SESSION SEMINARS:

Critical Conversations Using Radical Candor | Stacia Skretteberg, Peak Consulting
Shying away from important conversations because we aren’t comfortable with conflict or because we don’t want to hurt people’s feelings can have a negative impact on our organizations, our teams and our own development. Using the framework of Radical Candor, this session will help you prepare for critical conversations by learning how to care personally and challenge directly in your communications.

Team Accountability | Matt Melinkovich, Timberline Training
How do you and your employees become a high energy, cohesive team that effectively meets expectations and delivers results? By developing accountability. In this session, you will learn tools and develop techniques to hold yourself, coworkers and friends accountable and give you the skills to meet deadlines and fulfill commitments whether you are onsite or working from home.

Marketing Fundamentals – Creating a Marketing Plan | Nadine Gale, AlphaGraphics
Is creating a marketing plan on your ever growing list of to dos? Do you feel overwhelmed at the thought of it? No matter what type of business or organization you’re in, this hands-on working session discusses what should be included in a marketing plan and will walk attendees through the process of creating or updating their own marketing plans.

Management by Numbers | Ty Malone, Kennon
In this session, participants will learn how to understand and use financial numbers to drive success. Ty will walk through financial statements and show you how understanding key metrics can help you make data-driven decisions. The session will also examine methods to determine a project’s return on investment, build shareholder value and how to account for value of our own time and its importance.

Social Media Photography: On a Budget | Teresa Garrett-Martin, Epiphany
Quality images do not have to stress you, your staff or your bank account. In this session, you will learn how to create quality product images for social media, websites or online sharing platforms on a budget, using items you most likely already have around your workplace or can purchase for very little investment.

Understanding and Using CANVA for Small Business Marketing | Danae Brandjord, Epiphany
Invigorate your social media presence and essential marketing activities by learning or growing your Canva skills. Canva is not a replacement for professional graphic designers, but graphic designers do not need to design everything for a small business. This class is for both beginners and those familiar with the online graphic design platform Canva but want to learn more.

Delegation: The Art of Working Through Others | Stacia Skretteberg, Peak Consulting
Many of us have been encouraged to delegate, yet we are reluctant to do it. In this session, we’ll address why it’s so hard to delegate, how to set the framework and identify which tasks and projects to delegate and work through best practices to make it an effective process that can have a positive impact on you and your team.

Time Management: Big Rock Style | Stacia Skretteberg, Peak Consulting
Need a little more time in your day? Though we haven’t figured out how to add more hours to your day, this session will focus on how to identify “big rocks” in your personal and professional life and how to focus energy in the right quadrants at the right time utilizing Stephen Covey’s Big Rocks and Quadrant theories.

The 15 Invaluable Laws of Growth | Scott Lee, Scott Lee Leadership Consulting LLC
The 15 Invaluable Laws of Growth by Dr. John C. Maxwell reminds us that Potential is one of the most powerful words in development. A person’s potential implies possibilities, it heralds hope, and it unveils greatness. In this workshop you will learn more about developing yourself so that you have the best chance of becoming the person you were created to be.

Business Transition Planning | Matt Melinkovich, Timberline Training
Only 30% of businesses successfully transition to the next generation, however, by starting the transition conversation early, you can ensure that the developed transition plan is right for you, your business and your family. Get tips on beginning the conversation and learn how a developed succession plan in conjunction with a strategic plan will maximize the value of the business now and into the future.

Creating a Marketing Mix, that Includes Digital, to Effectively Brand and Market Your Business | Mallary Bumbaca, Julie Chadwick, Bob Grammens and Jim Schellinger, Sheridan Media
Participants will learn more about digital and social media marketing as well as video production. Discover how to choose the types of media that work best for your business and understand how to define the unique qualities of your business and reach the potential customers that need and want what you provide.

Cybersecurity Strategies & Techniques for Everyone | Jesus Rios, PDS and Tyler Neeriemer, First Federal Bank & Trust
You don’t have to be a tech expert to learn how to protect your business from hackers. In this session, participants will engage in hands-on, real-life scenarios with cybersecurity experts. You’ll learn step-by-step strategies and problem-solving techniques that can be easily incorporated into your systems to protect you and your employees.