



2024

Leadership Academy

COURSE # 95339
Tier 1: Develop Yourself



Feb. 15-April 11, 2024
8 am-Noon

**Location: Town Clock Business Center,
Dubuque**

Cost: \$1,495

Developing your Management Style

What kind of manager are you? Can you articulate your leadership style? When did you last think about management and organizational development theories? Explore these concepts and shore up your leadership strengths with a practical assessment. The DiSC® Profile presents a framework to address three of the most common challenges to teamwork: motivation, conflict and communication. We will explore how the four different DiSC® temperaments approach these challenges and equip you with simple, intuitive strategies and insight that improve your leadership, team effectiveness and internal and external customer relationships.

Date: Thursday, Feb. 15, 2024

Time: 8-10 am

Trainer: Kathie Rotz



Learn More.

Bailey Kloft

Career Development & Business Partnership Lead

844.642.2338, ext. 3140

kloftb@nicc.edu



Business and Community Solutions

2024 Training

Professionalism: Choosing Success

Perhaps nothing is more critical to an organization's success than its employees' work ethic and professionalism. The degree to which the workplace culture supports hard work and appropriate behavior can make or break a company's reputation with its customers, both internal and external. In this class, participants will explore the elements of a workplace that encourage employees to behave professionally, perform with integrity and work following an accepted internal code of ethics.

Date: Thursday, Feb. 15, 2024

Time: 10 am-Noon

Trainer: Kathie Rotz

Business Email: Write it Right

Are your e-mail messages effective? Do they get the results that you want? Do you know how to contribute to your organization's success via e-mail? During this session, you will discover best practices for composing and writing, using this primary mode of communication, making it easier for your readers to read, understand and respond to your messages.

Date: Thursday, Feb. 22, 2024

Time: 8-10 am

Trainer: Tama-Lea Lorenzen

Team Development

Do you lead a team or a workgroup? What's the difference, you ask? A workgroup is a collection of people sharing space while pursuing individual task accomplishment. Conversely, a team is a group of individuals working together to achieve a precise and common purpose. High-performing teams make better decisions, serve customers better and faster and effectively resolve problems without intervention. Your efforts to create and nurture strong teams enhance employees' job satisfaction and increase retention.

During this class, you will:

- Establish a framework to ensure a successful team
- Learn to manage a team through its stages of development
- Understand situations that undermine team development
- Coach your team to deal with conflict in a positive way
- Review the importance of setting clear and shared goals toward measurable results

Date: Thursday, Feb. 22, 2024

Time: 10 am-Noon

Trainer: Tama-Lea Lorenzen

Selling for the Non-Seller

"I'm not a salesperson." "I don't like to sell." "I don't want to sell." Have you ever said any of these things? If you're a leader, you are selling every day! And you're good at it! Let's talk about how you can empower your non-sales staff to help customers see added value in your products and services, even though they don't think of themselves as salespeople. It's a win-win; they don't feel like the stereotypical slick salesperson, but they are increasing your business using subtle selling techniques you can teach them.

Date: Thursday, March 7, 2024

Time: 8-10 am

Trainer: Wendy Knight



Presenting & Training

Throughout your career, you will be training people – the new person in the office, someone from a different department whom you've been assigned to work with on a project and maybe even groups of coworkers or external customers. Teaching is a part of work and life, yet we don't often acknowledge that adults learn differently than kids. In this class, we will explore adult learning styles, apply interactive examples of adult learning to instructional planning and presenting and practice using technology to engage and help adult learners retain content.

