

Information & Learning at

MIZZOU CENTER

1600 NE CORONADO DRIVE * BLUE SPRINGS, MO 64015 * (816) 655-6225

2011 SEMINAR SCHEDULE

Business Writing

(Full day workshop \$185.00)

Today's fast paced, technology-rich business environment requires excellent writing skills. How much of your time on the job is spent writing? For many people, the day is filled with email messages, reports, internal memos, and letters to customers or constituents. Poorly written documents can produce confusion, conflict, or even losses of productivity. This one-day workshop is designed to help you become a more precise, skilled business writer. Discover how to compose clear, accurate, and grammatically correct messages to improve your ability to communicate effectively with others.

Presented by: Dewey Thompson - Business Trainer and Consultant, The Missouri Training Institute

February 10, 2011 9:00 – 4:00 pm Lunch Provided

Business Intelligence – Your Library Connection- Researching Businesses

(90 minute workshop \$25.00)

This will be a hands-on session giving an overview of free business resources offered through the MidContinent Public Library. Participants will receive information about the categories of databases available and their content. Participants will also be able to discuss with the trainer their particular information needs to see if there are databases to match those needs. Small business will find this session helpful. Featured databases will be *ReferenceUSA* U.S. Businesses and D&B Global Directory (Million Dollar Directory), good for researching businesses, building client lists, and finding buyers and sellers.

Presented by: Chris Le Beau - Assistant Teaching Professor, University of Missouri

February 16, 2011 11:30 – 1:00 pm Lunch Provided

How to make Google work for you?

(90 minute workshop \$25.00)

Do you wonder why your website doesn't get more visitors? Maybe it is "invisible" to Google and other web search engines! In this introductory session you will learn which factors in web page setup make your website search engine friendly and how search engine optimization may help improve the exposure of your website to current and potential customers.

Presented by: Sanda Erdelez - Associate Professor, University of Missouri

February 25, 2011 11:30 – 1:00 pm Lunch Provided

Business Intelligence – Your Library Connection – Researching People and Areas (90 minute workshop \$25.00)

This will be a hands-on session giving an overview of free business resources offered through the MidContinent Public Library. Participants will receive information about the categories of databases available and their content. Participants will also be able to discuss with the trainer their particular information needs to see if there are databases to match those needs. Featured databases will be *ReferenceUSA U.S. Standard White Pages* and *Demographics Now*. Identify individuals, find median home values, median incomes by area, population projections for geographic areas and psychographic information. Use this information to locate a business and to plan business services.

Presented by: Chris Le Beau - Assistant Teaching Professor, University of Missouri

March 10, 2011 11:30 – 1:00 pm Lunch Provided

Working with Millennials

(Full day workshop \$185.00)

The influx of Millennials into our workforce has left supervisors and managers everywhere looking for ways to engage this highly active, constantly changing group. After learning the tools in this powerfully engaging session, you will be able better captivate the Millennial generation while keeping them “plugged-in” to your work environment. Join our dynamic speaking duo who represent years of experience in training design and delivery.

Presented by: Rae Lee - Business Trainer and Consultant, Missouri Training Institute

March 25, 2011 9:00 – 4:00 pm Lunch Provided

Charting the Path to Improved Performance

(90 minute workshop \$25.00)

Every organization wants to improve its performance, but finding the right path can be expensive and time consuming. This session will introduce you to the Performance Pyramid, a model and set of tools that cuts costs, saves time and charts your path to improved performance.

Presented by: John Wedman - Professor & Director, University of Missouri

April 8, 2011 11:30 – 1:00 pm Lunch Provided

Website Usability Testing: Hands-on boot camp

(90 minute workshop \$25.00)

Can your customers, clients and other website users find information about your company, your products and services? In this hands-on workshop, you will learn how to conduct your own simple, yet effective website usability testing. All registered participants will be asked to provide a specific task and website for evaluation. The principles of website usability testing will be explained and demonstrated in a real-time session using the examples provided by the participants.

Presented by: Sanda Erdelez - Associate Professor, University of Missouri

April 15, 2011 11:30 – 1:00 pm Lunch Provided

Interviewing Skills

(Full day workshop \$185.00)

Most hiring executives support the idea that his or her goal during the interview process is to identify the best candidate available. Specifically, managers want to find that individual who in addition to having the minimum qualifications (education, experience and skills) for the position, also has the “right attitude,” temperament and is the best fit for the culture of the organization. Today’s workshop will help you sharpen your interview skills to find the right person for the job.

Presented by: Dewey Thompson - Business Trainer and Consultant, The Missouri Training Institute

April 20, 2011 9:00 – 4:00 pm Lunch Provided

Coaching Employees

(Full day workshop \$185.00)

The coaching process is central to performance management. Coaching refers to the managerial activity that creates the climate, environment, and context that empowers individuals and teams to generate results. The root meaning of the verb “to coach” is to “convey a valued person from where he or she is to where he or she wants to be.” The coach’s job is to do this through encouragement and knowledge, rather than punishment and threats. Both coaching and management have a common goal: the achievement of something through the actions of others. Both depend on the quality of communication between supervisors and employees. This session examines the coaching process and provides many tools and techniques to help shape your employees’ behavior on the job.

Presented by: Dewey Thompson - Business Trainer and Consultant, The Missouri Training Institute

May 12, 2011 9:00 – 4:00 pm Lunch Provided

BUSINESS SEMINARS OFFERED BY:

UNIVERSITY OF MISSOURI

School of Information Science & Learning Technologies: sislt.missouri.edu

Missouri Training Institute: mti.missouri.edu

Sponsored by: Blue Springs Economic Development Corporation

Registration Required: <http://innovation.missouri.edu/MizzouCenter/>

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