assertiveness role-plays helped to put the concepts we covered into practice immediately. The instructor knew his stuff and was very professional."

Operations Manager





FATHOM CORPORATE TRAINING

GUIDE TO ELEARNING COURSE OFFERINGS

Communication

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Effective Presentations



Introduction to

Cost: \$125.00 PDU: 5 | CEU: .5

Access Time: 30 days

Estimated time to complete: 4-6 hours

The ability to communicate clearly and effectively is increasingly important in organizational settings. This course helps learners organize, structure, and create effective presentations. Since many organizations use PowerPoint as a way of communicating information, this course offers advice and guidance on the most effective and persuasive uses of PowerPoint.

After completing this course, you'll be able to:

- ► Understand the success factors for presentations.
- ► Understand the forecast, present, and echo structure for presentations.
- ▶ Develop effective PowerPoint slides.



Finance

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 4-6 hours

This course introduces the discipline of finance in an organizational setting. Among the basics covered: responsibilities of financial managers; roles of finance in a typical business organization; legal forms of businesses; agency relationships; and relevant financial markets of interest to financial managers.

After completing this course, you'll be able to:

- ► Identify and describe the structure and functions of the finance department within an organization
- List and define the five key principles that form the foundation of financial management
- ► Recognize and define the five key financial markets
- Identify financing sources, rules, and life-cycles



Effective Business Writing

Cost: \$125.00 PDU: 5 | CEU: .5

Access Time: 30 days

Estimated time to complete: 4-6 hours

The ability to write clearly and effectively is highly prized in organizations. The ideas, techniques, and checklists in this course apply to all forms of business writing: memos, reports, brochures, proposals, presentations, catalogs, and websites. Other topics include formal and informal outlining techniques, how to revise for wordiness, unnecessary phrases, redundancy, and jargon, and the appropriate use of email in an organizational setting.

After completing this course, you'll be able to:

- ▶ Understand the four major factors of effective writing, (clarity, tone, organization, and delivery).
- Write more effective emails.
- Employ checklists for effective writing and revising.



Understanding and Managing Budgets

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course covers budgets and how they are used in organizational settings. You will gain an understanding of the uses and functions of master budgets, operating budgets, sales, production and cost of goods sold budgets, and cash budgets. You will also learn how organizations are using different budgeting techniques to deal with operating challenges.

- ► Identify and describe the structure and functions of the finance department within an organization.
- List and define the five key principles that form the foundation of financial management.
- Recognize and define the five key financial markets.
- Identify financing sources, rules, and life-cycles.



Financial Planning and Control

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course considers practical finance and accounting tools for decision-making within organizations. You will learn about cost benefit analysis, Return On Investment (ROI), fixed and variable costs, break even and Cost-Volume-Profit (CVP) analysis, tracking and performance measures, and the Balanced Scorecard and its varied uses.

After completing this course, you'll be able to:

- Explain cost benefit analysis.
- ► Calculate break even and understand CVP analysis.
- ► Explain and calculate Balanced Scorecard measures.



How to Read a Financial Statement

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 4-6 hours

This course covers financial reports and their meaning. You will learn the fundamentals and importance of the income statement, balance sheet, and statement of cash flows, and how they can be used to manage a business. You will also be exposed to financial (ratio) analysis.

After completing this course, you'll be able to:

- ► Itemize and interpret the information in the income statement, balance sheet, statement of changes in shareholders' equity, and statement of cash flows.
- Correctly state the impact of specific business activities on cash flow.
- Perform calculations using financial ratios.



Introduction to Business Statistics

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course will introduce you to the importance of statistics in the business world. Statistics is the science of collecting, organizing, and analyzing data in order to make more effective decisions. Understanding statistical techniques can help any manager responsible for marketing, management, accounting, sales, or other business functions.

After completing this course, you'll be able to:

- ▶ Distinguish between the four different scales of measurement: nominal, ordinal, interval, and ratio.
- Create frequency distributions.
- Calculate probability and explain its application.
- ► Compute the mode, median, and mean of a dataset.



