



**Item A
HLC Criterion 3
Center for Professional Development
Webster University**

Please contact the Center to arrange customized offerings of any seminar for your organization

Toll-Free: 1-800-515-1306

Phone: (314) 961-2660 x7974

Fax: 314-968-5981

Email: thebridge@webster.edu

Website: <http://www.webster.edu/cfpd>



Attack, Defend, Retreat: Real-time Strategy for the Real-time World
February 28, 2007 (one-day session) - April 11-12, 2007 (Two day session)

Seminar Objectives

This new innovative seminar addresses the true meaning of strategy, its theoretical underpinnings, and its practical application in today's business environment. This seminar is appropriate for middle and top-level managers who wish to improve their strategic thinking abilities and understand how decisions interrelate to produce superior organizational performance. Participants will come away with a new understanding strategy – what it is, how to think strategically, how to determine when and where to attack, defend, or retreat, and how to apply strategic decisions most effectively at any level of their business.

Seminar Format

This seminar can be delivered in a one-day or two-day format. The two-day session will consist of an introduction to strategy and lessons on how to apply it to business with real-world examples from the CEO's office. Participants will also be introduced to the Capstone Strategy Simulation interface through several rounds of strategic decision making followed by debriefing incorporating more lessons from the CEO's office and a wrap-up and critique of the entire seminar. The one-day version does not utilize the Capstone Strategy Simulation.

Cost Per Attendee - One day session \$595.00 - Two day session \$995.00

Managing Projects in a High-Risk Environment

March 6, 2007

May 8, 2007

Seminar Objectives

This seminar, built on the core PMBOK (Project Management Body of Knowledge), will teach the concepts and skills necessary to successfully design and implement multifaceted projects in a timely and cost-efficient manner. Participants will learn how to secure and assign labor and capital resources; plan projects and establish performance baseline; define the scope, schedule, and cost of each project; and designate responsibility for project teams' oversight

Seminar Format

In this 1-day seminar participants will review case studies that illustrate the application of existing project management tools and techniques and explore innovative approaches to project management to resolve real world project management-related resource allocation problems.

Cost Per Attendee - \$ 895.00

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Split Second Selling

March 27, 2007

May 22, 2007

Seminar Objectives

If you sell for a living or own your own business, this seminar will help you do it better, faster, and with dynamic results. Split Second Selling offers innovative ideas and street smart techniques for reaching your selling potential. You'll learn how to quickly reach decision makers, lessen your sales cycles, create value by understanding client issues, create interest that reaches the needs of your clients, and overcome sales hurdles and increase the effectiveness of your presentation.

Seminar Format

This one day seminar led by Dr. Drew Stevens, incorporates dialogue, discussion and presentation elements. Participants will receive his book, *Split Second Selling: Achieving Winning Results in the Sales Game*, and be eligible for a 30 minute private follow-up phone consultation within thirty days following the seminar.

Cost Per Attendee - \$ 695.00

Finance for Non-Finance Managers

February 13, 2007

April 19, 2007

Seminar Objectives

Professionals in all areas of business are being asked to expand their working knowledge of finance and accounting in order to better meet the needs of their organizations. This seminar will empower professionals in marketing, human resources, operations, and other non-finance areas to more effectively participate in planning for their firms' future financial growth. Participants will gain an understanding of financial statements, financial terminology, the cost of money, sources of capital, and human capital and its relationship to salaries, benefits and pensions.

Seminar Format

Concepts and terms important to the understanding of the finance function are introduced and demonstrated during this 1-day workshop. Participants will gain a basic understanding and appreciation for the responsibilities and requirements of the finance and budgeting process within an organization.

Cost Per Attendee - \$ 495.00

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Delivering Dynamic and Engaging Presentations
February 14, 2007 (one-day session) – May 15-16, 2007 (Two day session)

Seminar Objectives

Do you need to present information during a business or social function? Do you typically get nervous and concerned about delivery? Could you use more confidence in your approach? This seminar includes tools that will make any business presentation easier on your nerves and energy. You'll learn powerful skills and solid strategies to make engaging presentations without much preparation time, respond smoothly when asked to make impromptu remarks, and never skip a beat when your audience starts drilling you with tough questions.

Seminar Format

This 1-day seminar encompasses several structural and listening activities to help you connect with your audience, get your point across clearly, remain on track, and provide a timely presentation. Participants will create and deliver their own short presentations for evaluation of their progress. The two day seminar incorporates video recording to assess delivery and focus on key techniques.

