



# SkillPath®

## Professional Development

Full Course Catalog

**Lead your entire team** to peak performance—[Page 12](#)

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**Go digital** and connect with NEW online events—[Page 36](#)

SkillPath is now  
offering **LIVE  
Virtual Training**

See page 2 for details

# You can **depend** on **SkillPath**

Helping You **Build a Better Workforce** Since 1989

When it comes to knowledge and experience you can trust, SkillPath beats competitors hands down. For 30 years, we've been **leaders in professional improvement**. Our primary focus has always been on helping you, your staff and your business be **better**—better communicators, better leaders and better employees overall.

**The skills to make you better, the answers to make you smarter, the options to make you happy**

We leverage decades of experience to provide you and thousands of clients across key industries with strategic, innovative training solutions designed for individual and organizational success.

**Our solutions are as unique as your business needs ...**

Different learning objectives require different methods, tools and techniques. Our comprehensive Professional Development catalog gives you the option to choose what and how you learn it ...

**... putting YOU in charge of your own professional path.**

Visit [skillpath.com](http://skillpath.com) for more information.

**SkillPath is now offering **Live Virtual Training**.**

Featuring real-time interaction with our expert trainers, our virtual events are packed with all the same critical content you receive at a public event. Go to [skillpath.com/virtual](http://skillpath.com/virtual) for more information.



**To register for a virtual seminar, look for this icon throughout this book.**







We conduct  
**600+ live  
 virtual events**  
 each month.

More than  
**250,000 individuals**  
 trust SkillPath for their  
 training needs.



Top organizations across the  
**Fortune 1000**



All branches of the **U.S.  
 Armed Forces**



All three branches of the  
**federal government**  
 and its 15 executive  
 departments



All four major  
 sports leagues—  
**NFL, NBA, MLB  
 and NHL**

### 100% Unconditional Guarantee

We stand behind the high-quality training we deliver. That's why we offer an unconditional guarantee. If ever you're not completely satisfied for any reason, just let us know. We'll send you a full refund or arrange for you to attend another program. You have our word on it.



Since 2001, we have contributed more than \$125 million to Graceland University scholarship and endowment funds.

THE POWER OF  
**SUPPORT**

**100%**

SkillPath contributes 100% of our excess earnings to support college students.



# Our **passion for learning** extends beyond business ... and into the **community at large**

SkillPath operates with one overarching mission:

**Provide tools and instruction so that those who want to be better can be.**

\$10M

\$10M

\$10M

\$10M

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\$10M

\$10M

\$10M

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\$10M



**Graceland**  
UNIVERSITY | 1895

Students from nearly every state and 30 nations choose from more than 50 academic majors and programs at Graceland—and its graduate online education program consistently ranks as one of the nation's best. [graceland.edu](http://graceland.edu)





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Our **SkillPath Enterprise Solutions** team can tailor any program to your organization and its unique objectives. You’ll appreciate our client-centered, strategic approach built on the foundation of five learning pillars that drive organizational success.

**Discover exciting on-site opportunities on pages 38 – 39 or request your FREE needs assessment today.**





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Check out our virtual events FAQs on our website —

[www.skillpath.com/help/virtual/q-and-a](http://www.skillpath.com/help/virtual/q-and-a)

**Leadership** training:

Foster your leadership skills and **be ready to lead**



48%

**In 2020,**  
Millennials will make up  
**48%** of the U.S.  
workforce.<sup>1</sup>



Many Millennials lack confidence  
in their leadership skills—

**73%**  
of men

**79%**  
of women<sup>2</sup>



**You can't afford  
to rest on your  
laurels or assume  
that you have all  
the answers.**

Leadership strength is critical to your career success, whether you're a shift supervisor, a department manager or a senior leader. Our courses teach you the basic techniques you need to lead effectively—how to establish authority; boost credibility; communicate better; and earn respect from employees, peers and executives.

As someone new to management, you may have a gap in your skill set—whether it's delegating, communicating, coaching or something else.

The challenge is finding the time to fill that gap. At SkillPath, we offer a full spectrum of management and leadership training courses, webinars, DVDs, CD-ROMs, books and other resources that provide the knowledge and skills that can impact your career and improve your day-to-day interactions at work.

**Flip to the next page for training that  
builds your skills for leading the teams  
of tomorrow.**



Sources:  
1—Brandon Hall: *State of Leadership Development, 2015*  
2—Deloitte *Millennial Survey 2015*

# Lead your team to **high performance**

## FEATURED PROGRAM

### Excelling as a Manager or Supervisor

Achieve your full potential—not just as a manager or supervisor but as a true leader who commands the respect, commitment and credibility that moves people to action and inspires greatness.

From coaching to delivering criticism to delegating and more, this powerful, one-day workshop shares the latest and BEST techniques to enhance overall team performance.

- **Create high-trust relationships** that boost employee engagement
- **Deliver crystal-clear communication** that can't be misunderstood or ignored
- Tap workers' innate motivation and **watch enthusiasm and productivity soar**
- **Control workplace conflict** and handle crisis situations without losing your cool
- Build assertiveness that **projects confidence and establishes your authority**

THREE-HOUR EVENT

**\$99** per person  
\$89 each for 4 or more

**Find out the dates and times of our presentations or [register today!](#)**

Click on the icons below for ...



Virtual event schedule



Downloadable course brochure



Full workshop agenda



Sample of the course workbook

### Leading a **multigenerational workforce is tricky**

What makes employees in their 20s and 30s tick? What turns them off about traditional workplaces? What drives them? For answers, check out [\*Managing Millennials and a Younger Workforce\*](#) today.



# Learn to shine in your **new leadership position**

## **Management & Leadership Skills for First-time Supervisors & Managers**

Fast-track your leadership success. Learn the issues all new managers face—and how to overcome them. This intensive, highly interactive, two-day immersion course is designed for new supervisors who want to grow their management skills at an accelerated pace.

- Find your best management style and make it work for you
- Practice how to communicate like a pro
- Identify your role in delegation, team performance, discipline and more. Learn to excel at them all!

## **How to Successfully Make the Transition to Supervisor**

Get everything you need to make the jump from staff to supervisor successfully. This engaging workshop will help new managers tackle any issue they're faced with, from communication nightmares to motivation strategies.

- Adapt to new responsibilities
- Avoid common pitfalls
- Adjust to sometimes complex changes in work relationships

SIX-HOUR EVENT OVER TWO DAYS

**\$299** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

THREE-HOUR EVENT

**\$149** per person  
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Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

### **CAREER TIPS**

## Five Steps for **Mediating and Managing Conflict** Between Co-workers

**Conflict will always happen at work**, but how a manager handles it when it's between co-workers has a dramatic effect on how the department functions. Mediate the situation well and the department grows stronger. Done ineffectively, the department can suffer toxic effects.

► **Read the article.**



# Get the complete **supervisory training you need**

## The Complete Course on How to Supervise People

Learn the best problem-solving approaches and proven techniques for any supervisory level. Let us help you traverse the rocky road every supervisor travels by making the journey less painful and infinitely more successful.

- Boost your credibility and trust
- Hire and train high performers
- Set your team up for success with defined goals

## How to Excel at Managing and Supervising People

Get out of your supervisory rut! Boost performance, productivity and the bottom line. Learn techniques and strategies to renew your energy and give you a tremendous edge now and throughout your professional future.

- Manage with trust and integrity
- Communicate like a leader
- Make better management decisions to get more done

## Excelling as a Highly Effective Team Leader

Discover the strategies and solutions that will lead your workers to peak performance. Learn practical techniques for achieving your true potential as a team leader who earns trust, respect and enthusiastic effort.

- Provide important feedback
- Encourage team innovation
- Create clear goals and rally others to share your vision

THREE-HOUR EVENT

**\$149** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



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virtual event

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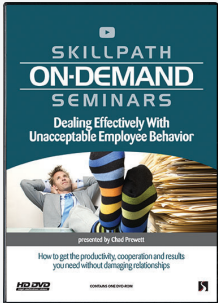


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Available as a  
virtual event

# Build your skills anytime, anywhere!

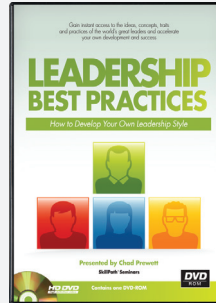


**Dealing Effectively With Unacceptable Employee Behavior**—Get the productivity, cooperation and results you need without damaging relationships.

**Item No. 10-9124;**  
one DVD-ROM

**Special Catalog Price: \$149**

► [Buy it.](#)



**Leadership Best Practices**—Survey the traits and best practices of legendary leadership thought leaders and create a road map to your own success.

**Item No. 10-9117;** one DVD and Program Guide

**Special Catalog Price: \$99.95**

► [Order today.](#)

## Lead your team and **encourage them to soar**

### The Managers and Supervisors Workshop

Boost management effectiveness at every level. This you-pick-the-training event has dozens of fresh techniques and time-tested approaches for performing at the top of your game.

- Spark passion and inspire employees to do their best
- Hire top talent and keep your top performers happy
- Achieve your true potential and become a more powerful leader

### The Workshop on Leadership Development and Teambuilding

Create a culture of engagement for your team, streamline procedures and solve nagging problems. This unique two-track training day provides an opportunity for you to choose the agenda that best suits your needs and make the most of your innate talents to fully develop your leadership abilities.

- Tap into your inner strengths to discover the leader within you
- Learn how to speak so others know how to follow
- Light the fire of excellence in your team

THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

Download a **course brochure**  
or [register today.](#)



See full event  
schedule



Available as a  
virtual event

THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

Download a **course brochure**  
or [register today.](#)



See full event  
schedule



Available as a  
virtual event

# Empower your team for everyday success

## Coaching and Teambuilding Skills for Managers and Supervisors

Motivate ... communicate ... support ... train ... reward. If you're responsible for getting results from any group of people, then you're in charge of a team—and the team's success depends on you.

- Reenergize your team to reach new heights
- Inspire productive teamwork and celebrate the accomplishments
- Lead your diverse team to greatness through the achievement of shared goals

## Coaching and Mentoring Skills for Leadership Success

Relying on your supervisory skills alone simply doesn't work—moving to the next level requires mentoring and coaching.

- Develop top talent to keep them inspired and excited for each new day
- Energize underachievers so they want to rise to the top
- Create a stronger, smarter, more cohesive team that's enthusiastic, supportive of goals and driven to win every time

## The Supervisor's Role as Trainer & Coach

Great coaching can send your team's productivity soaring. This one-day course shows you how to use your own knowledge and experience to teach others to improve efficiency and work smarter.