Time Value of Money and Risk

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course covers Time Value of Money (TVM) principles and risk and return. You will review the basic TVM techniques used in evaluating all financial decisions and their cash flow implications. For Risk and Return, you will learn how risk influences investment decisions, and how to calculate risk and rates of return. Further, you will explore the benefits of diversification and the use of the portfolio concept in investing.

- ▶ Define compounding and discounting.
- ▶ Describe how risk influences investment decisions.
- Calculate risk and rates of return.
- Describe how diversification can limit risk.



Creativity in Teams and Organizations

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 4-5 hours

This course looks at spurring creativity and innovation in teams and organizations. Drawing on the latest academic thinking, it outlines the key factors for creative teams. Participants learn about a number of targeted tools (including brainstorming, Discussion 66, Provocation, and others) to generate fresh thinking in smaller group settings and in their organizations.

After completing this course, you'll be able to:

- ▶ Outline the five factors for creative teams.
- ▶ Describe techniques for prototyping new ideas.
- Explain how to overcome creative barriers for teams and organizations.



Introduction to Critical Thinking

Cost: \$95.00 CEU: .7

Access Time: 30 days

Estimated time to complete: 7 hours

This course is an introduction to the importance of critical thinking in the business world. Critical thinking is an intellectual model for reasoning through issues to reach well-founded conclusions about them. Asking questions is at the heart of critical thinking. This program is designed to help learners define and identify critical thinking and reasoning skills and develop those skills.

After completing this course, you'll be able to:

- Define critical thinking, reasoning, and logic.
- Ask appropriate questions for critical thinking.
- Understand systemic problem-solving.
- Identify and overcome barriers to critical thinking.



Innovation in Teams and Organizations

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 4-6 hours

This course looks at innovation in corporations and the public sector. It reviews the latest academic thinking on innovation, including Clay Christensen's seminal thinking on disruptive technology and the proper response. It explores some of the internal responses to the need for creativity, including idea champions, idea incubators, new venture teams and skunk works, and the process of moving from innovation to commercialization.

After completing this course, you'll be able to:

- ▶ Outline key factors for an innovative organization.
- Discuss the barriers to innovation.
- Explain the process of monetizing ideas.



Personal Creativity

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course addresses Personal Creativity. Through tools and exercises drawn from Adrian Brown's book, Creativity & Innovation, it seeks to help unlock the creativity within individuals. By stimulating creativity through various techniques (mind-mapping, DO-IT, SCAMPER, right and left brain thinking) participants learn to tap into their personal creativity and apply it to organizational challenges.

- Describe the basis of personal creativity.
- ► Explain the uses of creative tools.
- Distinguish between vertical and lateral thinking.
- Assess the issues surrounding measuring creativity.



Introduction to HR Management

Cost: \$79.00 CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

Human Resource Management (HRM) includes the vital tasks of recruiting, screening, interviewing, training, appraising, disciplining, rewarding, and developing the employee—both for business and non-profit enterprises. The course draws on material from Harvard Business School professor D. Quinn Mills' book, Principles of Human Resource Management.

After completing this course, you'll be able to:

- ► Recognize and define HRM's strategic contribution to an organization.
- ▶ Define common human resources terms.
- Recognize the relationship and partnerships that exist between an organization's HR Department and its line managers and identify the key responsibilities of each.
- List and identify the five areas of HRM Planning.



Equal Opportunity Employment

Cost: \$79.00 CEUs: .5 | HRCl Credits: 2.5

Access Time: 30 days

Estimated time to complete: 2-4 hours

In this course, you will learn about many of the major employment laws, Equal Opportunity issues, and the anti-discriminatory regulations employers must be aware of in hiring, promoting, and firing employees.

After completing this course, you'll be able to:

- Explain major employment and anti-discrimination laws.
- Understand the basic steps to take in dealing with discrimination complaints.
- Explain and assess issues around alternative work arrangements.
- Outline ways to develop and maintain a diverse workforce.



