



the *Learning* Studio *inc*

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# PROGRAM CATALOG

*Keynotes, Workshops and Staff Training*

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*Turnkey for you, customized for them*

**SUMMER/FALL 2025**

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## About The Learning Studio



**The Learning Studio, Inc.** (TLS) is a full-service education, training and consulting firm providing gold standard leadership and management courses — in other words, *essential* soft skills. Our mission is to provide clients with exceptional learning experiences that create change-inducing behavior in the learner. We are committed to transformational learning and our training will transform learning through a new perspective, keen insights, changed behavior and advanced skills.

TLS offers a cadre of the best and brightest trainers and facilitators in all core content areas, who bring with them real world experience in tackling today's toughest challenges. We employ a mix of consultants, practicing professionals, authors and academicians who can — together or independently — provide case studies and real-world examples to illustrate key points, and provide lasting value.

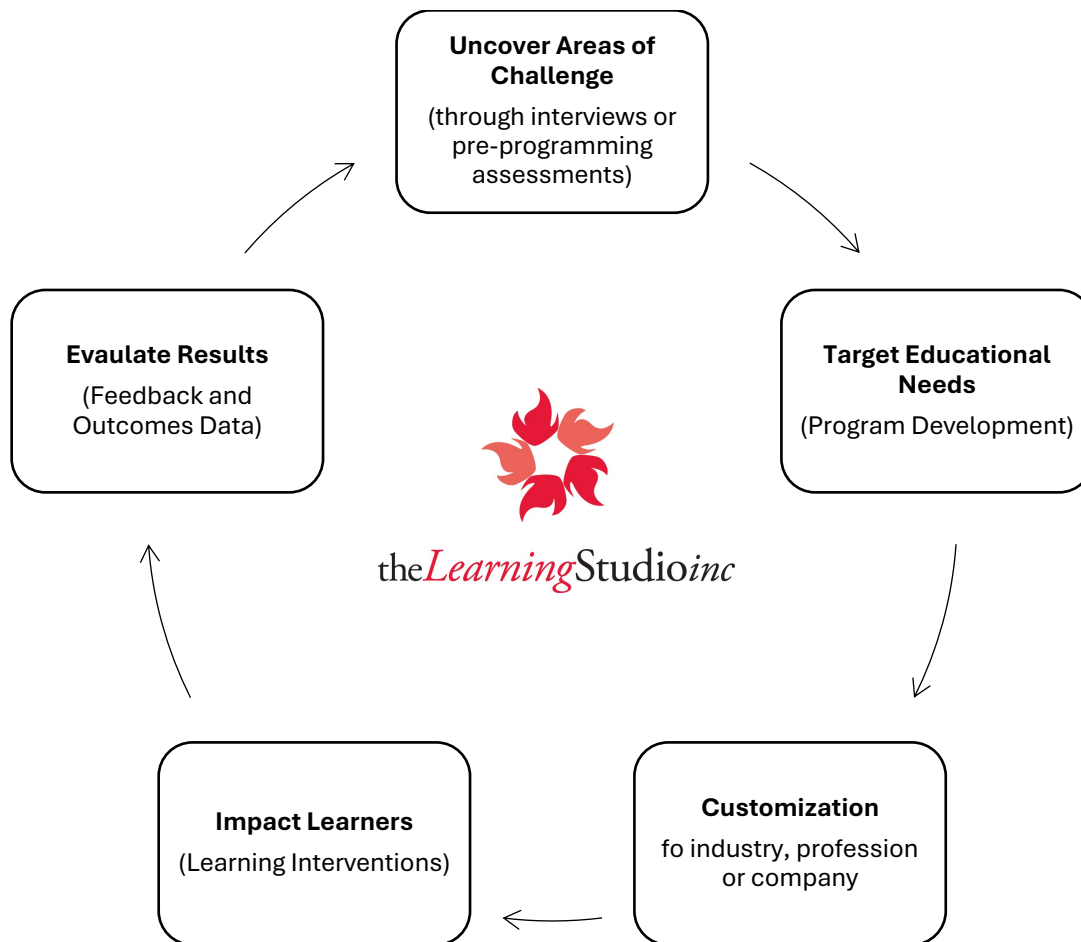
Finally, our training programs are well-suited to your internal staff and management teams, or for associations looking for training for their volunteers or general membership. We speak at conferences and events continuously throughout the year and are always interested in working closely with you to assure our training meets your audience needs *100 percent* of the time.

## Your Training Needs



Whether you are looking to offer just one course or need to plan your training strategy for the entire year, we can assist you with customized programming to meet your needs. With a variety of turnkey workshops (always customized, never “canned”) and the ability to build unique program elements specific to your industry or job setting, we are able to target the programs to learners’ needs, as well as knowledge and practice gaps.