- Make on-the-job training super effective for everyone on your team
- Know when training is the answer and when it is not
- Learn the best ways to follow up and make sure new knowledge is being applied

THREE-HOUR EVENT

**\$199** per person  
\$189 each for 4 or more

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

THREE-HOUR EVENT

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Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event



# Survive and thrive in your leadership role

## Leadership & Management Skills for Women—One-day Workshop

Get the tools, building blocks and tips you need to create your personal road map to success. Developed by the National Businesswomen's Leadership Association, this workshop is designed to build on your inherent talents and strengths to help you become more confident and more successful in your management position and in everything you do.

- Learn new strategies for effective leadership at all levels—in every situation
- Sharpen your discipline and feedback skills for improving employee performance
- Successfully lead through times of chaos and pressure

## Leadership & Management Skills for Women—Enhanced Two-day Training

This is our premier professional development event for women in leadership roles—two full days of peer interaction, leadership tips and interpersonal insights that will propel your career to new heights.

- Leverage your skills and talents
- Eliminate career roadblocks
- Increase your visibility, effectiveness and power

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



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schedule



Available as a  
virtual event

SIX-HOUR EVENT OVER TWO DAYS

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Download a **course brochure**  
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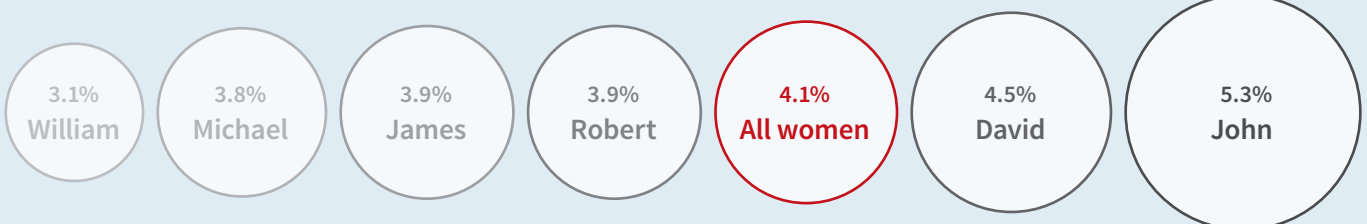


See full event  
schedule



Available as a  
virtual event

In the U.S., there are more CEOs named John  
**than all female chief executives combined**



Source: *New York Times*, 2015

# Manage your team with **confidence and authority**

## **Assertiveness Skills for Managers & Supervisors**

Assertiveness isn't an option for success-minded managers like you—it's a must-have skill. This powerful one-day seminar will provide you with the communication essentials you need to manage from a place of greater confidence and authority.

- Practice powerful speech habits
- Handle chronic troublemakers
- Deal with people who try to circumvent your authority

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

## **Dealing Effectively With Unacceptable Employee Behavior**

Turn underachievers into productive team members. This workshop offers insight into both coaching and discipline, from assessment to intervention to corrective or punitive actions.

- Redirect disruptive conduct
- Recognize the real problem and develop solutions together
- Choose the right intervention technique—and learn to properly execute it

THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

Download a **course brochure**  
or **register today.**



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schedule



Available as a  
virtual event



## Upcoming **Leadership Webinars**

- Taking Control of Tough Performance and Attitude Problems
- Managing Employees Who Are Stretched to the Max
- The Supervisor's Guide to Giving Directions, Feedback and Criticism
- How to Establish Effective Team Communication and Resolve Team Conflicts
- Making the Transition From Staff to Supervisor
- Keys to Improving Employee Accountability
- How to Effectively Supervise Off-Site Employees
- Dealing With Toxic Employees: Eliminating Bad Behavior
- Top 10 Management Survival Skills for First-Time Supervisors

**See page xx for more information. Sign up online today!**



# Transform yourself into an **outstanding leader**

## \$99

### 50 Ways to Become a More Effective Leader

You'll love this fast, fun and highly effective way to transform yourself into an outstanding leader. In each power-packed, seven-minute segment, you'll learn how to be more effective at a key component of your leadership role. This comprehensive program is divided into five modules covering the most important areas of effective leadership.

**Item No. 20-9501;** five DVDs and companion job aid

► **Own the whole set.**

#### Communicating

- Communicate clear instructions every time
- Avoid common communication mishaps
- Give great impromptu speeches

#### Managing

- Set priorities with your team
- Manage performance reviews and evaluations
- Offer feedback without criticism

#### Leading

- Lead change
- Show appreciation to your team
- Inspire those around you

#### Producing

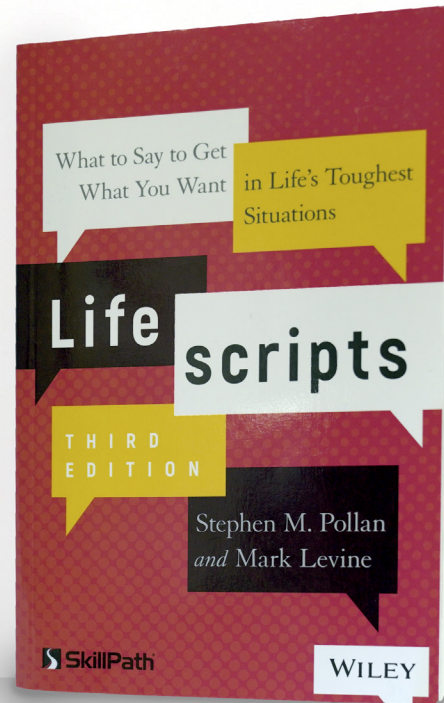
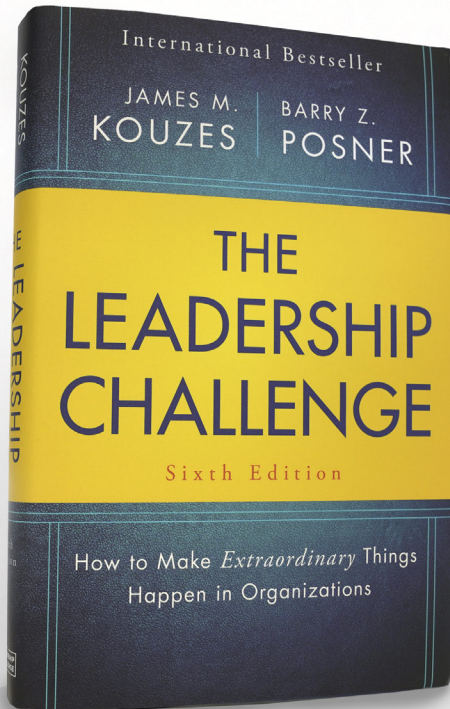
- Teach employees how to think for themselves
- Successfully multitask
- Increase employee accountability

#### Coaching

- Coach peak performers
- Turn complainers into effective employees
- Motivate and inspire your whole team



# Business classics that **belong on your bookshelf**



**\$34.95**

## **The Leadership Challenge**

by James M. Kouzes and Barry Z. Posner

Stay current, relevant and effective in the modern workplace. Grounded in research and written by the premier authorities in the field, *The Leadership Challenge* is the gold-standard manual and an indispensable resource for leaders at all levels—C-Suite, upper management, staff supervisors, team leads and more. Learn how extraordinary leaders accomplish extraordinary things ... and how to develop your leadership skills and style to be more impactful every time.

**Item No. 37-0034**; one book

► [\*\*Learn more here.\*\*](#)

**\$35**

## **Lifescrpts**

by Stephen Pollan and Mark Levine

Navigate any workplace conversation and come out on top with these 109 powerful scripts that help you prepare for difficult on-the-job conversations. Whether you're confronting a co-worker or dealing with your supervisor, *Lifescrpts* gives you the most effective approach and the actual words to use. Each script provides an icebreaker, a pitch, an answer to every question and a defense for every attack. Get strategic pointers on attitude, timing, preparation, behavior and more.

**Item No. 37-0037**; one book

► [\*\*Buy it.\*\*](#)



# Enjoy extraordinary **Disney-inspired success**

## **The Disney Way**

Learn the story behind the Disney empire's phenomenal success, including the brilliant strategies and principles you can use to create your pathways to excellence.

## **Creativity—The Disney Way**

Discover the behind-the-scenes simplicity of Disney creativity, which culminates in a feeling throughout your organization that there is no obstacle that can't be overcome.

## **Customer Service—The Disney Way**

Walt Disney fully understood that every customer encounter means an employee is on stage. Learn the secret to dazzling customers to win their loyalty for life.

## **Innovate—The Pixar Way**

Go on a tour of the most creative organization in the world. Learn to believe in your team ... try something different ... create your own corporate playground ... and more.

## **Leadership—The Disney Way**

Success in business comes from passionate leadership, and there's no better model to follow. Employ the same leadership strategies Disney uses to tackle your most daunting business challenges.

# \$199

## **Bill Capodagli Presents: The Disney Way Series**

Whether your company is large or small, this dynamic, five-part program will bring greater vision and innovation to your business operations and success beyond your highest expectations. Disney expert and best-selling author Bill Capodagli will show you how. Every member of your organization can benefit from this invaluable training!

**Item No. 20-8305;** five CD-ROMs. Also available on a single USB flash drive: **Item No. 20-7001.**

▶ **See what's inside.**



**Time management** training:

# Work smarter and step up your personal productivity



The average employee is  
**interrupted**  
from their work  
**56 times**  
**per day**





The average employee spends  
**two hours a day**  
recovering from interruptions

**Time is a finite resource ... it's up to you to make the most of it.**

Efficient time management is the key to getting the most out of your day—and to surviving increased workloads that come with leaner work staffs.

From staying on top of your email inbox to juggling priorities on multiple projects, our time and project management courses will help you reach your goals. You'll discover new techniques for budgeting time more effectively—and you'll learn how to rethink and reprioritize on a moment's notice.

The problem with falling behind in the workplace is that you're not just making yourself late ... you're putting everyone else behind too.

**Take back control of your day.** SkillPath provides you with training you can trust—virtual training, webinars, digital downloads and more that help you develop your own tool kit of techniques and tactics to use when you're faced with multiple projects and too many deadlines.

**Flip to the next page for training that helps you overcome distractions and accomplish your goals.**



Source: Atlassian, 2012



# Prioritize when everything is urgent

## FEATURED PROGRAM

### Managing Multiple Projects, Objectives and Deadlines

Accomplish more tasks every day by implementing a new plan proven to increase personal and professional productivity.

