



**Thursday, February 1, 2018**

**Topic: Motivation      Presenter: Jane Jenkins Herlong  
Don't Throw Tomatoes at My Field of Dreams!**

When life gives you over-ripened tomatoes, make some ketchup! In this presentation, full of enriching content and enlightening humor, you will hear business and life success strategies. Her humorous, original storytelling focuses on personal accountability and life-balance, while promoting the highest standards of ethics for peak performance and bottom line productivity. You will learn creative strategies to out-think or re-think the competition. You will discover:

- Why there is value in making great mistakes.
- Why business as usual is NOT business as usual—so be unusual!
- How difficult people can actually empower you.
- How to identify the “Best Worst Thing that Ever Happened.”
- How to become a “keeper” to your customers.

**Thursday, April 12, 2018**

**Topic: Teamwork      Presenter: Nick Arnette  
Me, We, and Glee, You Need All Three**

This fun and interactive session is all about how to have a great attitude, work as a team, and keep your sense of humor, and in turn, be better at your job!

In this session, you will learn:

- How to have a great attitude, even when things are going wrong.
- How to take charge of your thoughts.
- How not to let knuckleheads get to you!
- Why happiness is highly overrated, and what's even better
- How to be a more effective communicator in the office.
- What teamwork is and how to know you're really working as a team.
- How to find more humor in your life and use appropriate, effective humor at work
- How humor will make you more productive and a better leader.

**Thursday, June 14, 2018**

**Topic: Productivity      Presenter: Vicki Hitzges  
Power Punch Your To-do List**

Do you need to get thinking, planning, and ready to go? Accomplishing goals leads to enhanced character, higher self-esteem, and increased opportunities. In this seminar, you will discover strategies to tackle goals, open doors, feel great, and watch your productivity skyrocket!

You will learn:

- The 3 reasons we avoid tasks.
- Why other people delay tasks.
- What to do if you stall because you're afraid to fail.
- An easy cure to get more creative instantly.
- Your ideal working conditions, whether you're doing creative or painstakingly detailed work.
- Practical tips to stop procrastinating and get going FAST.

Watch your productivity soar, your self-esteem increase, and your service and work quality improve. In return, your organization will profit from eager employees excited to tackle goals.

All 2018 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](http://mygma.org)

Seminars are FREE to all employees of GMA member companies.

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# 2018 WORKPLACE GMA WORKSHOPS

"I find the Workshops always leave me with tips and tricks to use in home and work situations. They're always a great experience."

"Workplace Workshops are very educational and inspirational. They're great for personal and professional development."

"Informative, entertaining, educational, challenging, motivating...GMA's Workplace Workshops have it all!"

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**Thursday, August 2, 2018**

**Topic: Customer Service**      **Presenter: Rob Bell**

## Ringing Endorsements: How to Wow Your Customers

Every team member has the opportunity to enhance your company's reputation. When face to face with the customer, each person represents the whole organization. The key to making sure each interaction earns a ringing endorsement is to not simply serve the customer, but to truly wow them. Remarkable customer service requires that every person in your organization understands the FOCUS (Fundamentals of Consistent Unsurpassed Service).

Attend this engaging and fast-paced seminar to learn:

- What your customers really want.
- The five levels of listening.
- The power of choosing positive words. Our success comes in CANS, not CANNOTS.
- The importance of body language—not only reading our customers', but also taking responsibility for our own.
- The five steps to turn service breakdowns into loyalty building opportunities.

**Thursday, October 11, 2018**

**Topic: Communication**      **Presenter: Colette Carlson**

## Many Communicate. Learn to Connect!

The common denominator of the most successful people is the ability to effectively communicate and connect, regardless of the situation or audience. In a competitive world filled with a global workforce, numerous communication channels, and constant digital distractions, being heard has never been more challenging. Clear, concise communication is no longer enough to get results; connection must be part of the equation. Productivity lessens, collaboration stalls, accountability suffers, and conflict and stress escalate when even the simplest of miscommunication occurs. Without connection, these outcomes are only heightened. In this presentation, you will learn how to connect and communicate on a deeper level to form crucial relationships that drive productivity, engagement, and collaboration. You will also explore strategies to influence others and overcome conflict, while maintaining a respectful, human connection.

**Thursday, December 6, 2018**

**Topic: Attitude**      **Presenter: Dave Caperton**

## Adjusting the Lens of Perception

If perception is reality, then what might be possible if you could change your perceptions? How about experiencing more engagement, enjoyment, and motivation at work, along with a healthier work culture? Finding joy at work doesn't guarantee success, but when you enjoy what you do, you tend to be better at it. It's the fuel that drives motivation, curiosity, innovation, and a burning desire to go farther, aim higher, and dig deeper. A commitment to joy, cultivating a compassionate sense of humor, maintaining a positive focus, even making small physical changes are among the choices we can make each day to alter our perceptions and shape our reality. Attend this seminar to learn how to make these conscious choices that create more joy, more engagement, and less stress.