One important principle central to our training is that adult learners need interaction. All TLS programs feature an engaging, open learning environment that will produce measurable outcomes. We deliver 60-minute keynotes, conference sessions and webinars, as well as three- and six-hour workshops. Our skilled trainers will work with any client to truly understand the industry or job setting, then produce customized case studies, role play exercises, and specific learning tools for optimal impact within a context that is identifiable and create connection to the learning. All TLS programming is available to be offered both virtually and in-person. In addition, TLS provides worksheets, tools and templates for each course we design and offer, assuring the ability to revisit lessons learned and create impact that “sticks”.





### ✿ AQ: The Adaptability Quotient – *Unlocking Success in a Dynamic World*

The World Economic Forum estimates that 65 percent of jobs today will no longer exist in 10-15 years. Additionally, the COVID-19 pandemic has forced jobs to transform more quickly than ever before. The bottom line? To remain relevant, organizations and employees must be more adaptable than ever.

You have heard of IQ and are familiar with EQ, but what is AQ?

Adaptability Quotient (AQ) is the ability to determine what's relevant, to forget obsolete knowledge, overcome challenges, and adjust to change in real time. Those with a high AQ are more open-minded, seek new solutions, attempt to see situations from an alternate point of view, are intellectually curious and gravitate toward new skill development. Wouldn't we all want to operate in this manner, and assure that our teams do as well?

Join this course where you will learn more about AQ and, more importantly, how to develop a deeper AQ in yourself and your team.

#### KEY OUTCOMES:

- Learn how to “unlearn” behaviors that are barriers to adaptability
- Understand how to run rapid experiments for adaptability
- Become more aware of your own style related to adaptability, and how to shift yourself to a different mindset
- Be able to understand better your organization better, and its ability to produce and support adaptable employees

### ✿ *The Art of Delegation*

Learning how to delegate is a baseline skill for management and leadership. The more responsibility you assume, the less you are able to “do it all alone.” We also know that different perspectives can provide diverse and better ideas to a project, which gives better results. But delegation is not easy, and we often feel it is easier to do things ourselves rather than take the time to coach others on something new to them. This course will help you understand how to effectively delegate, which will be a boost to both you and your team.

#### KEY TAKEAWAYS:

- Realize and understand that there is an opportunity cost to the manager and the organization when delegation is not happening effectively
- Understand how to shape the thoughts and actions of others to handle delegated projects, rather than simply dictate tasks
- Discuss and become clear about where accountability lies with delegation

## *Business Communication to Enhance Your Professional Brand*

Effective communication skills are necessary to the success of any professional in the workforce. These days, the definition of “communication” includes countless ways of interacting with others. This program will help participants identify, clarify and practice a variety of communication styles tailored to the many business settings that exist. Appropriate phone, e-mail, text and social media communications will also be addressed, as well as elements critical to creating engaging business meetings and presentations.

### KEY TAKEAWAYS:

- Recognize the impact of effective and ineffective communication in the workplace
- Understand appropriate communication styles when working with your organization’s staff, customers, and other key stakeholders
- Understand the appropriate situation for using various forms of communication (phone, email, voicemail, text, Facebook, and more)

## *Building a Powerful Network*

Networking is a critical skill for personal and professional growth, and the power of your network is more important than ever before. In fact, it is like a life insurance policy for your career. This workshop will not only help you understand why building your network is key to your work, but how to leverage that network when you need it most. Networking does not need to be an anxiety-driven process, but one that provides a mutually rewarding relationship over time.

### KEY TAKEAWAYS:

- Understand the importance of networking for career and business growth
- Develop a strategic approach to building and maintaining a strong network
- Leverage social media and digital platforms for networking success
- Overcome common networking challenges and build confidence in networking situations
- Understand the importance of “giving back” in the quest for building your network

## *Building Powerful Client Relationships with Solution-Based Selling*

Successful selling is about helping buyers make the right decisions — showing buyers appropriate choices that will allow them to accomplish their objectives. An account executive needs to focus on some critical questions before they can sell anything. This course explores those critical questions and how to get the answers that will allow a salesperson to focus on solutions that earn trust and build powerful relationships.

### KEY TAKEAWAYS:

- Learn to sell beyond price
- Techniques designed to help buyers make good choices
- Understand time-tested follow up techniques to build relationships and grow sales
- Learn how to effectively close deals in a solution-based framework

## *Career Mapping*

Similar to a business plan, career mapping includes a mission statement, goals and objectives, strategies and action plans. By understanding your professional passion, skills and abilities, you will begin to develop your own unique career map. Participants will be able to chart their path for growth and development within their current organization, and into the future.