If you juggle projects, deadlines and multiple demands on a daily basis, this powerful workshop is for you. You'll gain vital new insights into how to maximize your on-the-job effectiveness and reduce stress with workplace-tested strategies for planning projects and organizing priorities.

- **Gain control of your workday**, eliminate hidden time-wasters and boost productivity
- Sort priorities, set deadlines and **cut the time required for any project**
- **Handle competing priorities** with minimal stress and *no multitasking!*
- **Organize for efficiency** with proven strategies guaranteed to tame the chaos
- **Avoid the pitfalls of perfectionism** without sacrificing excellence

## THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

**Find out the dates and times of our presentations or [register today!](#)**

**Click on the icons below for ...**



Virtual event schedule



Downloadable course brochure



Full workshop agenda



Sample of the course workbook



## TRAINER SPOTLIGHT

### Isaac Wambua

*Productivity and Leadership Educator*

As a top workshop leader, trainer and motivational speaker, Isaac's passion is empowering others to rise to their potential. He specializes in leadership development and productivity training—inspiring individuals with his engaging style. Isaac's high-energy training will motivate you as you accomplish your goals and move toward greatness.

# Master your time and **maximize effectiveness**

## Managing Multiple Priorities & Projects

Get more accomplished faster—with better results. This training offers step-by-step methods for staying in control of priorities, deadlines and budgets!

- Learn top prioritizing tips and tools
- Eliminate time-wasting habits
- Effectively manage change, crises and other unexpected obstacles

THREE-HOUR EVENT

**\$149** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

## Organization Skills for the Overwhelmed!

Take control, get organized—and get everything done! This training transforms how you prioritize your work and delivers the must-have skills to master your time and maximize your effectiveness.

- Eliminate time-wasters
- Get the upper hand on paperwork
- Reevaluate your schedule and learn how to find more “free time”

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

# Keep projects on track for success every time

## Fundamentals of Successful Project Management

Keep your projects on track, on budget, on time. Discover the strategies to create a plan, implement it, monitor progress, correct as necessary and deliver as promised.

- Understand the importance of planning
- Set realistic timelines
- Establish checkpoints and prepare “off-course” alarms

SIX-HOUR EVENT OVER TWO DAYS

**\$399** per person  
\$349 each for 4 or more

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

**Communication & Personal Development** training:

Upskill now to **future-proof your career**

Nearly

**100%**  
of employers said **soft skills**

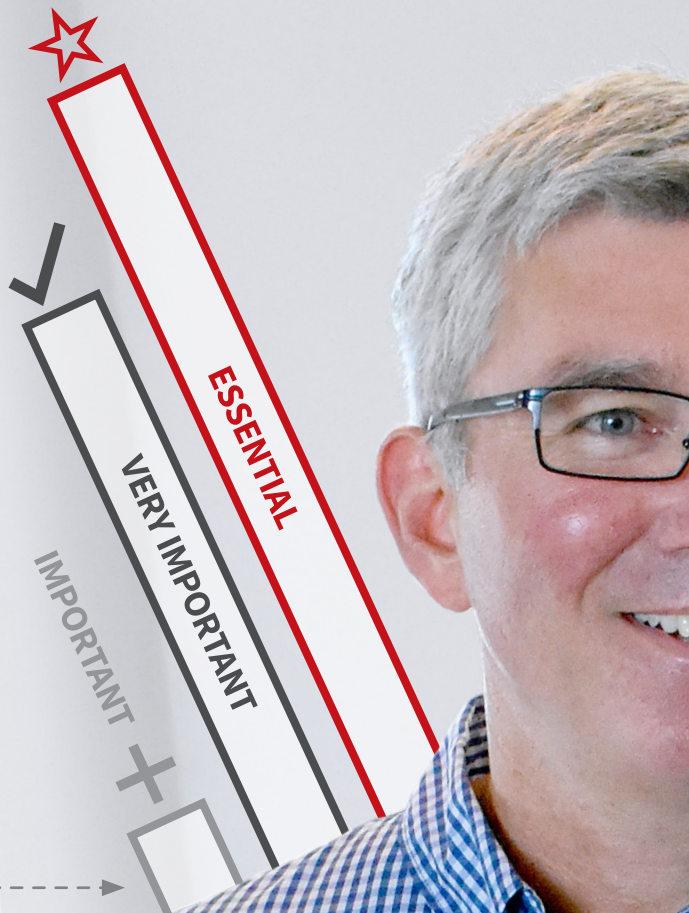
are either

**“essential” (53%),**

**“very important” (40.1%) or**

**“important” (6.5%)**

factors in hiring decisions<sup>1</sup>







**59%**  
of U.S. hiring  
managers  
believe it's  
difficult to find  
candidates  
with soft skills.<sup>2</sup>

## Soft skills may not be on your resume, but they're vital to your future success.

You can't see what the future holds or what your job will look like five years from now, but you can protect your career future by brushing up on the skills that stand the test of time.

Thanks to the rise of cutting-edge technology, tasks that require hard skills are on the decline, making soft skills—communication, emotional intelligence and other people skills—key differentiators in the workplace. They're also among the most in-demand qualifications a candidate can bring to the table.

So whether you want to advance your career or simply stay employed, these training workshops will help prepare you for what lies ahead.

At SkillPath, we've trained millions in the kind of soft skills that make a positive impact on your job skills, your relationships at work and in your career. Our virtual courses, webinars, books, CD-ROMs and other resources are all designed to help you overcome virtually any workplace challenge.

**Stand out from the competition. Flip to the next page for training that will set you apart from your peers.**



Sources:  
1—LinkedIn, 2015  
2—Wonderlic, 2016

# Master the skills that will **set you apart**

## FEATURED PROGRAM

### The Complete Two-day Seminar on Communicating With Tact and Professionalism

Gain communication skills that never miss the mark.

Whether you're a new hire, a project manager or the CEO, the communication skills you'll learn in this two-day intensive course will take your overall workplace efficiency to the next level.

You'll strengthen your speaking, writing and interpersonal skills ... and master effective communication under stress, in tough situations and with all personality types. You'll learn how to stay in control of any situation and to manage your responsibilities with tact, poise and polish.

- **Deal easily with difficult people**, defuse tense situations and tactfully deliver bad news
- Get more cooperation from others, **increase your influence** and earn loyalty
- Maintain your composure, answer questions masterfully and **handle fewer conflicts**
- **Increase effectiveness and productivity** and eliminate stress caused by poor communication
- **Empower your employees** to communicate effectively with both peers and leadership

SIX-HOUR EVENT OVER TWO DAYS

**\$299** per person  
\$269 each for 4 or more

Find out the dates and times of our presentations or **register today!**

Click on the icons below for ...



Virtual event schedule



Downloadable course brochure



Full workshop agenda



Sample of the course workbook

## Stop sweating presentations!

Appear poised and confident, even when you're not! Get the presentation pointers and critical delivery skills you need to overcome any uneasiness you may have when presenting to others.

[Learn more.](#)



# Polish your speaking skills and **earn credibility**

## Breaking Bad Communication Habits

Harness the power of stronger, more effective verbal skills. Identify and eliminate habits that are negatively affecting your communication potential and make an immediate impact on your career.

- Eliminate vague language
- Build credibility
- Improve listening skills and nonverbal communication

## How to Become a Better Communicator

Communication is the most important career skill of all. Attend this day of discussion on real-world communication issues and real-life solutions that you'll be able to put to use right away.

- Establish trust and credibility
- Communicate assertively
- Make an impact on others and gain influence

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

## CAREER TIPS

### 3 Ways to Avoid Groupthink When Your Work Team Is Making Decisions

Listening is the **most-used communication skill we have**. But great listening only comes with practice and attention. Get tips on becoming a better listener.

► **Read the article.**



# Stronger, **more effective verbal skills** can be yours

## How to Communicate With Tact, Professionalism and Diplomacy

Learn the powerful techniques, tools and strategies that will make the most significant impact on your effectiveness. Master all facets of on-the-job interpersonal communication—from speaking to writing to listening to presenting.

- Establish instant rapport
- Write like a professional
- Communicate with poise in difficult situations or conflicts

## Essential Skills of Dynamic Public Speaking

If you occasionally “um” and “ah” your way through a presentation, this workshop is just what you need to boost your confidence and credibility.

- Connect to your audience
- Make clear, organized points
- Remain calm, cool and collected, even through tough Q&A sessions

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

THREE-HOUR EVENT

**\$249** per person  
when 3 attend, a 4th is free!

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

# Get inspired and **write your own success story**

**\$19.95**

## Finding Your Moxie

Success, happiness and fulfillment in life does not result from a checklist – it’s a result of moxie: courage, spirit, energy, know-how, confidence, fearlessness, gumption and guts! If you have moxie, you won’t let minor setbacks stop you, you won’t give up.

Debra Fox’s best-selling book, *Finding Your Moxie*, provides step-by-step instructions on how to develop the moxie it takes to stand up for yourself, stop playing by everyone else’s rules and write your own success story! **Item No. 27-0001**; one book

► **Order your copy now.**

### You’ll discover so much about yourself!

- Why success does NOT come to those who wait
- How to set or reset your life GPS
- How to set boundaries in life and relationships
- How to invest your time where you’re appreciated, not tolerated
- That conflict is NOT a dirty word
- How to have healthy conflict and resolution
- How college and knowledge are not the same thing

# Gain meaningful insights from women like you

## The Women's Professional Development Workshop

Spend the day with the most inspiring professional trainers you'll ever meet—and network with women who are facing the same life situations you are. It's a day full of meaningful insights you won't soon forget!

- Assert yourself as a leader
- Create a powerful, positive image
- Control difficult people and stressful situations

## Conflict Management Skills for Women

Start living with less stress, greater harmony and more positivity. Gain proven strategies that work in a variety of conflict situations—from minor disagreements to potentially explosive confrontations.

- Defuse emotional standoffs
- Confidently stand your ground
- Deal with issues in ways that help everybody win

THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

THREE-HOUR EVENT

**\$99** per person  
\$89 each for 4 or more

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event



### AUTHOR SPOTLIGHT

## Debra Fox

*Author and SkillPath Trainer*  
Internationally acclaimed motivational speaker Debra Fox's mission is to change people's lives. Her bestselling book, *Finding Your Moxie—Myths and Lies Successful Women Kick to the Curb*, continues to encourage and inspire women worldwide.