Employee Selection

Cost: \$79.00 CEUs: .5 | HRCI Credits: 3

Access Time: 30 days

Estimated time to complete: 3-4 hours

In this course, you will learn about the process of selecting the best candidate from a large, diverse pool of high-quality applicants. Based on D. Quinn Mills' book, Principles of Human Resource Management, the course discusses how to conduct an effective job interview, asking questions that elicit relevant information and avoiding questions that might be seen as discriminatory. You will also consider how to discover more about a candidate through the use of reference checks, background checks, and testing.

After completing this course, you'll be able to:

- Conduct an effective job interview.
- ► Decide what additional tests—if any—should be administered to candidates for a specific job.
- ► Deal productively and sensitively with internal candidates for a job opening.



Compensation

Cost: \$79.00 CEUs: .5 | HRCI Credits: 3.5

Access Time: 30 days

Estimated time to complete: 3-5 hours

In this course, you will consider the many issues surrounding the key aspects of pay policy: legal requirements, pay equity within an organization, competitive pay within the relevant industry, how and when to grant raises, and different ways payment can be structured.

- ► Comply with relevant state and federal "wage and hour" laws.
- ► Determine the competitive pay level for a particular position in a particular geographic location.
- Discuss and administer a variety of pay structures.
- ► Effectively confront issues of pay equity within an organization.



Performance Management

Cost: \$79.00 CEUs: .5 | HRCI Credits: 2

Access Time: 30 days

Estimated time to complete: 4-5 hours

In its broadest sense, "performance management" is what every good manager does every day: Making sure employees know what they need to do to achieve the organization's goals, checking to make sure that employees are doing those things, praising employees for doing the right things, and using appropriate constructive criticism. A formal performance management system simply makes sure all those management tasks get done consistently across an organization.

After completing this course, you'll be able to:

- Discuss the pros and cons of various types of performance management systems.
- Conduct a performance management interview.
- ► Design a performance improvement plan.



An Overview of Marketing

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course provides an introduction to marketing, and marketing planning. It addresses the definition of marketing, the marketing mix, the strategic importance of marketing, and customer values and satisfaction.

After completing this course, you'll be able to:

- ▶ Define marketing and the marketing concept.
- Understand the marketing process.
- Explore the relationship between marketing and strategic planning.
- ► Understand customer value, customer satisfaction, and the importance of loyalty.



Talent Management and Career Development

Cost: \$79.00 CEUs: .5 | HRCI Credits: 2

Access Time: 30 days

Estimated time to complete: 3-5 hours

Drawing on material from Harvard Business School professor D. Quinn Mills' book, Principles of Human Resource Management, this course covers the challenges and issues that organizations face in developing and retaining their employees.

After completing this course, you'll be able to:

- Understand and effectively communicate the value of a career development program.
- ▶ Describe the five stages in the career life cycle.
- ► Explain why career management has become important to employers and employees.
- ▶ Outline the tools for career development.
- ► Understand the issues HR departments face with career management.



Marketing Planning

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course reviews the marketing planning process, the components of an effective marketing plan, and the role of market research and how marketers segment, target and position their product or service. The course then looks at planning and the Four Ps (product, pricing, promotion, and placement).

- Describe the marketing planning process.
- Describe how target markets are identified .
- ► Understand product marketing.
- ► Discuss the marketing issues involved in establishing the promotional mix and in setting prices.



Introduction to Leadership

Cost: \$79.00 CEUs: .5 | HRC| Credits: 1

Access Time: 30 days

Estimated time to complete: 6-8 hours

This course examines how to be a successful, effective leader. Based on D. Quinn Mills' book, Leadership: How to Lead, How to Live, a text used at Harvard Business School, this course asks the crucial questions about leadership in today's organizations: What is leadership and why is it important? What does effective leadership require? What is visionary leadership? What is the role of charisma? What is the difference between managing, administering, and leading?

