

Business Building

Serving your Customers: They're the Boss

Master the skills that make your customers say, "I'll be Back." Learn the five magical steps to getting and retaining your most important asset. Whether your "customers" are internal or external to your business, giving cheerful and satisfying service is as important to your employees as it is to the "customer."

Building Your Business by Complying with the ADA

Did you know:

- a. 20% of the general population has a disability
- b. 50% of the people over 65 years old
- c. Providing increasing access to persons with disabilities in the hotel and hospitality industry has increased revenues by 12%
- d. Persons with disabilities and their families have 4-5 times the purchasing power than teenagers.... where do *you* think most of the advertising dollars go?

Workshop participants will get the basics of the Americans with Disabilities Act. Your associates will learn the do's and don'ts of relating to people with disabilities.

Get your employees and associates prepared to tap this ever-increasing market and see your revenues soar. It's not just the right and legal thing to do; it makes exceptional business sense.

The 10 Traits of Successful Leadership

Do you have dreams of reaching your full potential? This workshop will teach you the 10 traits of successful leaders to help you turn your dreams into reality. This workshop will also give you the tools to develop your own personal action plan for success.

Topics to include:

- How You Think is Everything
- Decide on Your Own Dreams and Goals,
- Focus Your Time and Money,
- Don't Be Afraid to Innovate,
- Setting Your Goals, and more

Whether your aspirations are for leadership positions or you choose to be a follower of great leaders, learning the lessons from the masters is great inspiration.

Strategic Planning & Facilitation

Strategic Planning is the process of determining:

- a. **What** your organization intends to accomplish, and
- b. **How** you will direct the organization and its resources toward accomplishing these goals over the coming months and/or years

The process is equally valuable for non-profit organizations, community groups, and for businesses. Let us facilitate your next planning session...whether at a one day retreat or during a comprehensive planning process.

Our staff has years of experience in assisting organizations not only in the planning process but also in implementing the action plan which gets developed in that process.

Overcoming the Dysfunctional Workgroup: Team Building for Optimum Performance

It often seems that people don't automatically work productively and collaboratively together. It's amazing, but a dysfunctional team of cohorts can even take down an entire organization. Even when there is no overt hostility, the workgroup may only be treading water until the end of the workday. While every team has problems and challenges in its path, everyone wants to solve the problem in a different way. What teams need is a common method, which anyone can use, and which erases 90% of the emotion from the situation.

Teams can learn to trust each other and produce an exciting synergy for problem solving and creativity. CMK Associates LLC has experienced facilitators to guide your group to peak performance. Explore the process by learning:

- a. What are the five critical elements to effective teamwork?
- b. Understand individual preferences to maximize group interaction.
- c. Experience problem solving from a collaborative rather than competitive posture.

Managing a Diverse Workforce in a Changing Environment

Diversity is more than differences in race and gender. We now also see differences in generations in the workplace, work styles, educational experiences, and countries of origin. How your organization operates and thrives in this climate depends on your employees' recognition, acceptance, and embrace of diverse colleagues...and clients.

This workshop explores:

- What is Diversity
- What does a Diverse Organization Look Like
- The Importance of a Diverse Organization
- How a Diverse Organization leads to a more productive working environment
- The Type of Environment which Embraces Diversity
- How does the acceptance & knowledge of a Diverse Workplace facilitate organizational change

Roadmaps: Creating Effective Written Action Plans

- A good plan is like a roadmap: it shows the final destination, and usually the best way to get there.
- Creating S.M.A.R.T. Objectives

Workplace Ethics –

- The Role of Personal Integrity and Universal Morals
- Great Leaders “do the right thing”
- Lessons from the Trenches
- Creating your own Personal Manifesto

Stress Management

- Understand stress
- How to manage it, taking control
- Different ways it affects work performance
- Developing your personal action plan

Management Presentation Skills

- How to organize your speech
- Ways to present using different media
- The power of high impact delivery
- Strengthen relationships with the audience