# Unlock **powerful soft skills** and advance your career

## Developing Your Emotional Intelligence

Learn how to read people and respond in the most effective way. This eye-opening day will show you why emotional intelligence is a better predictor of success than your IQ or technical skills. Yes, it's that important!

- Stay in control of situations
- Gain respect as a problem solver
- Be aware of emotional trigger words and nonverbal cues

## Strengthening Your People Skills in the Workplace

No other skill set is as crucial to your professional success. Get the proven tools and techniques you need to make an immediate, dramatic improvement in the way you work with others.

- Tactfully resolve conflict
- Eliminate negative habits
- Positively handle difficult people and high-stress situations

THREE-HOUR EVENT

**\$149** per person  
when 3 attend, a 4th is free!

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure** or **register today.**



See full event schedule



Available as a virtual event

### CAREER TIPS

## Why Emotional Intelligence **Matters So Much at Work**

Strong workplace relationships and trust start when we can interact well with those around us. **High emotional intelligence is vital to making that happen.**

► [Read the article.](#)



# Make groundbreaking progress in the workplace

## Sparking Innovation and Creativity

Streamline procedures and solve nagging problems. A more innovative workplace leads to breakthroughs that lower costs, increase productivity and power up job satisfaction.

- Turn around negative beliefs
- Make better decisions
- Overcome the fear of failure and unlock true creativity

THREE-HOUR EVENT

**\$199** per person  
\$189 each for 4 or more

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

## CAREER TIPS

# Inspire Creativity and Innovation in Your Workplace

People are creatures of habit. Yet today's quickly evolving business environment **demands agility, innovation and employees who easily adapt to change.** How can organizations encourage the creativity they need?

► [Read the article.](#)

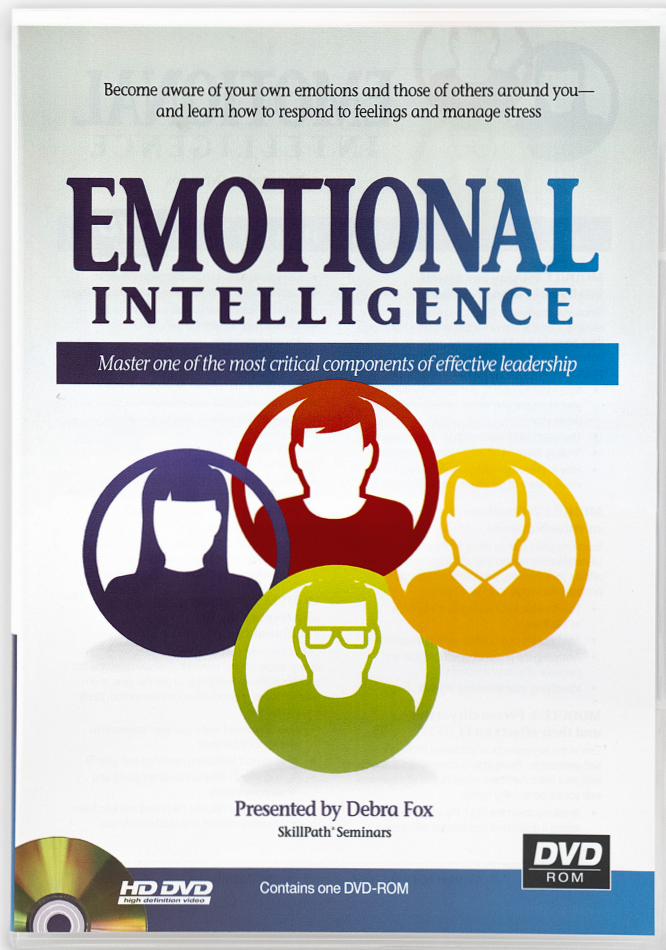


## Upcoming **Communication & Personal Development Webinars**

- Communicating Through Email: Top 10 Dos and Don'ts
- Developing Your Emotional Intelligence
- Handling Confrontational Customers
- Clear and Confident Communication Skills
- How to Effectively Handle Customer Complaints
- Becoming a Customer Service Superstar — Get Primed for the Climb!
- Managing Chaos & Pressure at Work
- Bill Capodagli Presents Customer Service "The Disney Way"
- Communicating With Tact & Finesse
- Defeating Negativity in the Workplace
- Stress Management for Women
- Handling Personality Clashes in the Workplace
- How to Handle Emotions Under Pressure
- Breaking Bad Communication Habits
- How to Remain Cool and Collected in Challenging Conversations

**See page xx for more information. [Sign up online today!](#)**

# Get high-demand skills you need to compete



The 5 attributes that comprise EI for leadership

How to properly manage relationships in order to move a team of people in a desired direction

The keys to recognizing nonverbal communication messages

Proven techniques and strategies that help you better harness your emotions

How to break down the SELF Personality Profile and let it guide how you interact with others

**\$99**

## Emotional Intelligence

The workplace is bursting with emotional situations, and the people who most successfully navigate through it are the ones who've unlocked the power of emotional intelligence (EI). This DVD is your key. Our exciting 90-minute program reveals the secrets of EI—the ability to stay calm and in control of every situation—and explains how to use this skill to take your career to the next level. **Item No. 10-9127**; one DVD and Program Guide

► **Order now.**

“EI accounts for 75% of your ability to succeed—more than IQ!”

# All-new training for your **customer service team**

A national report recently concluded that **70% of consumers will spend more money for great service**. That's why training your team to deliver exceptional customer care makes such great business sense. Organizations that focus on the customer experience understand that GREAT SERVICE MATTERS ... and they're setting the bar higher every year. So if you're not already working to improve your company's customer experience, you need to start now.

Through the Customer's Eyes will provide your team with the skills they need to deliver an excellent customer experience every time.

7 out of 10 consumers will spend **more money** for great service



## \$399

### Through the Customer's Eyes

Available in your choice of DVD, USB or online formats.

This ALL-NEW, updated program features affordable, objective training that is 100% trackable and measurable with a certification option available.

- Increase customer loyalty
- Improve employee productivity
- Boost your company's bottom line

Item No. 10-9601; 6 DVD-ROMs

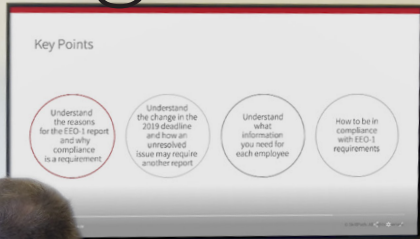
► [Get more details.](#)





**Webinars:**

# Quick, effective training — without leaving the office



**Learn more and register today!**

In today's super-competitive workplace, there is no substitute for knowledge and skills. Of course, career training is sometimes hard to squeeze into an already busy schedule.

That's why our webinars are designed with your needs and goals in mind. Quick and convenient, every online training event we offer is packed with important skills you need to help advance your career and achieve your full potential.

**Why should I choose a webinar?** We're all busy. And sometimes it's tough to open up a spot in your schedule to take a day or two off for a seminar — even for critical information. When you attend a SkillPath webinar, you'll get techniques and insights from world-class trainers that can be put to use immediately. Plus, you won't lose an entire day to training — it only takes about an hour and all from the comfort of your own office!

## **HOW IT WORKS:**

You can view each one-hour webinar on any device without ever leaving your desk. All you need is a high-speed Internet connection. Here's how it works ...

1. Each registration receives a single Web connection link
2. About 15 minutes before the scheduled start of your webinar, simply click on the link you received with your registration confirmation
3. You're connected and ready to go!
4. More questions? [Webinar FAQs](#)

**Register today, only \$199!**

# Coming soon ... sign up today!

See our full list of [upcoming webinars here.](#)

- Untangle the Triangle: FMLA, Workers' Comp and ADA
- Communicating Through Email: Top 10 Dos and Don'ts
- Developing Your Emotional Intelligence
- Mastering Excel Functions & Formulas
- Taking Control of Tough Performance and Attitude Problems
- Handling Confrontational Customers
- How to Conduct Effective Interviews
- Exempt vs. Nonexempt: Understanding FLSA's Employee Classification Standards
- Clear and Confident Communication Skills
- How to Manage Priorities & Time
- Managing Employees Who Are Stretched to the Max
- Becoming a Customer Service Superstar — Get Primed for the Climb!
- Organizing and Managing Data in Microsoft Excel
- FMLA Medical Certification: How to Administer Leave, Minimize Abuse and Prevent Lawsuits
- The Supervisor's Guide to Giving Directions, Feedback and Criticism
- The Business Grammar "Crash Course"
- How to Establish Effective Team Communication and Resolve Team Conflicts
- How to Effectively Handle Customer Complaints
- Making the Transition From Staff to Supervisor
- How to Successfully manage a One-Person HR Department
- Getting Results Without Authority
- The Essentials of Front Desk Safety & Security
- Getting Delinquent Accounts to Pay Up
- Managing Chaos & Pressure at Work
- The Essentials of Employee Onboarding
- How to Conduct Effective Workplace Investigations
- Making Your Business Writing Mistake-free
- Bill Capodagli Presents Customer Service "The Disney Way"
- Communicating With Tact & Finesse
- Keys to Improving Employee Accountability
- Defeating Negativity in the Workplace
- Payroll Law Update
- Stress Management for Women
- How to Effectively Supervise Off-site Employees
- Managing Multiple Priorities for the Front Desk
- Handling Personality Clashes in the Workplace
- Time Management Power Tips
- How to Prevent FMLA Abuse
- Business Writing Essentials
- How to Handle Emotions Under Pressure
- Dealing With Toxic Employees: Eliminating Bad Behavior
- Breaking Bad Communication Habits
- How to Use Microsoft Excel PivotTables to Easily Summarize and Analyze Data
- Finance 101 for Non-financial Managers
- Proofreading Skills and Strategies
- Telephone Skills for Administrative and Front-Desk Professionals
- Legally Handling Garnishments
- How to Remain Cool and Collected in Challenging Conversations

## WEBINAR START TIMES

**2:00 p.m.** Eastern

**1:00 p.m.** Central

**12:00 p.m.** Mountain

**11:00 a.m.** Pacific

**10:00 a.m.** Alaskan

**On-site** training:

# Customized training for **your people, your place and your objectives**



Our mission is to provide the **highest-quality training** for companies and businesspeople around the world, so they can **benefit personally and professionally from the experience.**

## Content

Innovative, ever-evolving and relevant to your organization's needs, our training content sets us apart from our competitors and features **learning solutions built across a five-pillar spectrum**. From leadership development to harassment training—whatever goals your company has and whatever challenges it may face—SkillPath delivers cutting-edge solutions tailored to your business and its unique vision for the future.