After completing this course, you'll be able to:

- ▶ Define leadership and explain its importance.
- Explain the role of ethics in leadership.
- Recognize the importance of training, learning, and role-playing in leadership.
- Discuss the seven bases for leadership.



CFUs: .5



Access Time: 30 days

Cost: \$79.00

Estimated time to complete: 3-5 hours

This course addresses the question of work-life balance; one which is of great importance to leaders in all settings. Based on D. Quinn Mills' book, Leadership: How to Lead, How to Live, a text used at Harvard Business School, this course looks at methods and techniques to reconcile work and family. You will also consider the question of personal fulfillment and the needs and demands of leadership.

After completing this course, you'll be able to:

- ► Identify the major sources of work-life conflict.
- Recognize ways to maintain work-life balance.
- Examine what defines personal fulfillment.
- ► Identify those significant elements that play a role in a leader's life.
- Develop a Personal Work-Life Balance Plan.



Leading and Managing Change

Cost: \$79.00 CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

Whether adopting new technology or adapting to a drastic shift in an organization's core focus, managers play a fundamental role in effecting changes. Based on D. Quinn Mills' book, Leadership: How to Lead, How to Live, a text used at Harvard Business School, this course addresses the key issues managers face in a dynamic environment. By understanding the steps in effecting change and how to overcome resistance, a manager can successfully lead change at various levels of an organization.

After completing this course, you'll be able to:

- ► Describe Kotter's Eight Step Process recommended for implementing change successfully.
- Identify the factors a leader or manager can employ to promote change.
- Discuss the underpinnings of resistance to change and how to overcome it.
- Describe the five-step ADKAR model for change management.



Leading Teams

Cost: \$79.00 CEUs: .5 | HRC| Credits: 1

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course addresses the key issues surrounding leadership in a team. Why is it important? What does it require for a team leader to lead his team effectively? Based on D. Quinn Mills' book, Leadership: How to Lead, How to Live, a text used at Harvard Business School, this course considers how team leaders must account for the special and unique circumstances of working in a team, where responsibility, accountability, communication, and leadership are shared.

- Recognize the benefits and challenges of empowered teams that leaders need to be aware of.
- Recognize the key sources of motivation for empowered teams.
- Explain Tuckman's model of team development.
- Recognize and apply suggested approaches for managing conflict in teams.
- Discuss the different approaches needed for leading virtual teams.



Effective Negotiations



How to Coach

Cost: \$79.00 CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

Experienced negotiators make a conscious decision about what type of strategy to use in a discussion based on factors such as the importance of the relationship and the importance of what is at stake. Key concepts such as the "best alternative to no agreement", reservation price, and the "zone of possible agreement" can help when conducting negotiations. Since power is a fundamental dynamic in negotiations, it is important for negotiators to have a basic understanding of ways they can exert and also gain power in a discussion.

After completing this course, you'll be able to:

- ▶ Discuss what BATNA is and why it is important within the context of a negotiation.
- Describe the steps that should be taken to plan for a negotiation.
- Explain the ways that power can be used in a negotiation, and how power can be gained from different sources.

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

Managers who lead and manage through coaching—providing encouragement, feedback, and support—are more successful in "working through others." This brief course focuses on the skills and techniques of positive coaching in an organizational setting including listening actively, providing constructive feedback based on observation, reinforcing positive employee performance through recognition and praise, and teaching new skills.

After completing this course, you'll be able to:

- Explain how coaching employees is a vital part of managing in any organization.
- ► Identify the triggers for coaching and recognize characteristics of coachability.
- Describe the five-step coaching process.
- Discuss the monitoring and follow-up coaching process.



Handling Difficult Employee Behavior

Cost: \$199.00 CEUs: 1

Access Time: 90 days

Estimated time to complete: 10 hours

This course is designed to prepare managers to deal with troublesome and difficult behavior exhibited by employees. By effectively addressing, coaching and counseling employees, you can improve their behavior and improve morale, staff retention, productivity and teamwork. This course uses videos to illustrate each behavior type so that you can more easily apply the techniques to your current work environment. Focusing on dealing with the behavior (not the person), tools and techniques for positive change are clear and well defined.