### KEY TAKEAWAYS:

- Develop a mission and vision for your career
- Identify personal strengths, weaknesses and other attributes that may help and/or hinder progress in career advancement opportunities
- Establish a professional identity without becoming pigeon-holed
- Investigate how your organization's core values balance against your own
- Discover the impact "emotional intelligence" can have on a career

## *Communicating with Diplomacy, Tact and Impact*

Being a diplomatic communicator is one of the key elements of a successful professional, and pays dividends in our personal lives too. This workshop is designed to equip participants with the skills necessary to communicate with diplomacy, tact, and professionalism. Through interactive exercises, discussions, and real-world scenarios, attendees will learn how to navigate challenging conversations, manage conflicts, and build positive relationships to win respect and maintain respect in the workplace.

### KEY TAKEAWAYS:

- Understand the importance of diplomatic communication in dealing with supervisors, clients, members, customers and more
- Dissect a diplomatic communication and how to build those elements into every interaction
- Leverage your emotional intelligence to communicate your points effectively, even when the stakes are high
- Effectively adapt your communication style with nuance, when audiences and situations change



## *Compassionate Leadership: The Key to Building Strength, Trust and Loyalty During Difficult Times*

Life has been challenging in recent years and almost all citizens globally have felt the impact to some extent. The workplace is different, and we are different. This course is designed to help leaders understand how to build and foster a supportive work environment to enhance team collaboration, morale and overall performance. Not only are you experiencing this, but so is your staff, and your colleagues and customers. Yet somehow, being compassionate is not something that is taught to us as leaders or professionals. Further, we may believe that showing too much compassion, especially for women, makes us look weak or ineffective. This critical and dynamic session will uncover a number of ways that you can build compassion into your leadership style to not only help, but others as well.

### **KEY TAKEAWAYS:**

- Learn the core traits of compassionate leadership
- Learn to lead and manage in a way that tunes into the emotional and psychological needs of your team
- Know how to lean into empathy while maintaining high standards for yourself and others
- Experience examples of compassionate leadership and the results it has had on employee culture and outcomes

## *Creating Organizational Assets that Up Your Value Game*

For every association, there is a need for tangible assets to provide value for the membership and a reason to belong. Whether those assets are at no charge or are at a reduced fee for members, there must be a compelling mix of programs that advance the cause of the membership: to have a seat at the leadership table, learn a new skill, and understand how to lead or to embrace a new innovation. This course will discuss why, how and when associations must review their current assets, introduce new products and services, and add value to the membership.

### **KEY TAKEAWAYS:**

- Learn the telltale signs in any organization that your product and service mix is in decline
- Understand what should be done on a yearly basis to fine tune your product portfolio
- Effectively communicate the retired, revamped and new to your membership

## ✿ *Developing Your Analytical Skills*

In today's data-driven world, the ability to analyze and present data effectively is essential for making informed decisions. This course is designed to help participants develop their analytical skills and communicate insights clearly using data. Through hands-on exercises and real-world case studies, attendees will learn how to collect, interpret, and visualize data in a compelling and impactful manner.

### KEY TAKEAWAYS:

By the end of this course, participants will be able to:

- Understand the fundamentals of analytical thinking and data interpretation.
- Identify key trends and insights from data
- Choose the right data visualization techniques for different audiences.
- Present data in a clear, concise, and engaging manner.
- Understand how to make the most compelling case with data as your persuasive tool

## ✿ *Developing and Cultivating Talent in Your Team*

In the current environment where organizations are trying desperately to hold onto their team members and develop rising stars, it is essential that we uncover and develop the talent in our teams. This not only enhances organizational performance, but provides a culture that shows itself to be one where growth and development is a core value (read: *retention*).

This course will help you think differently about this important competency. Essential to this is creating a supportive environment that fosters growth, encourages continuous learning, and aligns individual strengths with organizational goals. By focusing on effective talent development practices, participants will learn how to maximize the potential of their teams, improve engagement, and enhance overall organizational performance.

Whether you are developing talent for your internal team, key stakeholders, or other entity, the ability to identify and build talent is critical to your organization thriving in the future. By providing adequate support and resources for millennials and other young executives within your organization, you will be in a good position to recruit the next generation of staff when you have multiple key positions to fill.

