



## **SyN Announces Affiliation with Pensacola State College Institute for Corporate Professional Services**

Speakers You Need, LLC (SYN) is proud to announce our affiliation with Pensacola State College which provides continuing education credits for various programs and certification programs presented by Speakers You Need, LLC (SYN).

To date, these continuing education credits from Pensacola State College (PSC) have been used with Leadership program for the Airforce with plans for additional program endorsements.

### **SyN Mission**

The mission at Speakers You Need, LLC is to provide the best, most cost-effective professional trainers and speakers to organizations to assist them in reaching their goals.

### **SyN Vision**

The vision at SyN is to help organizations develop employees professionally and personally, creating an environment that is fun, effective and goal-oriented.

### **Pensacola State College Institute for Corporate & Professional Services Vision**

The Pensacola State College Institute for Corporate & Professional Services delivers continuing workforce education training to businesses and individuals wishing to upgrade or develop new skills.

### **Pensacola State College Institute for Corporate & Professional Services Mission**

To take the tremendous job that Pensacola State College does and apply it to the Pensacola Bay area workforce. In academic terms, we deliver non-credit classes that are part of professional continuing education. In corporate terms, we are an out source for corporate training, and we'll deliver training anytime, anywhere.

### **Pensacola State College Institute for Corporate & Professional Services Training Programs:**

Our training programs are designed to provide the skills that companies need to excel. We offer both open enrollment and customized training programs which can be delivered on your schedule and at your desired location.

It is our mandate to provide workforce education in a format that is easy to access and learning-centered. In order to make the best option available to you, we offer virtually any option.

### **Speakers You Need, LLC (SYN and Pensacola State College offers six Certification Programs)**

- 1) Leadership & Management Certificate Program
- 2) Women's Leadership Development Certification Program
- 3) Leadership Development Certification Program (For New and Emerging Leaders)
- 4) Leadership Certificate Program (For Technical People)
- 5) Administrative Professionals Certification Program
- 6) Office Professionals Certification Program



## 1) Leadership & Management Certificate Program (Five Days/30 Contact Hours)

Spotting and grooming the next group of leaders is key in a growing, improving organization. This program provides practical leadership and management skills, with proven tips and processes to help them lead by example – while managing all resources efficiently – and effectively. It exposes managers to the broad spectrum of responsibilities – so they lead every step of the way – with a team that is happy to follow. This class is flexible to fit your organization’s needs – from employees with management potential – to your most experienced leaders.

### Learning Objectives:

- Understand the roles and functions of leaders and managers.
- Write efficiently and effectively.
- Build and manage teams that perform.
- Speak confidently and succinctly.
- Practice Ethics and Integrity
- Embrace and lead change

## 2) Women’s Leadership Development Certification Program (Three Days/18 Contact Hours)

The Women’s Leadership Development Certificate Program is designed to help women who are new to or preparing for a leadership position, or need a refresher course. This high-energy, interactive training program will explore leadership from a woman’s perspective and covers three distinct topics; communication, leadership, and leading collaboration.

### Learning Objectives:

- **Powerful Communication Skills for Women**
  - Increase persuasion, influencing, and negotiation skills
  - Develop personalized strategies and scripts for confronting common workplace challenges
  - Discover new ways to diplomatically and assertively communicate with difficult people
  - Gain confidence to effectively confront unacceptable behavior without it escalating to stressful levels
  - Understand gender differences in approach to communication
  - Gain tools to increase personal productivity and lower stress levels
- **Leadership Skills for Women**
  - Recognize current leadership skills and reimagine them for tomorrow’s challenges
  - Develop new leadership skills and strategies and find the confidence to use them
  - Enhance their personal credibility and professional reputation
  - Hone critical thinking and decision-making abilities
  - Learn leadership secrets from the rebellious belles, daring dames, and headstrong heroines of history
  - Step out of their comfort zone and embrace the power of discomfort
- **Collaborative Leadership and Career Strategies for Women**
  - Discover how “feminine characteristics” play a powerful role in creating a collaborative environment
  - Recognize and embrace their own unique skill sets for collaborative leadership
  - Develop strategies for overcoming gender roadblocks to a collaborative work environment
  - Learn how to leverage the diversity of their team