After completing this course, you'll be able to:

- ▶ Discuss the importance of addressing difficult employee behavior.
- Describe a six-step model for handling conversations about difficult behaviors.
- Apply practical tips for handling conversations about difficult behaviors.



Managing in a Modern Organization

Cost: \$79.00 CEU: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course considers the fundamentals of management and how managers can be effective in organizational settings. Based on D. Quinn Mills' book, Principles of Management, a text used at Harvard Business School, this course addresses managing in a modern organization.

- Explain the three general management styles (authoritarian, participative, and empowerment).
- ► Identify your views on hierarchy and management.
- ► Understand the roles of individual contributors and managers and how they differ.
- ► Identify your own approach toward managing (including personal effectiveness and enjoyment).



Managing People



Agile Certified Practitioner (PMI-ACP)® Exam Prep

Cost: \$79.00 CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

To be successful and move ahead in his or her career, a manager must understand how to manage people, including motivating workers and coordinating their activities. This course will explain how the goals, empowerment, and measurement system of management can be employed and how organization structures differ. The course will also cover the difficulty of discipline while trying to maintain momentum.

After completing this course, you'll be able to:

Explain how a GEM (goals, empowerment, measurement) approach to managing works in

Describe the major organizational structures and

the differences between them.

Explain the different factors that motivate workers and how a manager can use them to improve employee performance.

Discuss the challenges of discipline and how a manager should deal with such situations.



Cost: \$499.00 PDU: 21 | CEUs: 2.1

Access Time: 180 days

Estimated time to complete: 21 hours

This course is designed to prepare learners for the Project Management Institute's Agile Certified Practitioner (PMI-ACP®) exam by exploring the methodologies, practices, tools, and techniques that Agilists need to master to become proficient practitioners. Students in this course will increase their knowledge of Agile concepts with interactive exercises, vocabulary games, flashcards, and video segments from experienced Agile practitioners. Each student's understanding of key Agile concepts and principles will be tested in several comprehensive module quizzes as well as in two 120-question practice exams designed to mirror the PMI® certification exam process.



Management



Time Management



PMP® Exam Prep Course

Cost: \$79.00 CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

One of the more precious resources a manager has is his or her time. This course teaches managers to become more effective by employing time management and scheduling techniques, delegating, outsourcing key tasks, and employing technology.

After completing this course, you'll be able to:

- Assess your attitudes about your relationship to time and time management.
- Employ a time log in ascertaining how you spend vour time.
- ► Identify the key principles of time management (organization, prioritization, and planning) and some common methods for prioritizing tasks (ABC Method and the Eisenhower Method).
- ▶ Identify the steps in the delegation process and recognize guidelines for appropriate task delegation.

Cost: \$699.00 PDU: 35 I CEUs: 3.5

Access Time: 180 days

Estimated time to complete: 35-40 hours

This completely online and self-paced management program builds successful project managers at all levels of the organization. It provides a comprehensive preparation for the PMP® certification exam including exam-taking tips, 11 comprehensive module quizzes, and two full-length 200-question practice exams covering the PMBOK® Guide areas of knowledge, which will provide a report to help you determine your areas of weakness.

This course contains video segments that offer advice and best practices about how to become a more effective project manager. Taking advantage of online interactivity, the course utilizes vocabulary games. flashcards, and drag-and-drop activities to help you master the material.



Project Management for Information **Technology**

Project Risk Management: PMI-RMP® Exam Prep

Cost: \$499.00 PDU: 25 | CEUs: 2.5

Access Time: 180 days

Estimated time to complete: 25-28 hours

Project management refers to the art, or science of directing projects. This course, Project Management for Information Technology, focuses more specifically on how project management concepts can be applied to IT projects, as well as on project management issues that are unique to IT projects. It reviews the concepts, methodologies, and tools of project management as it relates to IT. Students will also learn about fundamentals, such as integration management, scope, costing, quality, human resources, risk management, and procurement.