### KEY TAKEAWAYS:

- Understand the best ways to identify emerging talent within your organization and retain top talent
- A comprehensive understanding of talent development principles and strategies
- Practical skills in creating and implementing development plans and programs
- Enhanced ability to coach, mentor, and provide feedback to employees

## ✿ *Difficult Conversations: Maximize Impact, Minimize Stress*

Whether delivering difficult news to key stakeholders giving constructive feedback to a team member, or navigating high-stakes discussions, the ability to communicate difficult messages effectively is essential to leadership and organizational success. This course equips participants with practical strategies and proven techniques to communicating challenging messages with confidence, clarity and empathy – leading to more productive outcomes and stronger relationships.

### KEY TAKEAWAYS:

- Understand how to best read and understand your audience before having a difficult or “high stakes” conversation
- Defuse and transform difficult situations using the most appropriate style and technique for the situation at hand
- Build confidence in handling tough discussions while achieving positive, solutions-oriented results

## ✿ *Everything I Need to Know About Leadership I Learned from Rock & Roll*

What do Mick Jagger, The Beatles, Lady Gaga, Bono and Taylor Swift all have in common? They show extraordinary leadership skills and have used those assets to become successful beyond most conceivable expectations. So what is it that makes these individuals — and others icons of the music industry — as successful as they are? Raw talent? Innate business acumen? Marketing genius? Plain old hard work? The answer is many of those attributes, but a few others that may surprise you. This fun, interactive workshop will help learners understand how to use these strategies within their own leadership style.

### KEY TAKEAWAYS:

- Understand what leadership skills make individuals most effective in their work
- Know how to employ key leadership lessons in your career
- Understand how to lead people in order to elicit their best work for you and your organization

## ✿ *Expertise: Can it be the Enemy of Innovation?*

Innovation is the lifeblood of any organization that intends to remain viable in the years to come. But as our organizations and staff become more expert and educated, innovation can suffer. Instead of a sense of intellectual curiosity and wonder, we instead may feel that we can predict the path ahead, unwittingly turning off the innovation valve. Join this session to understand this concept, identify it in your organization and create a changed mindset toward innovating for the future.

### KEY TAKEAWAYS:

- Recognize the signs of expertise shutting down innovation — in yourself, your colleagues and the association
- Understand how to lead a creative workforce that also strives for professional expertise
- Walk away with three exercises to use with your team to test the expertise/innovation balance

## *Increasing Member Engagement Through a Turbo-Charged Strategy*

The saying “what got you here won’t get you there” is one that has become ubiquitous with today’s business world, as well as the world of associations. For membership organizations that simply rely on the steady but well-worn practices of the past, they will likely find themselves losing traction with time.

Beyond a strategic plan, every association needs a strategy around its products and services, and the ways in which it engages members. Those strategies need to “move the needle” and push the association to where it needs to be to stay relevant moving forward.

### **KEY TAKEAWAYS:**

- Understand the importance of knowing and tracking your organization’s demographics
- Learn from great case studies of associations that have turned around their strategies to achieve their goals
- Create a roadmap for some of your organization’s most pressing challenges, and ways to prevail

## *Interviewing Skills*

Nothing can be more costly to an organization than consistently hiring the “wrong” employees. This course provides a comprehensive interviewing and hiring process designed for any manager, supervisor or HR professional. Topics and resources covered in this program include strategies for obtaining the best candidate, usable recruitment tools, and a review of the legal aspects of the recruitment process.

### **KEY TAKEAWAYS:**

- Pinpoint appropriate job-related interview questions
- Conduct an interview in a professional, constructive and legal manner
- Review applicable laws including ADA, ADEA, IRCA and FCRA
- Evaluate candidates and determine the most appropriate choices

## *Leadership Advancement Academy*

(2.5 Day In-Person Program or 4–6 Week Virtual Program)

This popular workshop can be designed either for groups of seasoned leaders or those who are being groomed for leadership positions. The goal is to develop leaders, not just managers, by covering a variety of leadership topics, including: managing the pace of change; understanding the “new normal” in business by being leaner and thinking outside the box; effectively building a team; managing a team for growth; and why leadership is more than just management. This type of intensive training in a focused setting allows for the most effective learning opportunities, with small group interaction, case studies, role play and more. Participants will walk away with a higher confidence level and the practical skills they need to succeed.

### KEY TAKEAWAYS:

- Learn to lead with authenticity and transparency
- Define your leadership voice and ensure a seat at the table
- Acquire skills to be an authentic and empathetic leader
- Understand how to build a strategy for team success
- Learn how to use the power of persuasion and influence to meet organizational and team goals
- Understand how to deal with conflict among staff, supervisors and others

## *Leading Change: Staying Relevant in the New World Order*

After death and taxes, change is probably the only other certainty in American society. The unprecedented changes that are occurring right now will likely continue in the future — the extent to which they will disrupt life and business is yet unknown.

