

# CINDY ARONSON TRAINING

Corporate training, seminars, and keynotes

## 2010 Course Offerings

**Keynote Addresses:** (typically 30-60 minutes):

- ***WHAT GREAT COMPANIES DO***  
Employee retention, high profits, excellent customer service, longevity: learn and adopt the practices that keep great companies consistently great.
- ***LIVE THE LIFE YOU'VE ALWAYS WANTED***  
Not where you want to be at this point in your life? Discover a simple 3-step approach to re-directing your life, motivating yourself, and living the life you've always wanted.
- ***TAKE THIS JOB AND LOVE IT!***  
Have a case of the "lack of's" -- lack of energy, lack of motivation, lack of enthusiasm? Learn tips for overcoming job burnout, balancing work with life, and rediscovering the love for what you do professionally.

---

*Cindy Aronson is a speaker and trainer specializing in communication and organizational development. Her workshops feature a balanced blend of solid content, group discussion, and hands-on application – preparing your team to embrace a continuous improvement attitude and to apply skills learned back on the job.*

*She is privileged to have partnered with a variety of businesses and not-for-profits including Jamestown Community College, SYSCO, Cummins, Zippo, Truck-Lite, Bush Industries, Alcas, Cliffstar, Chautauqua Institution, WCA Hospital, Bradford Regional Medical Center, Brooks Hospital, TLC Health Network,, Vacation Properties Group, Chautauqua County Government, City of Jamestown, United Way of SCC, The ReHAbilitation Center, The Resource Center, and Lutheran Social Services, among others.*

*Cindy holds a Bachelors of Science degree in Communication from SUNY College at Fredonia and has over 20 years experience in the field of organizational development training. She is a member of the National Speakers Association.*

### **Cindy Aronson**

2323 Race Street; Suite 412  
Philadelphia, PA 19103

3581 Mary Ellen Drive  
Bemus Point, NY 14712

Phone: 716.969.6016

Email: [Cindy@CindyAronson.com](mailto:Cindy@CindyAronson.com)

Website: [www.CindyAronson.com](http://www.CindyAronson.com)



## 2010 Course Offerings

### Communication Workshops:

- ***COMMUNICATE LIKE A PRO*** (3 hours)  
Master the art of successful communication through techniques that will emphasize impact. Through personal presentation, verbal phrases, nonverbal communication, and written documents, learn how to effectively get your message across.
- ***WORKING WITH YOU IS KILLING ME: MANAGING EMOTIONAL CONFLICT AT WORK*** (3 hours)  
Poorly managed conflict and problems causes everyone to suffer – and can often leave us feeling emotionally hostage in our own workplace. In this workshop, you'll discover clear and practical solutions for resolving conflict and problem situations by controlling your own response, better understanding the behaviors of others, and ensuring the messages you communicate help to resolve conflict rather than escalate it.
- ***PRESENTING A POWERFUL PROFESSIONAL IMAGE*** (3 hours)  
Good office manners are a must in your career. The ability to handle one's self professionally often outweighs even technical skills. Give yourself the competitive edge in your career by knowing what to do and when to do it with a touch of grace and style.

### Personal Enrichment Workshops:

- ***THRIVING THROUGH CHANGE*** (3 hours)  
While many people react to workplace change by fearing it, fighting it, or attempting to survive it, this dynamic workshop will help you respond to change by thriving through it. You'll discover the impact change has on you and the 4 choices you have for responding to it. Get inspired with real life stories and examples of people who have thrived through change by letting go of their fear of it and, instead, tapped into the new opportunities and benefits brought on by it.
- ***GETTING THINGS DONE THROUGH TIME MANAGEMENT*** (4 hours)  
Get where you want to be in your professional and personal life by identifying what matters most and developing a plan to get you there. Learn how to gain control over the events in your day through successful planning, how to assign value and order to events with successful prioritizing and how to adopt the use of time management tools that will guide you in the process of managing priorities and getting things done. You'll also discover the time robbers that steal your valuable time and how you can guard yourself against them.
- ***PROJECT MANAGEMENT*** (4 hours)  
In today's work environment, managing projects is a must. This course will help you do it successfully by focusing on the basic principles of project management, including the four phases of every project, the three parameters of successful project management, controlling work in progress, tips for making adjustments without going off-track, and bringing the project to a successful conclusion.
- ***12 HABITS OF STRESS-LESS LIVING*** (3 hours)  
Ever notice how some people sail through situations that make others frenzied and stressed out? Learn how they do it through this energizing workshop that shares the top tips and best habits for managing – and even overcoming-- the stress of work and home.
- ***FROM STRESSED TO ZEST: RE-ENERGIZING YOURSELF*** (3 hours)  
Discover which work/life stressors create the most negative impact on individuals using a tool recognized by health experts as an accurate gauge for determining personal stress levels; learn how these stressors impact your physical, emotional, intellectual, and spiritual health and what you can do about them before they become toxic to your professional and personal life.

