



2017 WORKPLACE GMA WORKSHOPS

Thursday, February 2, 2017

Topic: Stress Management

Presenter: Kristen Brown

The Happy Hour Effect: Five Super Strategies to Skyrocket Work/Life Success

Kick off 2017 with a fresh perspective on the myth of work/life balance and learn innovative strategies to amp up your personal and bottom-line growth. Stress has a huge impact on both you and your team—personally and professionally. It directly impacts how your co-workers and clients perceive you, whether you're seen as a leader, and if someone wants to work with you or not. Kristen will use her Happy Hour Effect framework to help you gain perspective on the many moving pieces of your life so you make better decisions about your time, relationships, career, and goals. In this workshop, you'll learn:

- How stress impacts your success and relationships at work and home.
- How to build a customized Life Map to identify your personal and professional stress cues and cures.
- The individual key characteristics that will enable you to put your best self forward to maximize team dynamics, goals, and work/life success.

Thursday, April 20, 2017

Topic: Customer Service

Presenter: Laurie Guest

A Show Business Guide to Red Carpet Customer Service

Your customers deserve—and may expect—red-carpet service. You want to treat them like the honored guests that they are. But how? And are there new ways to show you value them? Yes! In this entertaining and practical program you'll discover ways to create exemplary service for your customers and learn award-winning ideas for achieving your business objectives. This interactive program is packed with action steps that will keep you and your cast energized and connected to your customers. Topics include:

- Identifying and avoiding misleading silent signals.
- Determining your "E-Zone" levels.
- Removing the eight taboo words from your vocabulary.
- Inventing and performing a showbiz culture.

Thursday, June 15, 2017

Topic: Communication

Presenter: Kit Welchlin

Generational Communication: Bringing Out the Best in Each Other

Work relationships are not a luxury; they are a necessity. We spend more time with the people we work with than the people we live with. We are going to be communicating across the generations at work for the rest of our lives, so we may as well be good at it. A high degree of interpersonal communication competence is critical for success, and with four different generations converging upon the workplace, everyone needs to be equipped with practical strategies to deal with the differences. If you are significantly younger than everyone else on your team, how do you establish credibility and get people to listen? If the older employees have most of the good jobs in your organization, how do you keep your young people motivated? This presentation will cover: the facts and fiction of each generation, the unique strengths and weaknesses of each generation, and how to communicate effectively with each generation at work.

All 2017 Workplace Workshops will be hosted at the Embassy Suites Hotel, 204 Centreport Drive in Greensboro

Workshops will include refreshments and networking at 7:30am. All seminar times are 8:00 - 10:00am.

Registration is required to ensure we can accommodate all attendees.
(336) 378-6350
mygma.org

Seminars are FREE to all employees of GMA member companies. Please Share This Information With Your Colleagues.



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“This seminar was the absolute best I’ve ever been to; it kept my attention the whole time. Awesome!”

“Workplace Workshops are a great way to get out of the office and learn new skills I can take back to my daily work life.”

“I just attended my second Workshop and have learned a lot and been motivated yet again. I loved it and want to attend them all!”

“Informative, entertaining, educational, challenging, motivating...GMA’s Workplace Workshops have it all!”

Thursday, August 3, 2017

Topic: Sales

Presenter: Meridith Elliott Powell

Open More Doors—Close More Sales: How to Own Your Inner Salesperson

You followed all the rules. You’ve read all the books. You’ve implemented the strategies. And still you’re struggling to close more sales. Face it—the rules have changed and selling today is different. Customers demand more. Sales cycles are longer. Competition is stronger. And getting above the white noise is near impossible. Success today requires a new set of sales skills and a very different type of salesperson. The fact is, we are all salespeople. To open more doors and close more sales, you need all hands on deck, and every member of the team to embrace their inner salesperson. In this high energy, content packed session, Meridith will walk you through exactly what you need to do to build sales at every level, so you increase results at every turn. You’ll discover how the skills you use everyday can be used to skyrocket your sales and your success. Together, we will create a plan of action to leave your competition in the dust!

Thursday, October 12, 2017

Topic: Leadership

Presenter: Chip Lutz

Uncommon Sense for Unconventional Leaders: We’re All in the Game!

Get out of the rut, unplug from the status quo, and get positioned for success with this interactive program that provides the tools to move past organizational barriers and connect with your customers, coworkers, managers, and subordinates in a real, powerful way. From the production floor to the call center to the corner office, we’re all in the game of making a difference for our organizations...that’s why we’re all in the game of leading. In this humorous session, Lieutenant Commander Chip Lutz, USN (Retired) will share his experiences in the Navy and offer strategies to communicate with team members, empower everyone to make a difference, and have fun as you all move towards mission accomplishment! His motto is, “If you want others to follow...GO FIRST!”

Thursday, December 7, 2017

Topic: Motivation

Presenter: Matt Booth

What’s the Value of Your Attitude?

There is an old saying that “attitude is everything.” But is that really true? Attend this fun and entertaining session to learn why Attitude is the START of everything! Attitude determines your thoughts and ultimately your actions. In this program you will find that being positive as often as possible helps you be more successful at what you do. When you think about it that way, maybe you can truly place a value on attitude. You’ll learn just how your attitude impacts your life and your business, and what really defines a “good” versus a “bad” attitude. This funny and fast-paced program offers plenty of practical tools and take-a-ways, as well as the motivation to implement them. Wrap up the year with a jolt of energy and positivity and see how that boost can make your results soar.