This course contains eight comprehensive module quizzes and a 70-question final assessment spanning IT project management areas of knowledge.





Cost: \$599.00 PDU: 30 | CEUs: 3

Access Time: 180 days

Estimated time to complete: 30-35 hours

This course provides a comprehensive preparation for the Project Management Institute's PMI-RMP® certification exam including exercises, self-assessments, and case studies along with exam taking tips and two full-length, 170-question practice exams covering the required four domains of risk management knowledge.

Each risk management domain (Risk Communication, Risk Analysis, Risk Response Planning, Risk Governance) also includes a Best Practices section that explains how the content in that module can be used to improve learners' risk management practices.





Project Management Team Leadership

Cost: \$359.00 PDU: 18 | CEUs: 2

Access Time: 180 days

Estimated time to complete: 18 hours

Project management team leaders have a tremendous responsibility and opportunity to develop and exhibit leadership skills. This course first discusses the roles and responsibilities of the project management team leader, in particular their responsibility with regard to project stakeholders. Next, the course discusses how project management team leaders can build a positive team environment through effective communication, team building activities, and reflective listening. Lastly, the course covers problem solving within the team.

The course contains 12 brief case studies designed for application of the content to real-world scenarios, as well as six comprehensive module quizzes and a 72-question Final Assessment.





Quality **Management Basics**

Cost: \$299.00 PDU: 12 | CEUs: 1.2

Access Time: 180 days

Estimated time to complete: 12 hours

Quality Management Basics provides a firm foundation for anyone looking to understand quality management practices and techniques. The course combines instructional material with interactive exercises. vocabulary games, and flashcards to explain the core concepts and strategies of effective quality management. Case studies and examples from manufacturing and service sectors help to explain the nuances of quality concepts, while video segments from experienced quality management professionals provide expert insight into the real-world application of quality principles.

The course is self-paced to allow students as much time as needed to absorb information and to understand the key concepts that will help them satisfy their stakeholders and delight their customers.



Agile Team Challenges

Cost: \$125.00 PDU: 4 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 4 hours

This course is designed to help Agile practitioners decipher and solve the problems that arise regularly in their work. The course consists of 20 short case studies that test the student's understanding of Agile practices and provide guidance for resolving common problems. The case studies are structured to simulate the conversations and interactions that happen regularly on Agile projects; seeing these disputes as narratives will help students learn to deconstruct issues and diagnose the underlying problems that need to be corrected, just as they would in their everyday work.

After completing this course, you'll be able to:

- ► Identify the underlying issues that lead to common problems for Agile teams.
- Sharpen and enhance your skills as you create an effective environment for your Agile team to work in.



Ethics for Project Managers

Cost: \$79.00 PDU: 3 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 3 hours

Business ethics represent the standards for right and wrong that govern how business people act. The term also refers to the study of moral principles in the workplace. This one-module course reviews the major ethical issues facing project managers. It looks at the specific challenges project leaders may confront as they deal with team members, vendors, stakeholders, and sponsors.

After completing this course, you'll be able to:

- Discuss the role of ethics in the workplace.
- Recognize key ethical issues of project management.
- Describe the provisions of the Project Management. Institute Code of Ethics and Professional Conduct.



Emotional Intelligence for Project Managers

Cost: \$79.00 PDU: 3 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 3 hours

Emotional intelligence (EI) is our ability to identify and control our emotions to achieve positive outcomes in our relationships. Project managers with high EI are better equipped to deal with team members, vendors, stakeholders, and sponsors and to handle and resolve conflicts. This one-module course reviews the underlying concepts of emotional intelligence and explores how project managers can improve and make use, of their emotional intelligence.