Cost Per Attendee - One day session \$495.00 - Two day session \$695.00

Split Second Customer Service

March 28, 2007

May 23, 2007

Seminar Objectives

The most important responsibility for any company is customer service. Apart from selling it is the first thing many customers see or hear and the one they most remember. The best strategy for organizational stability is a happy and loyal customer base and an organization simply cannot afford to lose customers due to sloppy or inappropriate customer service. More importantly, INTERNAL customer service needs as much attention as external. Split Second Customer Service is for organizations seeking improvement in internal and external communications. SSCS is an effective, efficient approach that employs techniques which enable employees to embed the process in company culture.

Seminar Format

This one day seminar led by Dr. Drew Stevens, incorporates dialogue, discussion and presentation elements. Participants will also receive a free assessment to understand how their behavioral tendencies affect communication with others, an interactive workbook including practice skills that inspire cultural change, and a free 30-minute private follow-up phone consultation with Dr. Drew within 30-days of the seminar.

Cost Per Attendee - \$ 595.00

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Mastering Your Message – a Series of Writing Seminars

in Partnership with WeisWrite LLC

Put your best foot forward through written communication. These hands-on, half-day interactive seminars introduce you to the skills necessary to write crisply, clearly and concisely. You will learn to project authority and expertise, overcome writer's block and develop a writing process that can be quickly and effectively applied to any form of communication. Learn to make every word work, anticipate the biases and preconceptions of your target audience, frame and develop a persuasive written argument, and apply effective revision techniques. Each workshop provides a combination of lecture, discussion, and writing exercises. You will be asked to forward a writing sample for critique and feedback.

Writing and Pitching a Proposal

February 20, 2007

Seminar Format and Objectives

You will learn to develop your own step-by-step process for getting a proposal into development, projecting authority, avoiding equivocation, anticipating and addressing dissent, and creating an ongoing dialogue with decision-makers. In this half-day workshop you will discover secrets to organizing thoughts and committing them to a coherent and effective proposal. Key areas addressed include capturing audience attention quickly and concisely; elaborating on your vision in an organized fashion; using different platforms (print, audio, visual) to spread the word.

Working with the Media

March 13, 2007

Seminar Format and Objectives

This half-day seminar is designed to help you exploit media opportunities and to communicate effectively in a crisis. Participants will learn to craft materials that editors will find compelling and persuasive, handle an interview, manage relationships effectively with reporters and editors, turn the volume up on good works; turn it down on negative publicity; feed the media beast and keep it at bay.

Power Writing

April 17, 2007

Seminar Format and Objectives

This half-day 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

Cost Per Attendee - \$ 195.00 per date – Save 10% Get all three for \$535.00

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People Power: Motivating by Understanding Behavior April 17-18, 2007

Seminar Objectives

Contrary to popular belief, all people do not want to be treated the same. In fact, behavior that's appropriate with one person can be disastrous with another. Put simply, people are different and we need to take those differences into account in our relationships. This course builds on our natural instincts and helps participants recognize the diverse preferences in the workplace. Using a very popular assessment tool known as DiSC™, this seminar will quickly illustrate how to undertake small changes that can make other people more comfortable with you. Learn to distinguish the various personality traits in the workplace; analyze methods to close communication gaps; understand what motivates you and others at work; learn to adapt your management approach based on willingness and ability; and demonstrate methods to end conflict and confrontation.

Seminar Format

This two-day seminar is designed to help managers utilize the DiSC™ model* to gauge the needs of their key contributors, identify the obstacles that are holding back better performance, understand when employees are unwilling or unable to perform a given task, and find ways to help people become more efficient and satisfied in their work.

Cost Per Attendee - \$ 895.00

Getting the Most from Your Key Contributors May 17, 2007

Seminar Objectives

Even the best performers stagnate from time to time. But before managers can help them out of their rut, they need to understand the situation and why the person is having difficulty. Sometimes employees aren't motivated or committed to the task. Sometimes they don't have the skills or know-how. This program will help managers use DiSC™ to read the situational needs of their key contributors and adjust their management styles accordingly. They'll learn some fundamental strategies for reading the willingness and ability of the people they manage as well as the approaches that are most effective in each situation.

Seminar Format

This half-day seminar will help managers gauge the needs of their key contributors, identify impediments to better performance, become intuitive about employee enthusiasm and engagement with work assignments, and explore strategies to increase employee efficiency and satisfaction.