The ability to anticipate change, create a change plan, overcome resistance to change, and implement change programs effectively and efficiently are essential skills for senior leaders and department managers.

### KEY TAKEAWAYS:

- Develop strategies, techniques, skills and tools necessary to manage change effectively
- Understand the nature of the change process
- Achieve buy-in from employees for change programs
- Develop the skills to anticipate change
- Bring creativity and imagination to the solution of new and challenging change issues

## *Leading Collaboratively*

Collaboration is one of the key elements to professional life in the 21st century. Often companies and organizations will realize that they need to move in a new strategic direction and will be faced with the challenge of “build or buy”. The bottom line is that no organization needs to own everything it does. Additionally, it is often not in the best interest of the organization to do so.

We also know that the concept of teamwork has changed dramatically in the past few years, and virtual teams and varying schedules can make that collaboration even trickier. Between local virtual teams, multi-national and global teams, modified workweeks, and everything being virtual for periods of time, the collaboration game seems more challenging than ever.

Consequently, collaboration is key in relationships both inside and outside the organization. This program discusses the ways teams work collaboratively and think differently about collaborative opportunities.

### KEY TAKEAWAYS:

- The importance of collaboration efforts stemming from organization and department strategies
- Understanding the range of opportunities available to you as you seek collaborative partners
- How to best collaborate internally with colleagues and other departments
- Shared knowledge as an organizational asset

## *Leading Through Conflict: Staying Cool and Effective Through the Toughest Situations*

Where there are people, there is conflict. And, really, without some conflict, individuals, teams and organizations would not grow and flourish. Effective conflict resolution skills are essential to maintain the health and viability of an organization or department. This workshop will help you understand the root of conflict, how to turn conflict into a constructive dynamic, and how to lead through it all.

### KEY TAKEAWAYS:

- Understand individual conflict styles (your own and others) to determine the best path to a healthy resolution
- Learn how and when to address conflict
- Understand how to assure that conflict situations are healthy within your organization

## ✿ *Leveraging Emotional Intelligence to Up Your Leadership Game*

It is often said that professionals don't fail in their work because they don't have the functional skills to be successful, but because they aren't skilled in developing and building relationships. Consequently, one of the most important skills for any professional is a sense of emotional intelligence. What is emotional intelligence ("EQ") and why is it so important? Emotional intelligence is the ability to understand and regulate your emotions and those of others, to be more aware and present, and to cultivate a positive outcome.

The benefits of having a high EQ are numerous and can positively affect your work by improving your ability to interact with customers and team members every day. This course is a "must" for anyone in a customer-facing profession!

### KEY TAKEAWAYS:

- Identify concrete, proven benefits of EQ in the workplace
- Understand proven techniques to build your capacity for EQ and integrate these concepts into your daily work and life
- Understand the four core areas of EQ and how skilled you might be in each area

## ✿ *Mastering the Art of Impactful Presentations*

Being able to deliver an effective oral presentation is a necessity in today's workplace. In this case, effective means that the audience is transformed in some way — to act, think differently, or be inspired to take a next step. The leader or manager who is truly effective must be able to communicate information and ideas effectively in front of a room of 12 or 2000. This session deals with how to prepare for a presentation, how to construct a meaningful and engaging presentation, the proper use of visuals to enhance the presentation, and delivering a message in a creative fashion. Attendees will also have an opportunity to practice brief presentations during the workshop.

### KEY TAKEAWAYS:

- Understand your audience to assure that your messages resonate
- Unique ways to deliver a presentation
- Ways to energize an audience at any point in the presentation
- The importance of interaction
- Understand the rhythm and cadence needed to help the presentation flow
- Overcoming nervousness to assure confidence standing in front of a room

## ✿ *Mayhem or Mindfulness: Learning to Increase Your Balance and Lower Your Stress*

***“Happiness is an inside job.” — Sylvia Boorstein***

The world operates at a dizzying pace. Between work deadlines, the demands of home and family life, and the general stress of life and the external environment, things can start to seem overwhelming.

This course will focus on mindfulness training, integrating deep personal development with best practices we’ve learned from individuals and teams creating positive change within organizations.

What is mindfulness exactly? It is the moment-to-moment awareness of one's experience without judgment. In this sense, mindfulness is a state and not a trait. While it might be promoted by certain practices or activities, such as meditation, it is not equivalent to or synonymous with them.

Among its benefits are self-control, objectivity, affect tolerance, enhanced flexibility, improved concentration and mental clarity, emotional intelligence and the ability to relate to others and oneself with kindness, acceptance and compassion. Additionally, mindfulness is highly correlated to stress reduction, one of the most attractive features for many people.

