



Enabling the Success of Our Enterprise Customers



CORPORATE STRATEGIES

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Who we are

Corporate Strategies is a specialized division of SkillPath Seminars, the largest training company in the nation. By leveraging our international presence, our size and our experience, we're able to provide our corporate partners with truly unique training solutions built around their needs and wants.

What we do

- Focus on enterprise-wide human capital development initiatives
- Provide professional development curricula that's customized to your corporate strategies and professional competencies
- Implement development solutions for all skill levels within your organization, ranging from senior leadership programs to training of front-line employees

Our mission is to partner with our clients to provide unparalleled support for their strategic human capital development goals. Our expertise, flexibility and responsiveness in developing tailored and customized enterprise-wide development initiatives are unmatched in the training industry. We invite you to contact any of our highly experienced National Account Managers to find out how we can help your leaders go to the next level—and beyond.

The power of partnership

- *Largest* seminar and training company in the nation ... *500,000* people trained each year ... more than *10 million* since SkillPath was founded in 1989
- *International* presence, providing training all over the world
- *Highest quality* content from one of the most experienced in-house development teams in the training industry; we can guarantee a tailored approach based on your needs and culture
- With one of the strongest balance sheets you'll find and more than 350 trainers on staff, we have the resources to execute on your behalf

TOP 5 REASONS TO WORK WITH CORPORATE STRATEGIES: YOUR GLOBAL TRAINING PARTNER

1 EXPERTISE: Our tenure and experience allow us to make valid, purposeful recommendations. As a result, the Corporate Strategies team is knowledgeable, passionate and client-focused.

- Our seasoned National Account Manager team has extensive experience in developing long-lasting partnerships domestically and internationally
- Our instructional designers specialize in aligning your core competencies, values and mission to the curriculum delivered

2 STRATEGY: We use a strategic process to ensure your business results are achieved.

- Refinement of needs analysis and curriculum target
- Creative solutions based on your individual business objectives
- Knowledge of your industry and competition base

3 FLEXIBILITY: The SkillPath Corporate Strategies team has evolved with the changes in today's business world.

- Branding options for each client
- Development of case scenarios specific to your key business concerns

4 TURNKEY SOLUTIONS: Corporate Strategies offers a corporate university-style turnkey solution.

- Custom content development
- Perpetual licensing
- Train-the-trainer certification

5 RESULTS: By selecting Corporate Strategies as your global training partner, you are selecting an organization that's devoted to:

- Creating measurable business impact
- Implementing change
- Coaching and follow-up



TRAIN-THE-TRAINER CERTIFICATION

Let our trainers train your trainers!

Developing a training program for your employees can literally take months of preparation. Your organization may already have a professional staff on board to present courses to your employees, but not the time to initiate, develop and evaluate all the training you'd like to see taking place. We've been developing and presenting the very courses your employees need since 1989. We've already done the work for you—why not take advantage of it? Our expert staff can certify your trainers to present our courses any time you wish. You get your training initiatives off to a fast start—without the hassle of months of preparation and research.

CERTIFICATION TRAINING FORMAT

DAY 1—	Up to five client trainees observe a SkillPath trainer delivering our course material to a class of up to 20 people.
DAY 2—	One-on-one facilitation. A SkillPath trainer walks client trainees through the content and materials, visual aids, handouts, examples used, background and theory behind the content, activities, role plays, etc.
DAY 3—	Trainees conduct the course for SkillPath's trainer while he/she critiques/gives feedback. This can be done either with or without videotaping.



PERPETUAL LICENSE

Our clients may purchase the rights to use SkillPath's professionally designed content, which allows their internal trainers to facilitate in-house classes.

Why would this work for your organization?

- Customized content for your specific business
- Freedom from the labor-intensive process of content research and development
- Flexibility to train whenever necessary, for a small or large audience
- Content that has been tested and proven effective

This solution is offered by SkillPath's Corporate Strategies division to grant you complete control over your human capital development needs.