** requires taking an assessment*

Cost Per Attendee - \$ 295.00

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Managing Conflict & Resistance

April 10, 2007

Seminar Objectives

Working with so-called difficult employees can be one of a manager's biggest headaches. 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 managers with a simple, direct way to understand the different fears that drive much of the conflict and resistance they encounter. Through DiSC™, managers learn their style of handling conflict and understand how that style might differ from their employees' methods. They also take time to recognize how quickly employees' fears can disengage them from a team or project. Participants learn how and why different people become threatened and discover skills for relating more effectively with people of all styles.

Seminar Format

This one-day program is designed to help participants understand the impact that their conflict style has on other people, recognize how their employees handle conflict differently than they do, identify and reduce the opposition and resistance of their employees, and explore ways to improve their communication with each style.

** requires taking an assessment*

Cost Per Attendee - \$ 495.00

Power and Politics in the Workplace

March 20, 2007

Seminar Objectives

We would like to believe that our skills work ethics will be all the fuel we need to succeed at work. In reality, there are a many things that influence our ability to reach our professional goals. This seminar will assist you in thinking more strategically about work and the ways in which office power and political dynamics impact your opportunities to succeed. Participants will learn and discuss how to become more politically savvy in the work place and recognize political situations and potential strategies for dealing with them effectively.

Seminar Format

This is a half-day workshop features topics, exercises and discussion which will enable you to learn more about how politics and power impact the work place. Individuals will be encouraged to use 'real life' situations to create a richer discussion.

Cost Per Attendee - \$ 395.00

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Managing Across Generations
February 14 and April 11, 2007 – 8:00 am – 12:00 pm

Seminar Objectives

For the first time there are four different generations in the American Workplace. This seminar looks at how different generations are created, what makes them look at life differently and what we must do as managers to motivate them. The importance of a situational management style will be illustrated to help attendees manage based on situational as well as generational conditions.

Seminar Format

This half-day seminar opens with a highly visual and emotional examination of the events that have shaped our different generations. The seminar concludes with a look at situational management and the importance of managing people the way they need to be managed, not necessarily how the manager is used to managing them.

Cost Per Attendee - \$ 395.00

Workplace Ethics
April 11, 2007 – 12:30 pm – 4:30 pm

Seminar Objectives

Enron, WorldCom, Tyco – companies are damaged or ruined by breaches of ethics and millions have suffered because of the unethical behavior of a few people at the top. 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.

Seminar Format

This half-day seminar illuminates the signs that an organization may be encouraging unethical behavior and what individual employees can do when confronted with a situation they feel may be unethical. Several business scenarios are included that will assist the attendees to practice handling questionable practices. 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.

Cost Per Attendee - \$ 395.00

Enroll in both seminars on April 11, 2007 and save 10% - pay only \$715!

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The Time of Your Life
February 13, 2007

Seminar Objectives

Getting burned out at work? Never enough time to do all the things you feel you need to do? Looking to improve your quality of life? The Time of Your Life is designed to help you learn how to overcome feelings of frustration due to lack of time and overwork. This seminar will help you realize how well time management and delegation techniques can help both you and the people around you. You will learn to identify the things you can do to extend your life, use the “Four-Slice Time Pie” to determine your priorities, start a life time planning chart, identify two improvements for personal efficiency, and gain a deeper understanding of the gift value of time. This seminar will help you make a commitment to “work to live, not live to work”.

Seminar Format

This half-day session is comprised of several self-assessment tools and goal planning opportunities along with discussion and facilitator presentation.

Cost Per Attendee - \$ 395.00

Managing Stress for a Healthier Life
March 8, 2007

Seminar Objectives

Stress is something we can never completely eliminate. We must have some stress in our lives to be productive at work and at home. Too much stress, however, can cause people to be unproductive and even result in physical ailments. Knowing how to “manage” your individual stress is the goal of this program. People who manage their own stress can use it to help accomplish their goals in life and become successful.

Seminar Format

This half-day program is designed to help participants identify the stressors in their lives, learn the difference between ‘good stress’ and ‘bad stress’, and assess their stress qualities*. Additionally, they will learn techniques for reducing stress in their lives, develop strategies for managing the stresses that they can’t get rid of, and learn to utilize relaxation techniques to calm down during and after a stressful day.

Cost Per Attendee - \$ 395.00

** requires taking an assessment*

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Time Management for Results
in Partnership with BAT Leadership Training, LLC
March 28, 2007 (Full-Day), April 25, 2007 (AM)

Seminar Objectives

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.