### **KEY TAKEAWAYS:**

- Identify the definition of mindfulness and what practices develop mindfulness
- Identify at least four benefits of the effect of mindfulness and emotional intelligence on the workplace
- Understand how to put mindfulness and emotional intelligence into your daily practice to live a more balanced, healthy and happy existence

## ✿ *Motivation in the Workplace*

A highly motivated workforce is critical to organizational success. Team leaders are powerfully influential in creating a positive work environment that, in turn, improves morale and performance. This program targets key motivational theories with an emphasis on realistic implementation strategies. Whether you are attempting to motivate an individual, a team, or yourself, this course provides strategies to set motivating stretch goals and the tools you need to achieve them.

### **KEY TAKEAWAYS:**

- Determine how motivation influences individual performance
- Uncover the nature of motivation and its impact on gaining commitment
- Apply recognition and appreciation as motivators



## *The Nimble and Adaptive Leader*

In today's work world we must anticipate change, plan for that change, and then be open to new ways of doing business, new relationships and more. We must also bring others along to assure the organization is heading in the right direction. Being nimble and adaptable makes our teams, and our organizations, stronger. This course explores some of the core principles of being a nimble and adaptive leader.

### KEY TAKEAWAYS:

- Understand how to anticipate what is ahead and how to lead your team effectively through change
- Know how you are calibrated toward change (particularly unanticipated change) and how that affects your ability to effectively lead through it
- Learn new ways of thinking about your business processes, customer service, culture and leadership, as well as your organization's place in the larger community

## *Organic Business Development Strategies*

While paid business development methods such as advertising are a proven way to generate leads, organic business development is an important supplement to a company's sales program. In addition to being less costly, organic efforts can have a higher success rate because they are cultivated over time and tend to promote engagement at the right moment in a buyer's journey.

### KEY TAKEAWAYS:

- Proven organic business development strategies
- Benefits and challenges of organic business development
- How management can support organic efforts
- Finding the right mix — organic and paid

## *Pitching it Up and Selling it Sideways: A Master Class on Influence*

In any organization, knowing how to sell a strong idea is essential. Although every inspiration may appear to be doable, developing an idea and strategizing for buy-in will assure the best chance of success. Another critical step in the process is getting peers on board. This program offers guidelines to ensure a successful idea pitch, buy-in from colleagues and how to take the germ of an idea from conception to execution.

### KEY TAKEAWAYS:

- Understand how to identify key audiences who will champion your projects and ideas going forward
- Identify key elements in packaging a successful pitch
- Assure that new ideas are aligned with organizational goals and values
- Determine what type of pitch will ensure the greatest likelihood of success

## ✿ *The Power of Saying NO: Mastering Boundaries in Work and Life*

A successful career path doesn't always follow a smooth road. As you advance in your career a variety of personal challenges will come your way. You will encounter challenging tasks and decisions that can significantly impact your professional trajectory. However, not all challenges are about skills and abilities—some involve navigating ethical dilemmas. What should you do when an assignment or a lucrative job offer conflicts with your personal ethics or moral guidelines? These are tricky, but crucial, issues to contemplate and be prepared to address should they confront you. This workshop explores the importance of setting clear professional boundaries and understanding how these decisions shape your personal brand

### KEY TAKEAWAYS:

- Practical skills for setting professional boundaries and how to define and set your ethical limits in the workplace, ensuring you stay true to your values while advancing your career.
- Balancing Flexibility and Integrity: Discover how to navigate situations where your personal beliefs may need to adapt without compromising your core values.
- Practical Strategies for Difficult Decisions: Develop practical strategies for difficult decisions and understand how to say 'no' to opportunities that conflict with your values, even when it's challenging.
- Managing reactions to boundaries by understanding what to expect and how to counter in a professional and constructive manner

## ✿ *Powering Up Creative Thinking in the Workplace*

In today's workplace, creativity is not an option — it is, and will continue to be, an essential skill for any successful professional. Leaders are constantly being confronted with new problems, new projects and new issues that, by definition, require new answers. The ability to see new — as well as old — challenges, projects, and issues in a fresh, imaginative way is vital for individuals at all levels in an organization.

Beyond the more understood outlets for creativity, it is also a key element in helping us increase our managerial efficiency, productivity, versatility and effectiveness. This workshop incorporates the most current thinking on creativity, offers practical exercises for improving one's creative powers, and provides concrete applications to address specific challenges.

Whether you're looking to enhance your professional skills, boost personal creativity, or drive innovation within your organization, this course will provide valuable insights and hands-on experience.