BUSINESS DEVELOPMENT SERIES

MANAGEMENT TRAINING



Tier I—Management Boot Camp

Fundamental program that addresses the following learning objectives:

- How to provide feedback that encourages, inspires and sparks results
- How to communicate your team's successes, goals and achievements to upper management
- Innovative methods that facilitate and accelerate group decision making and problem solving
- How to implement discipline and improvement plans for poorly performing employees
- Using coaching and feedback to challenge underperformers to do their best

Additional workshop options:

Effective meetings; harassment; personnel law; conflict ethics; generational management; finance and accounting; performance reviews



Tier II—Dare to Lead

Frontline management program with a minimum of four built-in coaching sessions

- Matching your leadership style to your group and its challenges
- Creating and communicating your vision
- Decision-making skills for effective leaders
- How leaders create and empower their teams
- Leading when faced with negativity, difficult behavior and problem employees



Tier III—Manager as Leader

Mid-level leadership program with a minimum of three built-in coaching sessions

- The manager as a confident, trusted leader
- Leadership communications
- Conflict resolution and performance management
- Cross-functional management
- Strategic problem solving and decision making



Tier IV—Take the Lead

Senior-level leadership program with individual coaching sessions throughout the program

- Your leadership foundation
- Strategic planning
- Communication
- Organizational culture
- Decision making

Additional workshop options:

Tough-minded leadership; retaining and engaging employees; leading a team of high performers; collaborating and building alliances; human capital development

COACHING

To maximize your investment, individual and group coaching is recommended with each program. The result from these sessions is to build on the training and reinforce new concepts/ideas. Participants will bring examples of real-life successes and challenges they encountered as they implemented the skills learned in the training class. This process ensures your group transfers the knowledge from the classroom to the "real world."

Coaching sessions can include any of the following:

- Facilitated open discussion of individual situations
- One-on-one role plays to practice skills
- Group brainstorming to find alternate approaches
- Personal goal setting
- Personal action planning

PROJECT MANAGEMENT TRAINING



This curriculum will provide a strong foundation to prepare your project managers for the PMP certification process.

- Customizable curriculum catering to first-time through seasoned professionals
- Focusing on successful project management practices applicable to any environment
- Incorporating aspects of communication, interpersonal skills and time management to enhance the overall development of your project managers

COMMUNICATION SKILLS TRAINING



This communication skills series will help your organization communicate for success, both verbally and in writing.

- How to become a better communicator
- Developing lasting relationships
- Active listening
- Business writing and grammar skills

CUSTOMER SERVICE TRAINING



This series will help members of your organization work effectively and efficiently as a team to enhance service to your clients, improve productivity and eliminate negativity within your workforce.

- Customer service essentials
- Uncovering, understanding and exceeding customer expectations
- Restoring and rebuilding broken relationships

SALES SKILLS TRAINING



This series will help your sales professionals increase their sales and keep your organization's revenue and profitability growing—even in tough times.

- Developing a winning sales mindset
- Key strategies and essential skills of consultative selling
- Razor's edge techniques for increasing revenue per sale
- What high producers do to stay at the top
- How to develop long-term clients and continuing sales

TECHNICAL TRAINING



This developmental series will enable your team to gain a greater understanding of the essential elements of Microsoft® Office applications.

- Mastering key Microsoft® Office applications your team uses every day
- Providing the fundamental basis and advanced-level techniques for Microsoft Office Initiatives
- Programs that can be delivered in a hands-on or heads-up format
- All programs can be tailored and/or customized to your needs based on your usage of the applications
- Practically applicable resources

Expertise ...

Strategy ...

Flexibility ...

Results

*Corporate Strategies—
your partner for achieving
results through people*

BUSINESS ACUMEN

Finance and Accounting
Making Profitable Decisions
Strategy Execution
Business Intelligence
Leadership Development

DIVERSITY

Workplace Diversity
Culturally Diverse Workforce
Global Communication
Corporate Culture Diversity
Generational Diversity and Awareness

PRODUCTIVITY

Time Management
Project Management
Delegation
Performance Management
Goal Setting
Effective Meetings
Change Management
Conflict Management

For a complete course listing,
contact Corporate Strategies.

PROFESSIONALISM

Verbal Communication
Written Communication
Personal and Professional Enrichment
Speaking and Presentation Skills
Professional Relationships in the Workplace
Career Path/Success

TECHNICAL

Cisco®
Network Fundamentals
Windows®
PC Maintenance and Troubleshooting
SharePoint®
Exchange Server
Microsoft® Office
Adobe®

SkillPath Corporate Strategies

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