During this class, you will:

- Understand adult learning styles
- Practice planning practical learning sessions
- Apply interactive examples to your learning sessions
- Communicate effectively with your peers
- Understand presentation faux pas
- Practice presenting with technology

Date: Thursday, March 7, 2024

Time: 10 am-Noon

Trainer: Wendy Knight

LEADERSHIP ACADEMY TIER 1: DEVELOP YOURSELF

Knowing Your Audience When Communicating

“Know your audience” is the primary advice given to presenters or trainers; the same principle applies to effective communication in today’s workplace. How does one tweak their message for the different audiences who will be listening? In addition to awareness and accommodation of the different learning styles and personalities that always exist in groups, it is also essential for any leader to understand the generational lens through which team members will view their message. In this class, we will discuss how adults learn, how to identify differences in generational and personality and good practices for effective communication in a team.

Date: Thursday, March 14, 2024

Time: 8-10 am

Trainer: Kathie Rotz



Time Management Via Habit Maintenance

Training can be so predictable – there is always someone offering a class on time management. We’re reframing that stale presentation topic (yawn) and approaching it as habit maintenance. Our goals and habits dictate how we use time, so this class will challenge you to define these terms, identify your goals and dissect your habitual tendencies. Only then can you move forward with concrete actions that will help you strengthen your productive habits and manage your time differently. Please come prepared with a list of your short- and long-term goals, good and bad habits and a time management tip or trick that works for you.

Date: Thursday, March 14, 2024

Time: 10 am-Noon

Trainer: Kathie Rotz

Resolving Employee Conflicts

Supervisors must intervene promptly and effectively in troublesome interpersonal conflicts between employees in the workplace. Unresolved conflicts fester and grow, resulting in broken working relationships and significant performance losses. This class will help supervisors identify communication strategies and coping skills for common hot-button issues, practice resolving conflict with win-win outcomes and foster a work environment where employees can disagree without escalating into interpersonal conflict.

Date: Thursday, March 21, 2024

Time: 8 am-Noon

Trainer: Tama-Lea Lorenzen

It’s Who You Know

Relationships are the keys to success in life, personally and professionally. For new managers, it is crucial to understand that successful results will only happen with others. Only exceptional occurs with a team of supporters. This class will address the fundamentals of developing and maintaining valuable professional relationships built on authentic connections. We will share strategies for connecting with others in virtual networks and through community and business functions. Then, we will help you create individualized plans that make networking and relationship-building the go-to tools in your leadership toolkit.

Date: Thursday, March 27, 2024

Time: 8-10 am

Trainer: Kathie Rotz





Appraising Performance

Developing an effective performance review system and training managers to use it well will be among an organization's best investments. Let's face it - businesses can't afford to manage employee performance because turnover is costly, impedes productivity and impacts the bottom line. It is also essential to recognize that employee appraisals are opportunities to develop potential in those who meet expectations and to encourage high performers, not just to address poor performance.

During this class, you will:

- Identify performance elements to evaluate
- Acquire the tools and skills required to evaluate performance effectively
- Explore your current approach to holding employees accountable for performance and taking corrective action
- Identify when to terminate employment and how to do it with minimal risk to the organization

Date: Thursday, March 27, 2024

Time: 10 am-Noon

Trainer: Kathie Rotz

Drive: The Surprising Truth About What Motivates Us

Based on the book of the same title, this two-hour class allows leaders to deconstruct Daniel Pink's packaging of the science behind motivation. Contrary to the carrot-and-stick approach is the undeniable evidence that intrinsic, internal motivators are far more effective in improving individual and group performance. Participants will discuss, debate, problem-solve and actively mind-map to a customized, concrete plan that promotes autonomy, mastery, and a sense of purpose. These three elements can transform their people and their organizations.

Date: Thursday, April 4, 2024

Time: 8-10 am

Trainer: Kathie Rotz

From Friend to Boss

Congratulations! You have recently become a supervisor. Transitioning into this new role will have challenges, but this class offers strategies to help you gracefully make that change. You are now responsible for the productivity and results of your department, although your former co-workers, either because of jealousy or out of habit, may not want to treat you as the boss. This class will remind you of what it means to be a manager: leading others to achieve results and not being popular with your employees. You may only win over some in the department, especially if one or two of them also applied for the position you ultimately received. No matter what happens, please focus on the work to be done, give it your best effort every day and treat everyone fairly ... respect will follow.