### **3) Leadership Development Certification Program (For New and Emerging Leaders) (6 modules/Two-Three days per module/90 Contact Hours)**

The Leadership Development Certificate Program is designed for individuals who are new to or preparing to move into a leadership or management role or as a refresher course for those currently serving in a leadership or management position. Consisting of six modules, the program covers six important areas of leadership development; communication, work style diversity and collaboration, creativity and problem-solving, change management, influence and trust, and team-building through coaching and mentoring.

Each module stands alone allowing participants to enroll in just one module and receive a certificate of completion for the individual module. However, participants are encouraged to complete all six modules within a 2-year time frame to earn the Leadership Development Certificate. Each module consists of 15 hours of training facilitated over two and a half days or three days. Completion of the six modules provides 90 contact hours.

#### **Learning Objectives:**

- Understand communication skills for leaders and how to deal with difficult people
- Discover how to handle leadership roadblocks & collaborative leadership
- Gain confidence in problem solving, decision-making, and leading a team through change
- Enhance self-Management, change Management and creating an environment for successful projects
- Build trust and flexing your influence muscle for improved outcomes
- Develop coaching & mentoring for excellence and learn how to build an exceptional team (even when you have imperfect team members)

### **4) Leadership Certificate Program (For Technical People) (Three days/18 Contact Hours)**

This three-day certificate program addresses the challenges technical leaders face every day in a world of specialized technical operations. Technical leaders are often faced with pulling together various factions that are specialized and micro-focused and often oblivious to the working needs of other groups and non-technical colleagues. The superior technical leader must be skilled at broadening understanding across the organization, promoting collaboration and bringing a team together to focus on common goals while respecting and rewarding the individual efforts of high-functioning technical specialists.

This 3-day certificate program (18 contact hours) helps technical leaders improve their communication, management and leadership skills to increase influence, trust, respect, and promote viability interchange, collaboration and a clear vision.

#### **Learning Objectives:**

- Reinforce leadership and management principles
- Learn how to get buy-in to the broad vision – from tunnel-vision people
- Identify communication challenges and find solutions
- Master “technical speak”
- Gain strategies for developing a team

## **5) Administrative Professionals Certification Program (2 Tracks/Three days/18 Contact Hours)**

Administrative Professionals are no longer behind-the-scenes supporters of organizational goals. They are decision makers, project managers and strategic business partners. They are the critical link between management and staff, customer and organization, communication and results. The following topics, targeting key competencies vital to personal and professional success as an administrative professional, are offered as part of the Administrative Professionals Certificate Program. This certificate program includes two tracks, Communication and Business Acumen and provides for a total of 18 contact hours.

### **Learning Objectives – Communication Track:**

- Understand communication style differences
- Develop an assertive communication style
- Learn tips and techniques for handling workplace conflict & confrontation
- Influence, persuade and build trust in the workplace
- Gain strategies for dealing with difficult situations and conversations
- Understand and appreciate work style diversity

### **Learning Objectives – Business Acumen Track:**

- Gain strategies for improved self-management
- Manage your workspace and email
- Develop professionalism
- Learn tips for better critical thinking and decision making
- Understand project management for administrative professionals
- Create a personal performance development plan

## **6) Office Professionals Certification Program (Five days/30 Contact Hours)**

The Office Professionals (OP) Certificate Program will equip key contributors with the knowledge and skills they need to succeed ... today and in the future. Adept leaders know the reality. In today's workplace, sticking to the tasks listed in a job description is not enough. To enjoy long-term success, employees must be indispensable—positioned to grow and transition from role to role as the situation calls for it. This uniquely flexible program consists of eight comprehensive modules, or full-day courses, based on core competencies. The Office Professionals Certification requires completion of five modules to be custom mixed per client needs. There are 8 modules to select from. Each module is one full day of training – 6 Contact Hours.