## 2010 Course Offerings

### Management Workshops:

- ***THE NEW SUPERVISOR*** (3 hours)  
Smooth the critical adjustment period as a freshly promoted supervisor with the skills you'll need to demonstrate authority, delegate effectively, show leadership ability, and use problem-solving techniques.
- ***EXCELLING AS A SUPERVISOR*** (3 hours; can be extended to a full-day workshop of 6 hours)  
This course will develop the supervisory skills of supervisors and managers in areas such as boosting worker productivity, enthusiasm and commitment through leadership and motivation, modeling desired behaviors in the workplace and cultivating productive supervisor/employee relationships that strengthen the overall team. You'll learn the 7 steps to convert to a stronger image, 9 principles of every great leader, 4 tips to demonstrate authority and style, 5 steps for building credibility, 6 unforgivable mistakes of a supervisor plus many more tips that will help you excel.
- ***UNDERSTANDING THE GENERATION MIX IN THE WORKPLACE*** (6 hours)  
No doubt about it-the newest diversity issue in the workplace is age. Many organizations have finally figured out how to recruit young talent only to watch them collide with seasoned employees over issues like work ethic, respect for authority, dress code and more. In this workshop you'll learn about 4 distinct generations including their demographics, events that shaped their lives, predominant traits, work styles, and key messages to keep in mind when recruiting, developing, and motivating these members of your workforce.
- ***DEVELOPING THE LEADER WITHIN YOU*** (3 hours; can be extended to a full-day workshop of 6 hours)  
Based on the best-selling book by John Maxwell, this workshop focuses on leadership as influence and defines five levels of leadership that can be acquired, developed, and applied in individual's lives – and the life of their organization.

### Customer Service Workshops:

- ***SUPERIOR CUSTOMER SERVICE SERIES:***
  - ***Session 1: HOW DO THEY DO THAT? Discovering Superior Service*** (3 hours)  
Learn what great companies do that make them great. Companies like Disney, Nordstrom's, and Southwest Airlines are recognized leaders in wowing their customers over and over. You've probably been wowed by them yourself. How do they get everyone on their team to deliver consistent Superior Service? Discover the simple yet effective secrets that will set you on the path of delivering service in the same way -- and leave your customers saying, "WOW!"
  - ***Session 2: HOW CAN WE DO THAT? Delivering Superior Service*** (3 hours)  
How do you bring the magic of Superior Service to your business? Learn how in session two of this 3-part series. Identify the ingredients that make sense in your business -- like what your customers want and need and how they view the way you do, or don't, meet their needs. You'll learn how to communicate Superior Service on the phone, in-person, and in every way you have contact with your customers.
  - ***Session 3: HOW CAN I TURN THIS SITUATION AROUND? Handling Difficult Customer Encounters*** (3 hours)  
An angry customer, a co-worker's bad attitude, an unfortunate mistake . . . just a few of the difficult encounters you sometimes find yourself in. How do you deliver Superior Service now? Learn 10 steps for turning especially difficult situations into successful outcomes that will have your customers saying, "WOW, you handled that well!"
- ***CREATING A CULTURE OF EXCELLENCE EVERYDAY FOR EVERY CUSTOMER*** (6 hours)  
In today's marketplace, your customers have more options than ever to take their business elsewhere – which is why it is more critical than ever for every member of your team to be committed to delivering service excellence every day for every customer. Discover what it takes to attract and retain long-term, loyal customers who repeat business with you and refer others to you. This one-day workshop helps your team define what service excellence is while learning specific tools and techniques for immediately engaging in superior service back in the workplace.