Date: Thursday, April 4, 2024

Time: 10 am-Noon

Trainer: Kathie Rotz

LEADERSHIP ACADEMY TIER 1: DEVELOP YOURSELF

Can You Hear Me Now?

Did you know that there is a difference between hearing and listening? There is! Most people have, at some point in their life, been told they don't listen. But the problem is that we are not born with good listening skills. Nor are we taught it in school. They are habits that we create, starting in our childhood, carried with us throughout adulthood. Your listening-skill habits can impact every area of your life, including your relationships and career. A good listener can earn you respect and appreciation and help you build stronger relationships in your social and business dealings.

This course explains the ins and outs of what good listening skills consist of, why they are important and how you can improve them. The course helps you determine what type of listener you are and provides basic listening skills, barriers to listening, listening habits, body language and activities to improve listening habits. You will learn the importance of physical attributes, active listening, attitude, perception, bias, language barriers, critical gestures and even how to take good notes.

Date: Thursday, April 11, 2024

Time: 8-10 am

Trainer: Wendy Knight

Attitude & Accountability

Now more than ever, successful organizations need a highly motivated workforce. At the heart of that workforce are responsible, accountable individuals. We'd like to help you develop a culture of accountability in your employees using the S.M.A.R.T. goal model. We'll introduce the concept, practice writing practical goals and discuss how implementing S.M.A.R.T. goals can encourage and support employee performance. As we all know, high performers are the motivated, accountable and committed employees every manager or supervisor wants and needs.

Date: Thursday, April 11, 2024

Time: 10 am-Noon

Trainer: Wendy Knight



Meet Your Instructors



Kathie Rotz

Kathie is a John Maxwell certified Executive Coach, Speaker, Trainer and Human Behavior Consultant. She provides coaching for business professionals to excel in leadership, business building, confidence, communication and goal achievement. Kathie's focus is to empower people by challenging their habits; most importantly, their thinking and emotional habits. Kathie has over 25 years of experience working in corporate America in leadership and training roles and 19 years leading a growing sales team.



Wendy Knight, MSHA, MBA

As founder and collaborative strategist for Focus Forward, LLC, Wendy brings a depth and breadth of business and nonprofit expertise and experience in campaign management, organizational leadership, fundraising, strategic thinking and best practices. She has more than 37 years of experience in healthcare, higher education and banking, and applies sound business principles as best practices to help organizations be more effective and efficient in achieving outcomes. Wendy is dedicated to service in the community and skilled in building relationships with a shared sense of purpose. She has worked with private and nonprofit organizations to save them time and money by leveraging her own knowledge and established network.

Wendy focuses on outcomes, action and impact, and applies her proven track record of integrity, focus, responsiveness and determination to help move organizations forward. She provides the structure, resources and discipline needed for organizations to act and achieve results, and her consulting and guidance puts the "us" in Focus.



Tama-Lea Lorenzen

An award-winning speaker and entrepreneur, Tama-Lea Lorenzen has served as a presenter and educator for over 20 years. She loves sharing her passion for leadership, marketing and entrepreneurship. Taking theoretical information and making it applicable to daily life, participants describe her approach as "humorous and helpful in applying what you learn to your day-to-day." Tama-Lea earned her BS in Business Management with an emphasis on Small Business Strategy and Entrepreneurship from Iowa State University and an MBA. from Clarke University.



Schedule

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Thursday, March 7, 2024 8-10 am 10 am-Noon	Selling for the Non-Seller Presenting & Training	Wendy Knight
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Thursday, March 21, 2024 8 am - Noon	Resolving Employee Conflicts	Tama-Lea Lorenzen
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Thursday, April 4, 2024 8-10 am 10 am-Noon	Drive: The Surprising Truth About What Motivates Us From Friend to Boss	Kathie Rotz
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