Seminar Format

This full-day or half-day seminar will comprise of a presentation, self-analysis exercises, written examples and discussion. Each participant will receive an application manual and a set of reminder cards to build a foundation for success.

Cost Per Attendee - \$ 395.00

(This seminar is a great lead-in into “Who is Managing Your Career?” seminar presented in the afternoon.)

Who is Managing your Career?
in Partnership with BAT Leadership Training, LLC
March 1, 2007, April 25, 2007 (PM)

Seminar Objectives

Most people spend more time planning their vacations then 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.

Seminar Format

This half-day seminar will comprise a presentation, self-analysis exercises, written examples and discussion. Each participant will receive an application manual and a set of reminder cards to build a foundation for success.

Cost Per Attendee - \$ 395.00

(This seminar is a great follow-up into “Time Management for Results” seminar presented in the morning.)

Enroll in both seminars on April 25, 2007 and save 10% - pay only \$715!

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Creating a High-Performance Workplace
April 12, 2007 8:00 am – 12:00 pm

Seminar Objectives

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.

Seminar Format

This highly entertaining, yet serious, half-day program is designed to help participants identify what they can do to improve the performance of their department or organization by following a four step process to develop employee commitment. Attendees will develop an action plan that will encourage them to apply these four steps as well as identify where and how to implement the theory of the slight edge

(This seminar is a great lead-in into The Value of Mentoring and Coaching seminar presented in the afternoon.)

Cost Per Attendee - \$ 395.00

Attention Must Be Paid: The Value of Mentoring of Coaching
April 12, 2007 – 12:30 pm – 4:30 pm

Seminar Objectives

Ever coach before? Ever wonder where we get the term “coach?” This seminar looks at two main reasons we coach and the five basic skills required to coach employees in the workplace. Five irrefutable rules of coaching will explain how participants can best apply their resources to get the most from their employees. After taking a coaching skills inventory, attendees will progress through coaching skills until they are comfortable with them, just as outstanding coaches take individual players and apply individual talents to the betterment of the team.

Seminar Format

Presented in a half-day format, this seminar will allow the attendees to not only learn the five basic skills required of a workplace coach and mentor, but will allow for actual practice of coaching skills. By becoming comfortable with how to coach and mentor within the safe confines of the seminar, attendees will be more likely to transfer these skills to the workplace to improve employee performance. The creation of an action plan encourages attendees to identify where and with whom they can apply these coaching and mentoring skills.

(This seminar is a great follow-up into “Creating a High Performance Workplace” seminar presented in the morning.)

Cost Per Attendee - \$ 395.00

Enroll in both seminars on April 12, 2007 and save 10% - pay only \$715!

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Leadership Through People Skills
In Partnership with Psychological Associates
March 27-29, 2007

Seminar Objectives

Coaching to gain support, coordinate team efforts and improve performance is a critical leadership skill. Without being able to recognize and adapt to the four distinct styles of on-the-job behavior, a leader will be less than optimally effective. Through this seminar, leaders will learn to work with people's individuality in unique ways. Participants will learn to identify and effectively lead employees, empower people to achieve competent, confident action, apply influence downward and upward through the chain of command, and gain commitment from others to embrace and achieve team goals.

Seminar Format

A 3-day seminar incorporating practice sessions with feedback from team members and instructors on how to optimize strengths and eliminate weaknesses. Each participant will receive a comprehensive application manual containing the tools necessary to further develop skills and strategies after the seminar.

Cost Per Attendee - \$ 1,295.00

Leadership Responsibilities and Values
February 27-28, 2007
May 9-10, 2007

Seminar Objectives

Excellence in leadership requires a self-directed approach to continuous learning resulting in an ever increasing ability to be a dynamic thinker, creative problem solver and effective communicator. This begins with a clearly articulated set of leadership values developed through a rigorous self-assessment of priorities and visions. This seminar will provide an environment where participants can begin and/or renew their commitment to their personal leadership and lifelong learner journeys. Participants will learn and discuss how to be a self-directed learner and create opportunities to enhance their leadership styles and skills, identify and overcome leadership development roadblocks, and develop and share a personally developed "Profile of Leadership Values".

Seminar Format

This is a 2-day seminar incorporating an exploratory excursion, lessons in the merit of keeping a journal, and a creation of a personal *Profile of Leadership Values*.

Cost Per Attendee - \$ 995.00

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