

Item C
HLC Criterion 3
Center for Professional Development
Webster University

Professional Development Day for Webster Staff Alliance

At the request of Webster Staff Alliance, the Center for Professional Development has developed a program that will provide a series of employee staff development sessions, 80 minutes each, on specific topics selected by Webster Staff Alliance and one (1) lunchtime keynote address of 50-60 minutes, on March 15, 2007.

Session Menu

Series #1 – 9:00 am – 10:20 am

✧ **Time Management for Results – William Binder**

- Time is one of the few things in life that cannot be saved for another day. We all have the same amount of time available – roughly 960 to 1,080 minutes per day. Why do successful people seem to get more done? They focus on high value goals and results. Time management is a philosophy of life. By effectively managing your time, you can gain an additional hour per day or nearly 3 weeks per year. Participants will learn to develop a laser like focus, establish priorities, develop methods to deal with fear, adversity, emergencies and interruptions, and anticipate roadblocks and how to surmount them.

✧ **Managing Stress for a Healthier Life – Benedict Dumonceaux**

- Most people spend more time planning their vacations than their careers. Your career is too important to be left up to your organization or your supervisor. As a rule, people don't succeed because they "get all of the breaks" or are "in the right place at the right time". They take responsibility for their careers and make strategic decisions to insure their success. This seminar will help you become the CEO of your career, discover the importance of "FIT" in your success with your organization, utilize your strengths, minimize your weaknesses, and master the keys of networking.

✧ **Power Writing – Dick Weiss**

- This workshop will introduce the skills necessary to write crisply, clearly and concisely. Key areas addressed include understanding your readers and writing specifically for them; capturing your audience's attention in the first 21 words; telling a compelling story through written media; and creating and editing your own sample copy.

Series #2 – 10:30 am – 11:50 am

✧ **Managing Conflict & Resistance – Benedict Dumonceaux**

- People often come across as difficult because of how they handle conflict. In fact, others' approaches to conflict can often seem counterproductive, confusing, or even bizarre. This course provides everyone with a simple, direct way to understand the different fears that drive



much of the conflict and resistance they encounter. Through DiSC™*, you will learn your style of handling conflict and understand how that style might differ from coworkers' methods. You will also learn to recognize how quickly individual fears can disengage staff from a team or project. You will learn how and why different people become threatened and discover skills for relating more effectively with people of all styles.

✧ **Who is Managing Your Career? – William Binder**

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✧ **It's Not About You: the Art and Skill of Not Taking it Personally – Cheryl Oliver**

- This hands-on presentation will provide information and resources to help participants recognize that changes and decisions in the workplace are not personal, even though they feel that way. The Art and Skill of Not Taking it Personally focuses on identifying personal response mechanisms, develops strategies for establishing boundaries and helps participants realize the benefits of becoming more accomplished communicators and supportive team members.

Lunchtime Program – 12:00 pm – 1:45 pm

✧ **Keynote Session – Creating a High Performance Workplace – Gail Hinshaw**

- Have you ever wondered how cult leaders get people to follow them and commit to their ideals? This seminar points out how to take lessons from "extreme motivators" and translate their methods into a positive, high-performance workplace. Learn why satisfactory performance is not good enough and absorb the five irrefutable rules of coaching that explain how participants can achieve higher employee performance. Get introduced to the "theory of the slight edge" and learn what your organization must do to remain competitive in today's marketplace. Note: It is impossible to do one thing 100% better than someone else, but it is possible to do 100 things 1% better.

Series # – 2:00 pm – 3:20 pm

✧ **Workplace Ethics – Gail Hinshaw**

- Companies are damaged or ruined by breaches of ethics and millions have suffered because of the unethical behavior of a few people. This seminar is designed to look at a definition of ethics, where people get their ethics as well as what organizations can do to head-off unethical behavior. It illuminates the signs of unethical behavior and what individual employees can do when confronted with a situation they feel may be unethical. The nuts and bolts of creating a business code of conduct will be covered and the seminar will conclude by identifying the five things organizations must do when confronted with public exposure of unethical conduct.