### **Learning Objectives - The Ultimate Brand Professionalism:**

- Recognize the important role of the office professional
- Identify the characteristics of an ideal professional
- Assess your current skills and where you could improve
- Project an image that commands respect and instills confidence
- Effectively manage yourself
- Show credibility through proper business etiquette
- Demonstrate flexibility; adapt to change
- Balance a successful career and fulfilling personal life
- Prepare for new and expanded responsibilities

### **Learning Objectives - Successfully Working with Others:**

- Identify the benefits of working with others
- Challenge assumptions of self and others
- Apply four elements of Emotional Intelligence
- Develop collaborative alliances with bosses, coworkers, and customers
- Select tools to adapt to your workplace environment
- Learn to turn a conflict into a win-win
- Build time-management and prioritization skills
- Effectively manage a team
- Practice good customer service skills
- Develop a Personal Action Plan to strengthen your work relationships

### **Learning Objectives – Essential Management Skills:**

- See the big picture and think strategically
- Understand roles; create better relationships with managers
- Prioritize tasks; manage projects; hold the team accountable
- Control emotions under pressure
- Accept and apply criticism; give constructive, effective feedback
- Apply critical-thinking techniques; improve decision-making skills
- Delegate to produce results
- Negotiate for win-win outcomes
- Work effectively within teams
- Be more effective in meetings

### **Learning Objectives – Interpersonal Skills:**

- Understand the communication process, different communication styles, and how to get your message across
- Effectively delegate, collaborate, and manage people to get more done
- Demonstrate an assertive—rather than aggressive—style
- Sharpen listening and questioning skills
- Improve networking and business etiquette
- Examine cultural diversity, how it affects communication, and ways to create a cohesive team
- Explore how generational differences affect values, preferences for work and supervision, learning styles, and more
- Recognize diversity in the workplace
- Accept differences and build on commonalities

### **Learning Objectives – Leadership for Office Professionals:**

- Define effective leadership and assess your potential to lead
- Examine core beliefs and values
- Apply Social Intelligence to build credibility and instill respect
- Motivate yourself and your team
- Become a successful role model, coach, and mentor
- Resolve team conflict; reduce negative behaviors; get buy-in

- Understand risk and how to assess the pros and cons
- Overcome resistance to change
- Build confidence leading a team
- Set goals and promote successes

#### **Learning Objectives – Effective Writing for Results:**

- Identify the purpose of your writing
- Analyze your audience
- Provide clarity and visual appeal
- Deliver a concise and precise message
- Offer credibility with excellent grammar
- Write effective sentences and paragraphs with clear messages
- Use the appropriate tone
- Edit and proofread to deliver an error-free document
- Accept feedback in order to see your writing from other perspectives

#### **Learning Objectives – Communication Skills\_Relationship Building:**

- Effectively engage all types of individuals for better communication
- Listen actively; interpret non-verbal cues
- Develop empathy; build trust; restore lost trust
- Understand how emotions can affect behavior—for yourself and others
- Use Emotional Intelligence; handle difficult conversations; reduce conflict
- Practice small talk; get savvy on gender and cultural differences
- Learn the right time and way to network
- Learn how to manage a public and private image using social media

#### **Learning Objectives – Becoming a Value-added Office Professional:**

- Create a meaningful Personal Development Career Plan
- Assess continuing education needs
- Learn how to stay current with new technologies
- Use internal and external networks for an advantage
- Prepare for performance reviews; use feedback; open communication channels
- Capitalize on internal mobility; grow with the company
- Review activities for work-life significance and personal control
- Identify ways to promote accomplishments
- Learn to expand your skills as responsibilities increase