**Leadership**



**Communication**



**Teamwork**



**Productivity**



**Compliance**



## Industries

Our instructional proficiency and subject matter expertise combine with our diverse experience to create successful learning outcomes for organizations across key industries.

SkillPath has over 30 years of learning success in several key industries, including: Government, Manufacturing, Health Care, Finance, Education, Hospitality, Entertainment, Nonprofit, Services, and Technology.

## Modalities

We offer a wide array of flexible training modalities to deliver blended learning solutions that can be customized to align with your business, training and performance goals. **Click the icons below for a sample.**



**Virtual Instructor-led:** A live, interactive virtual classroom solution delivered directly to your computer.



**Live Instructor-led:** In the learning process, nothing can truly replace the interactive, face-to-face experience with a live instructor.



**eLearning:** Reach your professional development goals quickly and at your own pace with SkillPath's signature eLearning solution, STAR12.



**Coaching:** Implemented as a follow-up to training or as a stand-alone session, coaching works to maximize your organization's training investment.

## Discover the on-site solutions to your corporate training needs.

**You can request a free needs assessment here or call 1-866-222-6315 to speak with one of our expert consultants today.**

## FREE White Paper

“The New Positive Psychology Approach to Unconscious Bias, Implicit Bias and Inclusive Workplaces”

► [Download the paper today.](#)



## FREE Webinar

“Diversity and Inclusion: A Powerful New Approach”

► [Watch for free here.](#)



Simply having a well-intentioned diversity policy is not enough. When organizations start to focus on the value of diversity and inclusion training—along with its residual benefits—and understand the powerful competitive advantage it gives them, they can bridge the gap between good intentions and long-term change. [Learn more.](#)

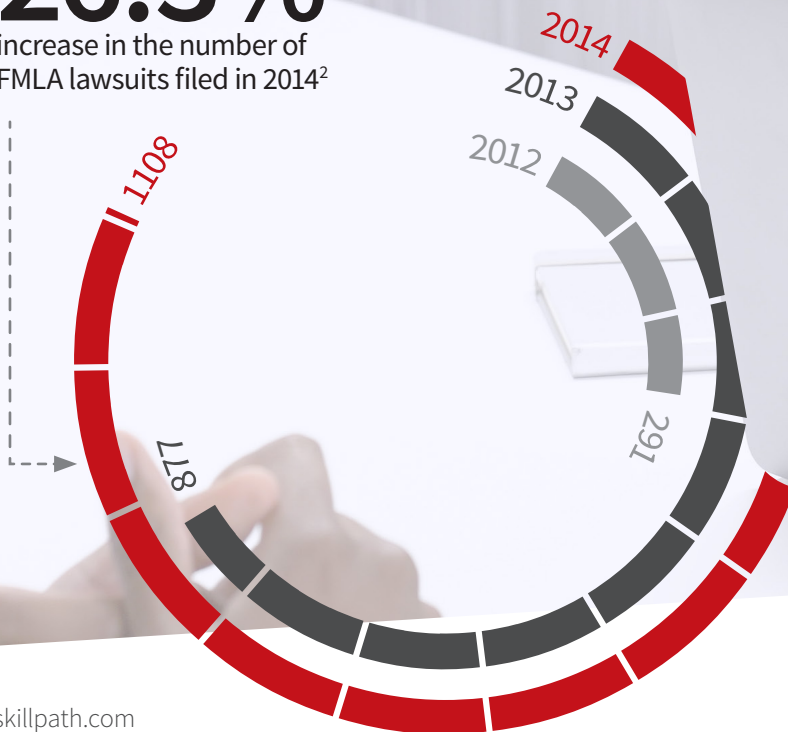
HR, OSHA & finance training:

# Safeguard your organization and its bottom line

**66%** of employers have difficulty managing intermittent leave<sup>1</sup>



U.S. federal courts saw a **26.3%** increase in the number of FMLA lawsuits filed in 2014<sup>2</sup>





## A lack of compliance can cost your company millions of dollars in fines and brand damage.

As an HR pro, you are the front line of defense ensuring that your company is treating people fairly, legally and keeping them (and your business) out of danger.

Not only do you oversee critical employee issues like benefits, discipline, hiring and firing—you also need to understand the alphabet soup of regulatory challenges like the ADA, the FMLA, the FLSA, workers' comp and even OSHA regulations to help avoid costly fines and prevent liability (including the potential harm to your company's reputation). Clearly, HR compliance is essential for success in today's legal environment.

Embrace a preventive approach with SkillPath, your one-stop shop for regulatory training. We offer virtual training events that cover every skill level, led by world-class experts on HR issues and OSHA safety training. Plus we offer a wide variety of additional resources—webinars, books, digital downloads, DVDs and more—everything you need back at the office to stay up to date and compliant

**Add a layer of protection for your business. [Flip to the next page](#) for compliance training options.**



Sources:  
1—The 2019 Guardian Absence Management Activity Index<sup>SM</sup> and Study  
2—US Department of Labor Wage and Hour Division, 2014 Fiscal Year Statistics



# Protect your company from liability

## FEATURED PROGRAM

### HR Law

No HR professional should miss this all-inclusive HR 101 workshop. It provides you with a comprehensive overview of all the HR hot spots—the foundation of knowledge you need to navigate your way through human resources in today's complex business world.

We cover everything from anti-discrimination to workplace harassment—without getting you mired in the tiny nuances of each law. Instead you'll walk away with a solid understanding of the critical basics and how you can protect yourself and your company from liability. Plus, you'll return to the office armed with resources you can easily reference for additional information and insights.

- Easily **navigate laws governing pay** like the FLSA and FMLA
- Clearly understand EEO laws to **avoid discrimination suits**
- **Know how to comply** with the ACA, COBRA and HIPAA laws
- **Make confident decisions** and know when you need to seek outside counsel
- Minimize your company's exposure to **safety risks and OSHA violations**
- Take proactive measures to **prevent workplace harassment claims**
- Create unbiased, accurate and **legally defensible documentation**

THREE-HOUR EVENT

**\$149** per person when 3 attend, a 4th is free!

**Find out the dates and times of our presentations or register today!**

Click on the icons below for ...



Virtual event schedule



Downloadable course brochure



Full workshop agenda



Sample of the course workbook



## FREE Report:

*How the #MeToo Movement Underscores the Need for Better Sexual Harassment Training*

Recent high-profile cases have increased sexual harassment claims in the workplace—claims that could be cutting into your company's bottom line. It's more than just compliance—it's about prevention and innovative ways to **transform company culture for good.**

**> Download the free report.**

# Make **critical HR decisions** with confidence

## Managing Human Resources

Managing HR is a big job with immense responsibilities. You need all the advantages you can get! This two-day, intensive workshop is the most complete course on managing human resources you'll find. You'll receive tons of practical tools and strategies to handle your HR role with greater confidence and success.

- Avoid legal land mines
- Get buy-in from management
- Learn how new workplace laws impact your organization

SIX-HOUR EVENT OVER TWO DAYS

**\$399** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

# Fix the problems you **can't afford to overlook**

## Payroll Law

Get up to date fast on the most complex and least understood payroll laws. Arm yourself with the knowledge you need to self-audit your processes, clean up your records and ensure every employee, contractor, intern or other "special case" is classified, paid and reported correctly—saving you from hassles, headaches and potential lawsuits down the road.

- Classify each employee correctly
- Understand every deduction
- Learn legal fundamentals to keep your organization penalty-free

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

## FMLA Compliance Update

Get up-to-date answers to your FMLA compliance questions. Expert HR trainers will shed light on the intricacies of the FMLA and provide perfect clarity on the different types of employee leave.

- Understand intermittent leave
- Get the facts on denying leave
- Decode the confusion among the FMLA, the ADA and workers' comp

THREE-HOUR EVENT

**\$199** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**

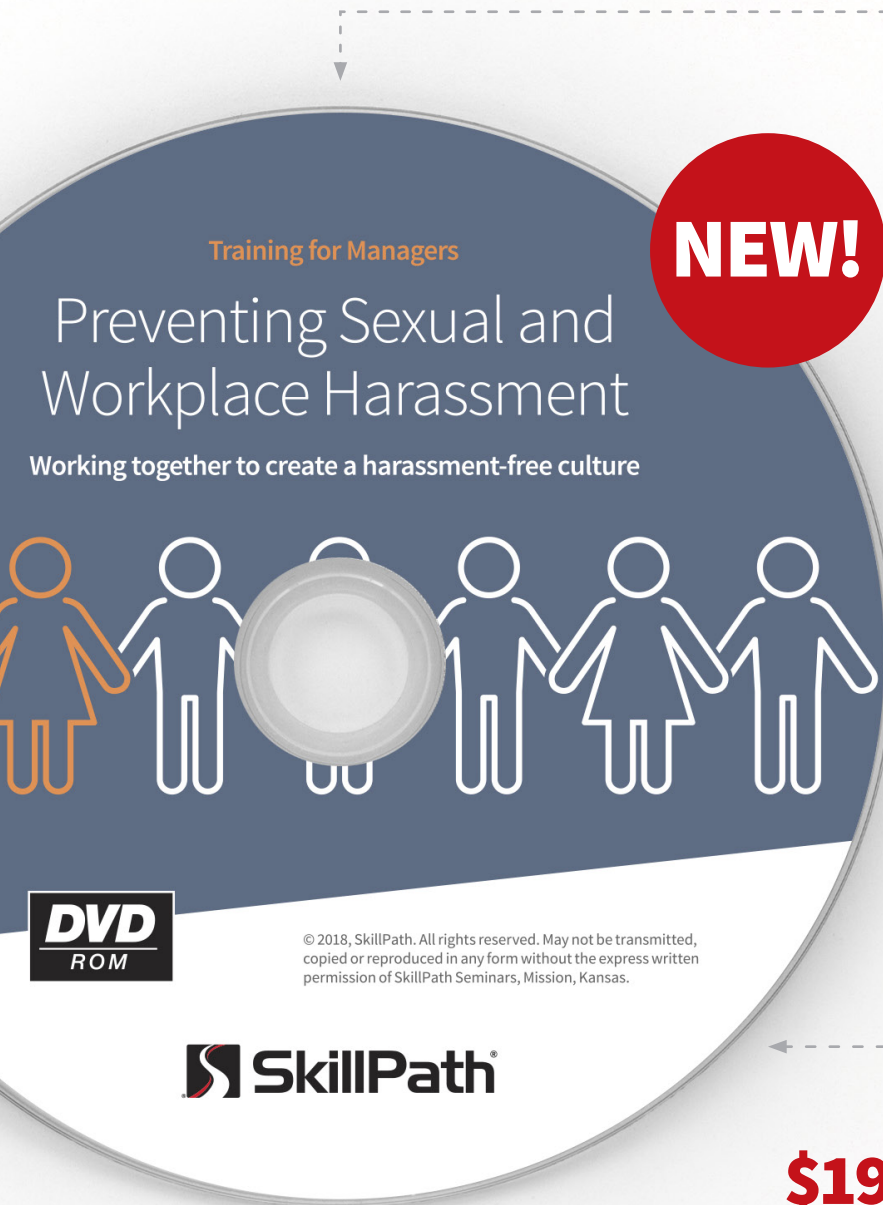


See full event  
schedule



Available as a  
virtual event

# Learn how to **stop harassment for good**



**NEW!**

Training for Managers

## Preventing Sexual and Workplace Harassment

Working together to create a harassment-free culture

Specifically designed to help companies create a harassment-free culture with the training you need to:

Recognize the behaviors associated with harassment

Detect the warning signs of a hostile work environment

Ensure proper handling of harassment complaints and much more!