## 2010 Course Offerings

### The Leadership Development Training Series: (continued)

- **Session 5: Managing the Generation Mix in the Workplace** (3 hours)
  - Identify the challenges of age diversity in your organization and discover why managing the generation mix matters
  - Improve your understanding of the four distinct generations at work by defining their typical influences, communication styles, core values, and how they view others
  - Learn to use today's digital and social media tools to communicate with your team and improve organization effectiveness
  - Understand typical work ethics, work behaviors, and work values by generation
  - Discover tools and tips to assist in recruiting, producing results, and retaining employees of each generation
- **Session 6: Communicating Like a Pro** (3 hours)
  - Understand the communication process and what can help or hurt successful communication
  - Discover the 3 ingredients of communication and how to use them for powerful, effective communication
  - Learn how to communicate effectively before saying a word
  - Learn how perceptions impact communication and discover tips to improve others' perception of you
  - Understand the power of listening to ensure you are effectively using this critical leadership skill
  - Discover key tools for communicating with impact (*using charts, data, color, layout, communication mediums, etc.*)
- **Session 7: Conducting Effective Meetings and Presentations** (3 hours)
  - Learn to prepare and deliver a well-organized meeting or presentation
  - Discover how to conduct meetings with a purpose – what to do before, during, and after meetings to ensure they are worthwhile
  - Learn how to minimize the fear and anxiety often brought on by public speaking
  - Learn and apply 8 steps for a successful presentation
  - Discover top tips to grab your audiences' attention – and keep it – throughout your presentation
  - Learn how to design your visuals for maximum impact
  - Practice your stand-up skills using the 'It Method'
- **Session 8: Getting Things Done With Time Management** (3 hours)
  - Understand the #1 key to managing your time and making effective use of it
  - Get motivated to make the most effective use of your time
  - Learn and apply four simple steps for highest personal productivity
  - Learn how to successfully control events, plan your day (and beyond), prioritize, and minimize time robbers such as procrastination, interruptions, and the constant paper flow
  - Discover a fail-proof process for getting better organized/focused and successfully accomplishing tasks on time
- **Session 9: From Stressed to Zest: Re-energizing Yourself and Your Team** (3 hours)
  - Discover the causes of stress and the impact it has on you, your team, and your organization
  - Learn the choices you have for managing stress and using your stress for greater effectiveness
  - Discover and adopt 12 habits proven to lower the impact of stress
  - Learn 9 ways to add energy to your life
  - Get inspired by the wisdom of others – learn what highly productive people do to keep stress in perspective & thrive through it
- **Session 10: Helping Others to Be Successful** (3 hours)
  - Apply critical thinking skills to the lessons learned during the Leadership Development Series
  - Discover your learning style and that of others on your team and the best way to create a learning environment at work
  - Know what to expect from adult learners and what motivates them to learn
  - Discover the #1 way to get your team to retain 90% of what you teach them
  - Learn the difference between an effective coach and mentor – and which to be for your people

## 2010 Course Offerings

### [The Leadership Development Training Series:](#)

*The Leadership Development Series has become our most popular offering. Most organizations have offered the series multiple times because of the positive feedback it generates among their team.. The full series, recommended for optimal success, includes ten 3-hour sessions, followed by a 30-minute personal coaching session for each participant. However, the series can be modified to the specific needs of the organization and each session can also act as a stand-alone workshop.*

- **Session 1: How I Impact My Organization** (3 hours)
  - Define what organizational excellence is and how you can deliver it to your team
  - Understand the two sides of superior service
  - Self-assessment: Rate your current ability to deliver excellence
  - Discover how organizational excellence benefits you and the entire team
  - Better understand your customers: who you serve and the impact you have
  - Benchmark where you and your team are now with service excellence and develop goals for improvement
  - Define current challenges/obstacles to leadership and organizational excellence
  
- **Session 2: Dealing With Team Conflict and Challenging Situations** (3 hours)
  - Discover the influence and choices you have in overcoming conflict and workplace challenges
  - Recognize how we benefit from identifying challenges and overcoming them
  - Identify the workplace behaviors that are toxic to you and your organization
  - Understand the impact toxic behaviors have on you and your organization
  - Learn to take control of your own reactions & bring the right attitude to work
  - Discover how to unhook from emotional traps with these 4 practical steps
  - Select the right business tool to turn emotional encounters into professional ones
  - Identify your own communication/behavior style and those of people you find difficult
  - Learn how to successfully interact with and manage different types of people
  
- **Session 3: Leading a Team That Gets Results** (3 hours)
  - Identify the characteristics of great and lousy leadership and the impact these styles have on the team
  - Understand the power of leadership influence
  - Learn the “5 Levels of Leadership” model and how its application can develop a powerful leader within you
  - Apply the ‘5 Levels of Leadership’ model to best/worst leaders you know and discover which levels of leadership they use
  - Discover ‘Situational Leadership’ and how to assess your team’s motivation and maturity
  - Learn how to adapt your leadership style to the needs of your team members and situations
  - Discover an effective method for knowing when to grant your team more decision-making/problem-solving authority
  - Recognize the right time to direct, coach, support or delegate.
  
- **Session 4: Create a Motivated Team Through Relationship Building** (3 hours)
  - Understand workplace motivation and the myths that often frustrate leaders
  - Learn the #1 method for successfully motivating your team
  - Discover and adopt the best-practices of workplace motivation
  - Identify the top 6 things every employee wants from their leader that often creates a motivated workplace
  - Discover the top 10 motivational tips that inspire team members to want to perform at their peak
  - Assess how well you know your team and engage their external motivators at work
  - Learn the key ingredients for planning effective rewards and incentives
  - Discover how to use both positive and negative reinforcement for optimal performance