After completing this course, you'll be able to:

- Discuss the role of emotional intelligence for managers and project managers
- ► Explain why improving emotional intelligence can improve managerial performance
- Discuss the nine key El factors
- Apply El factors to project scenarios



Integrating Agile and Waterfall Practices

Cost: \$89.00 PDU: 3 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 3 hours

This course is designed to help Agile proponents recognize and resolve many of the common integration issues that emerge when these two methodologies are combined. The course consists of 20 short case studies that simulate the communication and interchanges that can occur as Agile and Waterfall practitioners work to resolve differences in the ways that they see and execute tasks

- ► Recognize the problems that Agile and Waterfall collaborators contend with on a regular basis
- ► Apply practical tips from experienced practitioners to correct these problems
- Polish and perfect your skills as you create an environment that enhances the alliance with your partners and collaborators



Strategy for Nonprofit Organizations

Cost: \$79.00 CFRE: 3 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

A nonprofit's strategy constitutes its decisions about what it will do and how it will do it. Managers are critical to successfully implementing strategy since they are responsible for carrying out the actions that will support it. By understanding a nonprofit's strategy and how it helps the organization fulfill its mission, a manager can do a better job implementing the strategy.

After completing this course, you'll be able to:

- Explain the basics of strategy in a nonprofit context.
- Describe the strategic planning process and how different approaches may be taken by different organizations.
- Explain how budgets and capital budgets interrelate with nonprofit strategic planning.
- Describe the success factors for strategic planning.
- Recognize the need for contingency planning.



Leadership in a Nonprofit Organization

Cost: \$99.00 CFRE: 3 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 3-5 hours

This course addresses the key issues surrounding leadership. What is leadership? Why is it important? What does it require to be a leader? How does leadership in a nonprofit environment differ from the private sector? This course considers the foundations of leadership and examines how to be a successful and effective leader. The actual work of leadership requires specific qualities and skills. Some of these skills are unique to the nonprofit sector.

After completing this course, you'll be able to:

- ▶ Define leadership and explain its importance.
- Explain the role of ethics in leadership.
- Describe the impending leadership shortage in the nonprofit sector and discuss possible solutions to the problem.
- Discuss the seven bases for leadership.



Fundraising for Nonprofit Organizations

Cost: \$150.00 CFRE:4 | CEUs: .5

Access Time: 30 days

Estimated time to complete: 4-6 hours

Fundraising is one of the central activities of a nonprofit organization. To help finance operating budgets, nonprofits must raise money every year. In addition, special projects and improvements to facilities may be needed. In these situations, fundraisers will often launch large capital campaigns or apply for foundation grants.

After completing this course, you'll be able to:

- Describe the key concepts related to nonprofit fundraising, such as annual campaigns, capital campaigns, and planned giving.
- ▶ Discuss how nonprofit funds can be raised through direct mail and telemarketing.
- Explain how the Internet and social media channels may be used to generate donations.
- Explain the different sections of a grant application.
- ► Describe methods for evaluating annual campaign performance.



Principles of Marketing for Nonprofit Organizations

Cost: \$79.00 CFRE: 3 | CEUs: 1.2

Access Time: 30 days

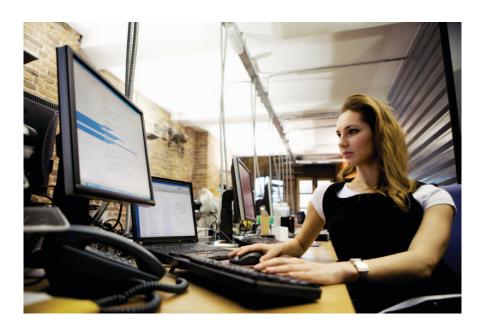
Estimated time to complete: 3-5 hours

Marketing is the way that nonprofits determine the needs of their clients and their donors. As in the for profit world, nonprofit marketing includes advertising, promotion, public relations, and customer relationship management. This course examines how nonprofits use marketing to publicize their mission and to gather contributions of time and money. The course also discusses marketing planning in the nonprofit organization.

- Define what marketing is within the nonprofit environment.
- ► Explain how the marketing mix is expanded for service products (the Three Ps of Services Marketing).
- ▶ Describe the importance of customer satisfaction and how expectations play a role in satisfaction with service products.

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