**DVD**  
ROM

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**SkillPath**

“In the era of #MeToo, this is the training you simply cannot afford to go without.”

**\$199**

### Preventing Sexual and Workplace Harassment

Available in your choice of DVD, USB or online formats.

Protect your company with our NEW digital training solutions. Don't leave your company open to lawsuits or liability. Get this important compliance training today!

**Item No. 10-9131M;** one DVD

► **Buy now.**



# Improve workplace safety with **timely OSHA training**

## OSHA Workplace Safety Outreach

Prevent accidents and eliminate enormous fines and costs. Attend this one-day workshop full of cost-effective solutions you need to keep your people safe—and to keep OSHA inspectors off your doorstep.

- Get OSHA record-keeping basics
- Train managers and staff
- Use proactive safety tips and tools to reduce workplace accidents

## OSHA Workplace Safety: 30-hour General Industry Training

This five-day course is the comprehensive OSHA training you can't afford to miss. Get up-to-the-minute information on the latest standards, keep your workplace safe, head off costly fines and qualify for the 30-hour OSHA Outreach completion card.

- Stay current on OSHA regulations
- Identify crucial OSHA resources
- Reduce downtime due to workers' comp claims

### THREE-HOUR EVENT

**\$179** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event

### FIVE -DAY WORKSHOP

**\$999** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



See full event  
schedule



Available as a  
virtual event



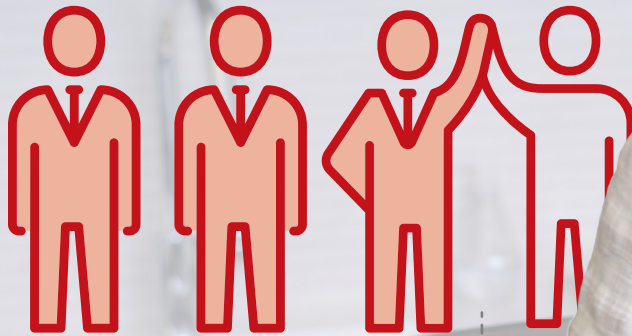
## Upcoming **HR, OSHA & Finance Webinars**

- Untangle the Triangle: FMLA, Workers' Comp and ADA
- Exempt vs. Nonexempt: Understanding FLSA's Employee Classification Standards
- FMLA Medical Certification: How to Administer Leave, Minimize Abuse and Prevent Lawsuits
- How to Successfully Manage a One-Person HR Department
- Getting Delinquent Accounts to Pay Up
- The Essentials of Employee Onboarding
- How to Conduct Effective Workplace Investigations
- Payroll Law Update
- How to Prevent FMLA Abuse
- Finance 101 for Non-Financial Managers
- Legally Handling Garnishments

**See page xx for more information. Sign up online today!**

**Administrative support** training:

Sharpen the skills  
**most valued by  
top executives**



**100%**  
of executives say their assistant  
is important to their  
**success**



**3 in 4**  
managers feel administrative  
professionals' responsibilities have  
**increased**  
in the past 5 years

## You're everyone else's number one support person ... but who's taking care of you?

As an administrative assistant, you're an important part of the office team. You ensure the business keeps running as smoothly and as effectively as possible.

Great admin pros share a few common traits—skills that can be easily acquired and honed with training (and the skills most valued by top executives—see page xx).

Our training courses, webinars, books, digital downloads and other resources provide the training you need to be an outstanding professional with exceptional communication, organization and time management skills. Even if you have some experience, you can always learn new, updated and better strategies to help you be more productive than ever.

As the number one support person for so many, why not take some time out and tend to your own professional growth? Give your career a boost when you sign up for one of our seminars today.

**Flip to the next page for the top training recommended by Administrative Pros.**



Source: OfficeTeam, 2018



# Devote one day to your own career

## FEATURED PROGRAM

### The Administrative Assistants Workshop

Elevate your skills to new heights, renew your enthusiasm and take advantage of the tremendous opportunities

awaiting you as a top-notch assistant. And in today's do-more-with-less business landscape, competent, accomplished assistants are in demand now more than ever.

You're expected to do whatever it takes to keep everyday business going amid the confusion of restructured departments, staff reductions, shifting responsibilities, technology updates, new management—you name it! Register for this powerful workshop and learn the practical skills that will help you manage your job and your career with new professionalism, new authority and a new attitude.

- Get in sync with your boss—**master the subtle art of managing up**
- **Lead with authority**—even when you're not in charge
- Polish your people skills to help **build effective professional relationships**
- **Manage multiple projects**, responsibilities and bosses with minimal stress
- Exercise critical thinking to **bring solutions—not problems**—to your boss
- **Negotiate like a pro** and get what you want more often
- Keep a positive outlook—**neutralize the impact of difficult personalities** on your life

THREE-HOUR EVENT

**\$199** per person  
\$189 each for 4 or more

**Find out the dates and times of our presentations or [register today!](#)**

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Virtual event schedule



Downloadable course brochure



Full workshop agenda



Sample of the course workbook

 SkillPath

**Career Strategies**  
for Working Women



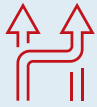
## FREE Podcast:

*Career Strategies for Working Women*  
Season 2, Episode 4: *Establish Your Credibility, Trust and Influence*  
Leadership expert Mary Jo Asmus explains the importance of establishing credibility in today's workplace.

► [Listen to the podcast or download today.](#)

# Top 10 skills **executives value most in admins**

Do you have what it takes **to be outstanding?**



## **1. ADAPTABILITY**

The ability to adapt to any situation on the fly is critical. You need to be able to think quickly and efficiently no matter what comes up.



## **2. CREATIVE PROBLEM SOLVING**

Solving minor problems without taking them to your supervisor will lighten your boss's load and help you to shine.



## **3. PROFESSIONALISM**

Your outward appearance and attitude reflect your administrative skills. Stick to the dress code, watch your body language, greet everyone with a firm handshake, make eye contact and maintain proper etiquette at all times.



## **4. ORGANIZATION**

You must be able to keep projects on track, meet deadlines, juggle schedules and answer questions with accuracy. You can't do any of that without first-class organization skills.



## **5. TIME MANAGEMENT**

Being organized goes a long way to helping you manage your day. However, you're not just managing your time—you're managing your boss's time too.



## **6. COMMUNICATION**

However you interact with employers, staff and clients—whether it's via email, in person or on the phone—be succinct, professional and positive.



## **7. TECH-SAVVY**

It's not just email anymore. You may be expected to run a social media site, crunch numbers, publish an office newsletter, create polished presentations and more.



## **8. BUSINESS ACUMEN**

Because you'll communicate with professionals throughout your company, make sure you're familiar with industry-specific terms. You'll understand your work better and better connect with colleagues, vendors and clients.



## **9. DISCRETION**

At some point, you will handle sensitive information that must be kept confidential. It's essential that you're someone people trust. In the same vein, take care not to participate in office gossip.



## **10. EMOTIONAL INTELLIGENCE**

Above all else, be approachable—a people person with empathy for the colleagues you are supporting. Understand their unique characteristics and anticipate their unspoken needs.

**Visit *The Training Insider* for more career building articles and business tips straight from the pros.**

# Discover your purpose and build the life you want

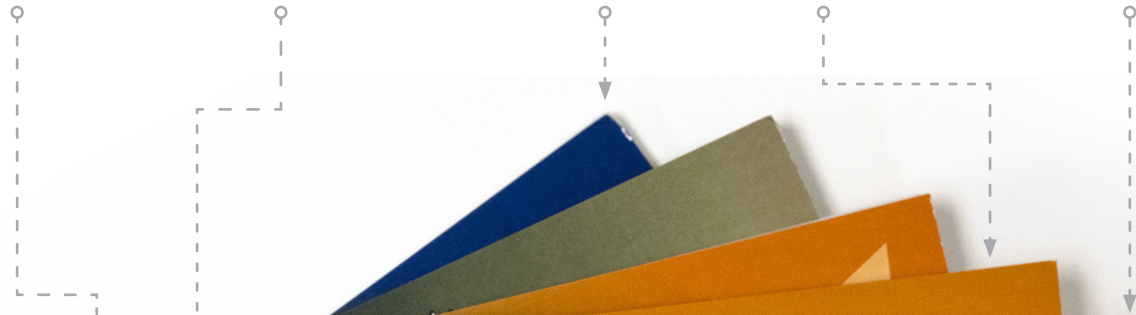
**Discovering Your Purpose**—Believing that the first steps toward finding your purpose must be taken along the road of self-examination, the author provides a series of introspective exercises.

**Going for the Gold**—Get 100 tips for finding “everyday” money to invest as well as dozens of time-tested strategies for helping you achieve peak performance in your personal financial planning.

**Organized for Success**—Discover new ways to solve old problems and practical new advice to help you. The “Taking Control Tips” in each chapter will help you begin reclaiming control of the chaos in your life.

**Productivity Power**—Here are 250 practical tips and tactics you can use to work and live more productively every day. Every page is a rich idea lode for the serious self-improvement prospector.

**Stress Control**—Learn dozens of interactive exercises designed to help you unstress and explore how stress affects your life, body and outlook. You’ll uncover stress-relief opportunities you never knew existed.