### KEY TAKEAWAYS:

- Increase efficiency and effectiveness by being more creative and innovative solutions to your work
- Understand how to use insights for creating and sustaining a culture of creativity in the workplace
- Overcome the personal, organizational, and environmental impediments to creative thinking
- Overcome the crippling effects of routine, conformity and stereotypical thinking
- Define tasks, problems and projects in new and different terms

## *Sales Reps – Getting the Most Out of Them by Redefining the Job Description*

Every company needs to consider some key principles and concepts to set as the foundation of their sales program. Do you expect your sales representatives to do it all — acting as both business developers and deal closers? Will the company generate leads for the sales reps, allowing them to spend more time selling in front of decision makers? Will the emphasis be on organic or paid business development efforts? There are choices to make that can greatly impact a company's level of growth.

### KEY TAKEAWAYS:

- Establishing a clear understanding of expectations for management and the sales team
- Evaluating options for business development
- Exploring organic business development strategies
- Looking at paid options beyond traditional advertising

## *Strategic Planning Session for Products/Services*

This is a three to six hour workshop, customized session that can be designed for anyone involved in your organization's products and services.

The goal of this planning session is to identify and enhance your competitive advantage in the marketplace. By looking at a variety of environments, you will start to identify the greatest opportunities for successful education, and then get to work developing them. As a group, participants will be required to ask difficult questions in order to determine whether key processes are in place to support the opportunities. At the end of the session, you will set performance goals and action plans that align with your educational capabilities and priorities. Through examination, evaluation and honest discussion, this session will help you evaluate, analyze and prioritize in order to ensure your organization remains indispensable to your membership.

### QUESTIONS TO BE ANSWERED:

- We know what we want to do, but is it what our members want?
- Have we done enough (or any) research?
- We have a laundry list of what needs to get done; how do we determine our top priorities?
- How do we assure we turn a profit on education and engagement products, while maintaining the highest quality for our members?

## *Succeeding in a Multi-Generational Workforce: What Every Generation Needs to Know*

As has become crystal clear in the past ten years, supporting and aligning a multigenerational workforce is imperative to establish and maintain a terrific work environment. But each generation is different. Without understanding and recognizing this phenomenon, problems are sure to arise: miscommunication, frustration, anger and conflict, to name a few. It is critical to not only recognize that there are differences among generations, but to also dispel stereotypes and preconceptions that have been established among colleagues and customers.

Unlike any other multi-generational course you have experienced before, this course goes way beyond the “what” and examines the “how” to assure generations in the workforce do well together and begin understanding how to build products and services for a multi-generational customer base. All set within the context of rock and roll. One of TLS’s most popular courses!

### **KEY TAKEAWAYS:**

- Better understand each generation within your organization, as well as within your customer base
- Identify key strategies to unify different generations and enable them to draw on the creativity, expertise and ability of all employees, constituents and customers
- Understand new ways to effectively communicate to staff, constituents and customers from all generations
- Learn innovative approaches to developing the best product and marketing mix for your customers based on a clear understanding of their demographics

## *Talent Management and High Potential Employees*

The success of any organization depends on identifying, developing, and utilizing "high potential" employees. Although they comprise a small percentage of an organization's workforce, high potential employees are the uniquely talented individuals that will raise any organization to the next level and help it to gain a competitive advantage. It is imperative to identify these individuals and create training programs and opportunities specific to their skill sets and needs, with the goal of retaining them long-term. This eye-opening program is packed with practical information, data, and insights on high potential employees which can also be applied to hiring practices and succession planning at any organization.

### **KEY TAKEAWAYS:**

- Learn the characteristics, talents, and abilities of high potential employees
- Understand how to identify high potential employees
- Learn how to create an Individual Development Plan (IDP)
- Determine how to retain high potential employees

## *Teamwork Makes the Dream Work*

Whether it is in your professional life or in your work as an association volunteer, effective teamwork is what makes work successful, efficient and . . . joyful! With a great team in place, members are motivated, collaborative and they think more creatively when they can share potential solutions with each other. Wouldn't everyone want to be part of something like that?

But teamwork does not always come naturally and easily. The culture of the organization plays a significant part of teamwork, as well as the way we recruit new team members, onboard them, and continue to work together into the future.

### KEY TAKEAWAYS:

- Build an effective team, where every individual brings his/her own individual contributions
- Find the magic in successfully working in cross-functional and cross-departmental teams
- Understand how to effectively onboard a new team member, whether it is a member of the staff team or a volunteer and how to assure that projects are completed successfully and within the deadlines

## *Train-the-Trainer*

Most organizations have a variety of excellent content experts to assist with training and development, but not all are adept at presenting the content in a relevant way that both engages the learner and produces positive outcomes. This session is packed with helpful tips to ensure that your presenters leave better equipped to fully engage your staff or customers.