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These are designed as classroom style lecture/discussions to be delivered at the predetermined time and led/facilitated by the indicated Center for Professional Development faculty member (or another qualified member of the faculty). Attendance for this program is estimated by Webster Staff Alliance at between 30-40 staff people per session and it is the responsibility of Webster Staff Alliance to ensure sufficient attendance to maximize the learning value for all participants. To support this effort to maximize learning, Webster Staff Alliance will provide expected attendance numbers to the Center no later than 2 days prior to the session. All sessions are to be delivered at Webster University's main campus in Webster Groves, Missouri and all room arrangements are to be made by Webster Staff Alliance.

Faculty Information

Name: Bill Binder

Degree: B.S, Engineering Management; MBA

Expertise: Corporate and personal performance coaching, Leadership

Bill Binder has over 30 Years of experience in operations, engineering and upper management working in firms ranging from Fortune 500 to privately held companies. He is the President of BAT Leadership Training LLC, a consulting firm specializing in leadership training, career Management, AJIT (Just in Time) inventory management, employee evaluation and performance improvement programs. In addition, he is an adjunct Professor in the management department at Webster University where he teaches a Capstone (Thesis) Course for the MBA Program, Management Theory and Organizational Development, Management Function and Operations and Human Resource Management.

Name: Benedict Dumonceaux

Degree: B.S., Learning Psychology; M.S., Systems Management

Expertise: Strategic Planning, Professional and Personal Development

Benedict Dumonceaux has more than 26 years of experience in creating and leading the strategic training initiatives of national companies and organizations. He has led the strategic planning efforts in the development of training programs for several national organizations, most recently a \$2.4 billion construction management company. He has experience in design, development, implementation and evaluation of professional development programs for organizations specializing in communications, leadership, management development, time management, sales, negotiating, stress reduction and team development. His outstanding speaking style and real-world experience make him a highly effective seminar leader and facilitator. In addition to his degrees Mr. Dumonceaux has completed doctoral studies in Adult Education through the University of Missouri. He is an adjunct instructor with several local colleges and universities where he teaches courses in business communication, management and



leadership skills. Mr. Dumonceaux is a certified trainer of Achieve Global, Development Dimensions International, Associated General Contractors, and DiSC programs.

Name: Gail Hinshaw

Degrees: B.S., Education, M.S., Industrial Technology

Expertise: Leadership, Motivation and Ethics

Gail Hinshaw has been an educator for more than two decades. He delivers his seminars with enthusiasm and clarity, presenting practical, proven methods for managing in the real world. Participants relate to his experiences and appreciate the insight he brings to everyday management situations. Gail has extensive private industry management experience in virtually every aspect of manufacturing and he effectively combines theory and practical techniques in his presentations.

Name: Cheryl Oliver

Degrees: M.A., B.A., English Literature

Expertise: Change Management

Executive with over 15 years experience in corporate and nonprofit environments, including fundraising, marketing and organizational development. Regarded as a collaborative leader with strong financial, board development, strategic planning and implementation skills. Ms. Oliver has excellent facilitation, team building, communications and project management expertise and a proven ability to successfully lead organizations through challenging transitions to achieve bottom-line goals and objectives. Cheryl is the founder and president of *Crafting Change*.

Name: Dick Weiss

Expertise: Communications, Media, Writing

Dick Weiss is an award-winning writer and editor with more than three decades of experience at American newspapers. At the Post-Dispatch, Weiss was a metro editor and writing coach. He oversaw the development of enterprise stories with a particular emphasis on narrative writing. He also held training seminars for a newsroom staff of 300 reporters and editors, and coached reporters one-on-one. While keeping his day job at the Post Weiss started his own business, WeissWrite LLC, in 2003 as writing, editing and coaching service for anyone with a story to tell. Weiss is a frequent speaker at the American Press Institute and was site director for the National Writers' Workshop in St. Louis from 2001-2004. He is currently touring as a speaker for the Washington-based Reynolds Center for Business Journalism where he shows business writers how to weave their facts and figures into compelling tales. He has also served on the faculty for the Neiman Narrative Program at Harvard University.