**\$99.79**

## Life Skills Kit

Set your own goals. Make your own plan. Live your best life. This inspiring five-book set provides you with fresh ideas and challenges you can use to build the life you want.

**Item No. 13-8007;** five books

► **Start living your best life.**





# Upgrade your administrative skills to **rockstar status**

## **The Extraordinary Administrative Professional**

The practical, powerful skills you'll learn in this one-day seminar will give you new ideas ... and a fresh perspective. Master the super skills your critical position demands. This energizing seminar is the most effective way to elevate your people skills and productivity and dramatically increase your value to your organization.

- Handle difficult personalities
- Project confidence and poise
- Decrease your stress with better communication and organization

THREE-HOUR EVENT

**\$149** per person  
when 3 attend, a 4th is free!

Download a **course brochure**  
or **register today.**



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schedule



Available as a  
virtual event

## **The Indispensable Assistant**

Achieve the results you want and win the respect you deserve! This empowering one-day seminar provides practical, proven tips to enhance your project management, time management, delegation and organizational skills. You'll return to the office more productive, more valuable and more effective than ever before.

- Handle constant interruptions
- Keep projects on track, on time and successful
- Organize your work area for improved efficiency

THREE-HOUR EVENT

**\$99** per person  
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## Upcoming **Administrative Support Webinars**

- The Essentials of Front Desk Safety & Security
- Managing Multiple Priorities for the Front Desk
- Telephone Skills for Administrative and Front-Desk Professionals

**See page xx for more information.**  
**Sign up online today!**

**Business communication** training:

Improve  
credibility with  
**better business  
writing**



**73%**  
of employers want a  
candidate with strong  
**writing skills**<sup>1</sup>







Poorly written  
communications cost

**\$2,100 –  
\$4,100**

in annual productivity per employee<sup>2</sup>

## **Ironically, the digital age has made writing skills more important than ever.**

Writing skills are a powerful tool in business and a vital part of your career. It's surprising, but research says the need for solid written communication in today's post-Internet world is actually stronger than ever.

According to a recent study, hiring executives list good writing skills as one of the top three attributes they seek. In fact, when it comes to skills most needed for professional recognition and success, effective business writing tops the list!

That's why SkillPath helps thousands of business professionals like you earn more credibility and respect by presenting a polished, professional presence through the written word.

If you want to transform yourself into a stronger, more effective, more confident writer, enroll in one of our courses today!

**Flip to the next page for training and other resources that help you brush up your business writing.**



Sources:

1—National Association of Colleges and Employers, 2017

2—Atlassian, 2012



# Polish your **professional writing skills**

## FEATURED PROGRAM

### Business Writing and Grammar Skills Made Easy and Fun!

Dramatically improve your business writing skills in this fun, interactive two-day course. You'll reap the benefits of more polished, more professional and more powerful written communication.

You'll gain dozens of field-tested strategies from today's most effective business writers. Learn how to present your ideas clearly and persuasively . . . select the best words to fit your meaning . . . spot misused verbs, pronouns and punctuation . . . avoid embarrassing errors . . . and much more. It's training that will make a difference both inside and outside of the office.

- Compose messaging that's **concise, relevant and easy to understand**
- Take the mystery out of confusing usage rules to **avoid credibility-killing blunders**
- **Discover your natural style**—the key to reader-friendly, interesting writing
- Present **strong, logical written arguments** with the power to persuade
- **Proofread like a pro** and catch mistakes before it's too late
- Improve readability with **easy formatting basics**
- Write actionable emails and winning business proposals that **get great results**

### Email etiquette?

Want to add a smiley face to soften your message or follow a joke with a laughing emoji? Studies caution, DON'T. For other email writing mistakes to avoid, [click here](#).

SIX-HOUR EVENT OVER TWO DAYS

**\$299** per person  
\$269 each for 4 or more

Find out the dates and times of our presentations or **[register today!](#)**

Click on the icons below for ...



Virtual event schedule



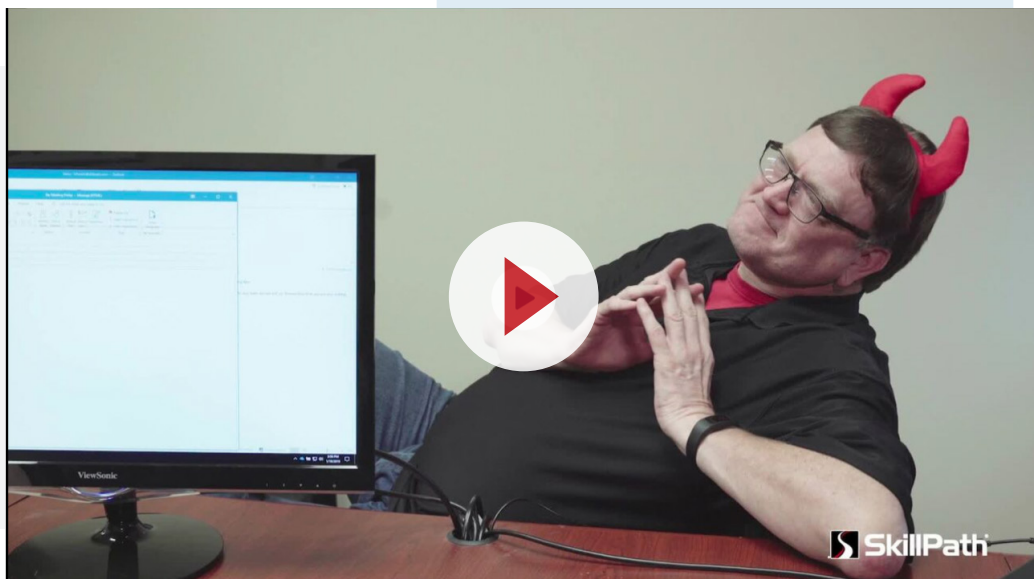
Downloadable course brochure



Full workshop agenda



Sample of the course workbook



# Improve your writing, **increase your competitive edge**

## **Business Grammar & Proofreading**

Say good-bye to costly grammar mistakes. Don't let typos and punctuation errors reflect poorly on your credibility. Get this all-in-one writing refresher and add professional polish—and accuracy—to every sentence you write!

- Learn tips for proofreading like a pro
- Simplify punctuation with a few easy guidelines
- Forget the old grammar rules—and learn the new ones

## **The Copywriter's Workshop**

Craft killer copy for high-impact results. This interactive two-day workshop provides proven strategies, tips and real-world examples to inspire your best benefit-packed headlines, attention-grabbing leads and strong calls to action.

- From social posts to sales flyers, emails and more, your new skills will send response rates soaring!
- Create compelling content to engage any audience
- Get the tips and tricks the pros use to boost responses

THREE-HOUR EVENT

**\$149** per person  
when 3 attend, a 4th is free!

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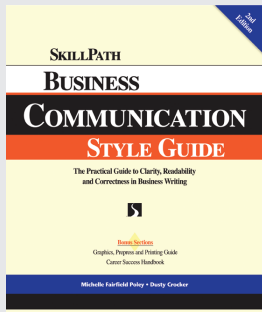


## Upcoming **Business communication Webinars**

- The Business Grammar “Crash Course”
- Making Your Business Writing Mistake-Free
- Business Writing Essentials
- Proofreading Skills and Strategies

**See page xx for more information.**  
**Sign up online today!**

# Business writing resources for savvy professionals

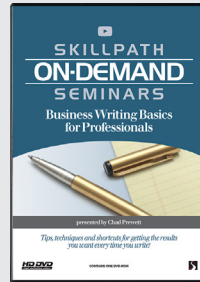


**Business Communication Style Guide**—Get answers to all your questions on grammar, syntax and style—with business documents you can use right away.

Item No. 16-0002;  
book and one CD-ROM

**Special Catalog Price: \$59.95**

► [Buy it.](#)



**Business Writing Basics for Professionals**—You'll learn tips, techniques and shortcuts for getting the results you want every time you write!

Item No. 10-9122;  
one DVD-ROM

**Special Catalog Price: \$149**

► [Buy it.](#)

**Proof Positive**—Tools, techniques, and tips proofreaders use to present a clear, message every time.

**Letters & Memos Just Like That!**—Learn 100s of helpful tips to put quality into everything you write.

**Write it Right!**—Use your own natural writing voice and while maintaining a professional tone.

**Grammar? No Problem!**—Stop worrying about grammar taboos with this fingertip guide.

**Power Write!**—Learn how to put your ideas on paper in a way that moves your readers.



**\$93.79**

## Every Writer's Quick Fix Kit

Everyone can become a better writer, and you'll use these five tools every day to find the right words, guarantee correct grammar and edit with ease.

Item No. 98-0506; five books

► [See what's included.](#)



# Get the most out of your **digital marketing efforts**

## Digital Marketing Boot Camp

Tap into the mobile marketplace and make digital marketing work for your business. This two-day course dives deep into the tangible solutions and strategies you need to take control of digital platforms and master online marketing in all its forms.

- Inspire, engage and convert mobile users
- Get maximum exposure on social media
- Apply easy SEO basics to drive traffic, optimize Google® ads, boost clicks, learn email best practices—and more!

## The Social Media Marketing Workshop

Whether you're just getting started with social media or you're already on board, learn how you can grow your business exponentially and build profitable, new revenue streams through the power of social media.

- Choose social media platforms that give you the most traction and positive ROI
- Create compelling content to drive Web site traffic
- Avoid trial-and-error rookie mistakes with proven engagement strategies, tips and more!

## Social Media Marketing

This two-day workshop provides a complete introduction to social media and in-depth insight on the most widely used social platforms. Learn all the basics to start laying the groundwork for a plan that maximizes your social efforts.

- Develop goals for your social media campaign
- Find your social voice and use it to gain brand legitimacy
- LinkedIn®, Facebook®, Instagram®, Pinterest®, Twitter® and more—finding the right mix for your business

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when 3 attend, a 4th is free!

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# Follow **SkillPath** on social media ...

... and stay connected to your career goals

SkillPath is your go-to source for career growth and guidance. Take charge of your professional development and unleash your full potential by tapping into our insights, expertise, success tips and free resources.

## Follow us on social media for:

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- Creative solutions to persistent problems
- Keeping on top of changes in your field
- What's trending in the world of business
- New ways to achieve your goals more quickly
- FREE Webinars, white papers and more



## FREE Webinar:

*Three Ways Leadership Can Break Down Workplace Silos*

Learn how company leaders can foster a more creative, innovative workplace by breaking down department silos and putting an end to the divisive nature of internal politics.