### KEY TAKEAWAYS:

- Walk away with applicable tips on how to present effectively in terms of voice, body language and demeanor
- Understand key exercises that engage learners and drive lessons home quickly and effectively
- The opportunity to practice presenting, and receive immediate feedback and suggestions for improvement

## *Women and Confidence: The Essential Attribute for Success*

The number of women in leadership positions in all industries has increased significantly over the past 10 years, although women are still significantly underrepresented in many areas in the work world today. And even when represented in numbers, challenges still exist for women in the workplace.

The good news is that women (and men) can take steps toward a greater feeling of empowerment, gained through confidence.

### KEY TAKEAWAYS:

- Understand why women typically struggle with confidence more than their male counterparts
- Challenges around inclusion and the formal and informal social work networks
- Confidence and action: the critical dynamic between these two forces to build credibility and courage

## *You, the Leader: Essentials for Success*

This foundational course will discuss the four main areas of leadership essential to moving yourself and any team into the future. A fast-paced webinar, this course will cover four essential areas that can lay the foundation of your leadership plan:

- Leading Strategically
- Leading People
- Leading Collaboratively
- Leading through Change

### **KEY TAKEAWAYS:**

- Learn to lead with authenticity and transparency
- Understand what to consider as you start to build a strategy for your department or team
- Learn how to leverage the best of yourself to better lead people, even through challenging times
- Know the importance of leading collaboratively both inside and outside the walls of the organization
- Understand how to embrace change, and help others do the same

## Trainee Testimonials



“This experience was **priceless**. My knowledge has tripled.”

“If you attend, you will **outperform** your peers and become

easily identified as a **professional**.”

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“**Outstanding** educational program. Meaningful, insightful, **inspiring** and relevant! Thank you!”

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“Remarkable four days. Great event. Immense take home **value**.”

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“Thank you so much! It’s been such an **amazing and rewarding** experience to have been part of this course for the past two years. Thank you again!”

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“Thank you for sharing the content, your knowledge as well as your experience. I really enjoyed it.”

“Debra, such an inspiration! Wow! **#rolemodel**”

“Thank you for all your support and efforts to make us better leaders.”

“This **webinar** was definitely a **HOME RUN!!!!** Excellent job!”

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“I was hoping the Leadership Institute would help me **re-charge** my batteries and give me a fresh outlook so I could better serve my staff and organization. It did exactly that...I left feeling **enthusiastic** about my position and opportunities.”

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“I wanted to express my thanks to you for organizing and providing this **unbelievable** learning and **fun experience**. It was a packed few days but the outcome for me was fantastic. I had some great **"take aways"** that will prove to be **beneficial** in my future career endeavors. With much gratitude.”



### *Debra Zabloudil, FACHE*

President & Founder | The Learning Studio, Inc.

**Debra Zabloudil, FACHE** is the President and Founder of The Learning Studio (TLS), an association consultancy and training organization. TLS was created in 2004, when Debra saw a need for gold standard leadership development in the workplace. Since that time, she has helped companies across the nation and the globe strategize, coach and train around their most pressing business needs of the day.

Debra is considered an industry leader in speaking, training, facilitating and “all things adult education”. TLS produces high quality learning experiences and offers a full catalog of professional development programs for organizations of all size and scope. TLS has designed leadership development programs for individuals and groups with many years of experience, as well as those aspiring to leadership.

Before launching TLS in 2004, Debra served in many senior staff positions with a variety of nonprofit organizations and associations. Those include the Association Forum of Chicagoland, The Young Presidents’ Organization, The Joint Commission, and the American College of Healthcare Executives.

Debra received her bachelor’s degree in Speech Communications/Public Relations from Southern Illinois University, and her master’s degree in Management of Public Service from DePaul University. She has earned her Certified Association Executive (CAE) designation and is a fellow in healthcare management (FACHE). Debra is a past chair of ASAE’s Professional Development Council, is current and past chair of the Association Forum’s Education SIG, is a PCMA Best in Class speaker, and has completed the international “Search Inside Yourself Leadership Institute” program on mindfulness in the workplace in 2016. She was the 2011 recipient of the Association Forum of Chicagoland’s John C. Thiel Distinguished Service Award, which is given annually to an individual who has demonstrated consistent and significant contributions to the association community on a volunteer basis. Beyond that, Debra is insightful, articulate, adaptable, and a continuous learner and seeker of joy.



## Contact The Learning Studio, Inc.

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For additional information on any of The Learning Studio, Inc.'s professional development workshops, or to obtain a pricing breakdown, please contact Debra Zabloudil at [debra@thelearningstudioinc.com](mailto:debra@thelearningstudioinc.com).