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### **Management approaches for today's aspiring leaders**

Discover the latest trends and insights on leadership development for leaders at all levels. There's something for everyone—emerging leaders, first-time managers and seasoned pros.

## **Career Conversations**

### **The professional woman's guide to workplace success**

Inspiring and smart, this eNewsletter is perfect for women at any stage of their career. Every issue supports the continuous growth of women at work and empowers them to take advantage of career opportunities.

## **The Future of Work**

### **Career path strategies for next-generation leaders**

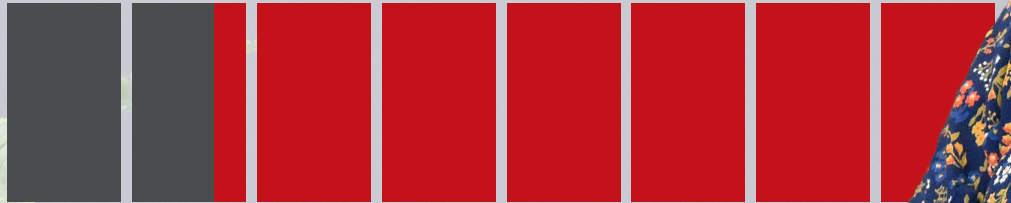
Millennial and Gen Z workers navigating today's competitive career landscape will find inspiration, trends and advice on networking, personal development, communication, wellness and more.



Excel® training:

# Enhance your proficiency with expert-led training

**82%** of middle-skill jobs require digital skills



**78%**

of those of jobs call for proficiency in word processing and spreadsheet software





## While extremely accessible and user-friendly, to get the most out of Excel, some training is crucial.

You don't need a programming degree to learn Excel features that'll change the way you work. But you do need some training.

Despite the overwhelming popularity and wide use of Excel, few people are proficient at its most powerful features ... or understand its impressive capabilities to summarize, analyze, explore and present data.

Our virtual courses and one-hour webinars will teach you the most advanced features and functions Excel has to offer, allowing you to get more done in less time. Regardless of your experience level, we provide multiple training modalities—expert-led live and online events, books, DVDs, USB programs and more—that will take your skills from good to great!

Whether it's formatting problems or managing the data within your workbooks, we have just the training you need.

**Flip to the next page to review your opportunities for technical training**



Source: Burning Glass Technologies, 2017

# Train to become an **Excel®** power user

## FEATURED PROGRAM

### Two-day Workshop on Advanced Microsoft® Excel® Techniques

Put the **REAL** power of Excel to work for you with in-depth, advanced training. Learn ways to simplify tasks, increase productivity and increase the sophistication of your data reporting and analyzing.

This expanded two-day course will help you tackle complex data analysis, advanced charting and graphing, PivotTables, PivotChart reports and more with confidence. Bring your own laptop to get the most out of our powerful hands-on labs.

- Shave hours off your day with handy pro shortcuts and **“programmer only” secrets**
- **Create professional-looking forms** and polished reports in minutes—not hours
- **Confidently tackle complex data analysis**, functions and formulas
- **Use PivotTables to reveal patterns** and spot the trends that impact business
- **Pack power into your spreadsheets** with VBA and macros

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Full workshop agenda



Sample of the course workbook



## TRAINER SPOTLIGHT

### Philip Wiest

*Expert Software Trainer*

Philip Wiest has presented more than 1,000 courses and hands-on workshops (ranging from spreadsheet to database to word processing) to beginning, intermediate and advanced computer-reliant professionals.

**Our favorite Excel® guru: Phil Wiest, PMP® PMI-ACP® PMI-PBA® Microsoft® Office Master.**

**See his career tips on page 67.**



# Get more done in less time **with Microsoft® Excel®**

## Getting the Most From Microsoft® Excel®

This comprehensive one-day workshop is loaded with the practical, easy-to-implement tips, techniques and shortcuts that help you turn Excel into one of the fastest, most flexible tools in your arsenal.

- Handle hundreds of data rows
- Design graphs with ease
- Troubleshoot your most frustrating issues

## One-day Advanced Training for Microsoft® Excel®

Think you know everything about Excel? Think again! This next-level workshop will put the power of Excel's advanced features and functions to work for you—catapulting your level of proficiency from basic to advanced. You'll enjoy increased efficiency, productivity and greater capability to analyze and share data.

- Learn advanced filters
- Master lookup functions
- Includes a special section on data exchange on the Web

THREE-HOUR EVENT

**\$149** per person  
\$139 each for 4 or more

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## Upcoming **Excel®** Webinars

Mastering Excel Functions & Formulas.....9/11/19

Organizing and Managing Data in Microsoft Excel...9/23/19

How to Use Microsoft Excel PivotTables

to Easily Summarize and Analyze Data .....10/25/19

**See page 36 for more information. Sign up online today!**

Essential Excel® to help  
you **work smarter ...**  
bundled training to help  
you **save big**

**\$199**

**Microsoft® Excel® 2016  
Video Training Series**

*Available in DVD, USB or online formats.*

**Shortcuts**—Faster ways to do all your everyday tasks. Power users swear by them.

**PivotTables**—Makes sorting and sifting through huge amounts of data easier than ever!

**Charts & Graphs**—Get the fastest, easiest way to master charts and graphs once and for all.

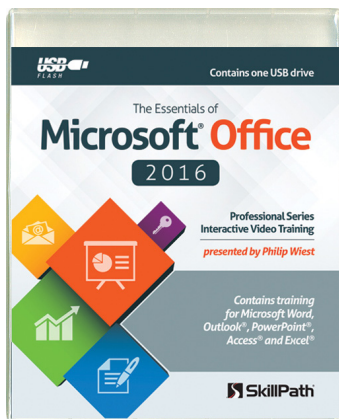
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## CAREER TIPS

# Don't Ruin Your Excel Charts and Graphs with Data Overload

From author and trainer Philip Wiest, PMP® PMI-ACP® PMI-PBA® Microsoft Office Master®

Do you know the “rookie mistakes” you should avoid?



### 1. REDUNDANT REDUNDANCIES

Everybody knows it's a month, there's no need for a horizontal axis label to remind people what January, February, and March are. Solution: Delete that horizontal axis title.



### 2. LEANING TOWERS OF PICAS

Nobody can read sideways, unless they've just been knocked down in an octagon. Stop putting text sideways. (Hint: you can let go of the diagonal text, too.) Solution: Delete that vertical axis title.



### 3. AXIS OF EVIL

What's the sense of having a vertical value axis when you have data points on the chart? You don't need the vertical axis numbers, Solution: Delete them.

**SkillTip:** Note that “less is more” in charts and graphs. A clean chart is a clear chart, so lose the chart paraphernalia.



### 4. GRID AND BEAR IT

Gridlines. Without an axis, who needs gridlines? You have data labels... the only reason for gridlines is if you want to fold a paper in half – perfectly. Solution: Delete them.

**SkillTip:** Do you know the difference between a graph and a chart? Graphs contain raw data and show trends and changes in that data over time. Charts are used when data can be categorized or grouped to build a more simplistic and easily consumed figures.



### 5. WHAT BECOMES A LEGEND MOST?

With your chart lines running top to bottom and your legend displayed side-to-side—one part of your chart is going north-south while the other is going east-west. Move the legend to the side of the chart so that the pattern is consistent—top to bottom.



### 6. DIVIDE AND CONQUER

Why don't you make multiple graphs instead of trying to push so much data into one visual? It's a lot easier to compare Team 1 and Team 2 when they are separated ... rather than on top of each other. (The only time you see teams on top of each other is when a bench clears... and there are fines for that!)

► **For more tips from the pros, go here.**





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- Audio
- Guided Learning Paths
- Articles
- Other

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**Unlimited Live Events**—Choose from thousands of events facilitated by qualified subject matter experts.



**Unlimited Webinars**—When you can't get away, try our one-hour Webinars. Invite your whole team to watch!



**Unlimited On-demand Training**—Pre-recorded live seminars presented in a practical video format.



**Quick-tip Video Microlearning**—Training videos in bite-sized chunks for your busiest employees.



**FranklinCovey Online Audio Collection**—Informative audiobooks from leadership experts like Stephen Covey.



**Guided Learning**—Ongoing professional development, guidance and recommended training specific to your job.

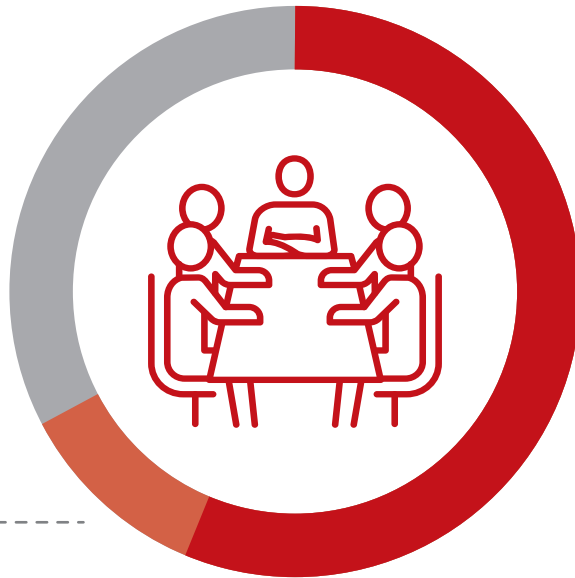
## Corporate pricing is available

Our [Enterprise Edition](#) adds administrative controls and is perfect for group licensing. [Discover the advantages here](#) or call us to speak to an **expert STAR12 representative**.

# Workplace diversity is not just the latest fad. **It's driving profitability!**

69%

of executives rated diversity and inclusion an important issue in 2017,



compared to **59 percent** in 2014.

Source: Global Human Capital Trends, 2017

Research shows that diverse teams are more creative, more innovative and higher performing. Regardless, there's STILL a lot of fear and confusion swirling around topics like diversity, inclusion and unconscious bias—what not to say and what not to

do—among organizations and individuals. That's why SkillPath tapped academic experts to develop an **ALL-NEW approach** to workplace diversity—one that's rooted in positive psychology and backed by decades of research.

**Learn more about our NEW positive psychology approach** to diversity and inclusion when you visit our **FREE RESOURCES page** today. Download the free report, watch an informative Webinar and read about our updated suite of Unconscious Bias and Inclusion solutions.