

2012 Workplace Workshop Series



All 2012 Workplace Workshops will be hosted at the Embassy Suites Hotel, 204 Centreport Drive in Greensboro

Workshops will include refreshments and networking at 7:30 am.

All seminar times are 8:00 - 10:30 am

Registration is required to ensure we have ample food and seating for all attendees.
Phone: (336) 378-6350
Online: mygma.org



Communication

How to Click with Everyone Every Time

Thursday, January 12, 2012

David Rich

Today's customer is more demanding, more knowledgeable, and less loyal than any time in history. If you want to succeed, you must do more than contact them, you must build rapport with them...and fast. What's the difference between just interacting with your customers or coworkers and truly connecting with them? The answer is "clicking." People who click have been described as having something special about them, seeming to effortlessly attract loyalty and success. In this inspirational session, attendees will learn the skills, techniques and behaviors of non-manipulative persuasion, how to use their voice as a tool to connect immediately with others, and how rapport and personal connection can be the ultimate competitive advantage.



Change Management

Getting the Blue Ribbon—Award Winning Results Don't Come Naturally

Thursday, March 8, 2012

Jones Loflin

Do you need to make sure the right work gets done instead of spending your day rushing from one thing to another, rarely doing anything well? Is change needed to move you and your team from mediocrity to excellence? Award-winning results don't come without a little hard work. This humorous and thought-provoking seminar will equip you and the individuals in your organization to achieve excellence through successful change. You will identify new skills, attitudes or behaviors you need to "graft" into your work routine to achieve greater success, learn how to create an environment where the right things "grow," discover and "prune" areas that are growing out of control and "harvest" success when you achieve your blue ribbon.



Professional Success

The 12 X's of Success

Thursday, May 10, 2012

Dave Weber

Do you need to boost your performance to the next level? Attend this funny and insightful program to learn the skills and attitudes that all successful people and leaders use to positively impact their workplace. Through humor, magic and audience interaction, Dave will teach a series of proven and time-tested principles that can be universally applied to all kinds of settings, industries and job titles to make progress on purpose in both your professional and personal life. These twelve keys to success stress the importance of setting goals, maintaining a positive attitude, avoiding negative influences and moving forward in the face of adversity. You and your team will immediately reap the benefits of improved confidence, soaring productivity and exciting results.

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Workplace Workshop attendees are saying. . .

“Workplace Workshops are very informative and relevant to everyday work experiences. The speakers are engaged with the audience and the sessions are enjoyable.”

“Today’s seminar really recharged my battery. I know it will make me a better employee.”

“Each event is well structured, well organized and FUN!”

“I love the Workplace Workshop speakers! The topics and lessons are always relevant. Thanks, GMA, for providing these great lessons and development opportunities.”

Seminars are FREE to all employees of GMA member companies.

Please Share This Information With Your Colleagues.

Go online to mygma.org for additional information about Workplace Workshops and the other programs that GMA offers.



Sales **High Trust Selling**

Thursday, July 12, 2012

Chris Fuller

Trust. As the foundation of all business relationships, this elusive quality can make or break your career. In only a few contacts with a prospective client, how can you successfully lay the groundwork for a trusting and mutually productive relationship? This no-nonsense program—appropriate for both inside and outside sales professionals as well as anyone who interacts with your firm’s clients—will provide invaluable insights to help you earn the trust of your customers and cultivate profitable, long-term relationships with them. The principles you learn will propel you into a lucrative sales career that is both personally and professionally rewarding. By staying true to your values and implementing these tactics, you will dramatically increase your sales through customer loyalty and an enviable professional reputation.



Customer Service **Making the Customer Experience Magical NOW!**

Thursday, September 6, 2012

John Formica

Have you ever wondered how Walt Disney World maintains its reputation of Business Excellence, Leadership, Inspiring Working Environment, and Unparalleled Customer Service? It’s not just about customer service; it’s about the total customer experience. Learn proven success strategies from an “Ex-Disney Guy” to help your organization create a magical customer experience and culture. John will relate the tips and tricks that allow you to increase your market profile, beat out your competition, and lead the way in this challenging economy. Attend this seminar to learn how to determine what your customers really want and how to disguise it into what they really need, the importance of an “On Stage” strategy to a customer’s experience, and how to create Magical Moments that will wow your customers and separate your business from the rest.



Technology / Time Management **Is Too Much Technology Making Us Stupid?**

Thursday, November 8, 2012

Jerry Bridge

Today’s world is all about speed and gathering information, superficial or otherwise. How does that affect our ability to comprehend, focus and enjoy our lives and do our work? What can you do to take care of your well-being, save your sanity and bring focus and energy back to your life? How can you filter through the digital clutter to find what you truly need to do your job? This presentation will teach you vital principles, tools and practices for effectively living and working in the constant presence of too much: too much technology, too much information and spiraling expectations. You will leave this seminar better equipped to deal with the stress and anxiety associated with today’s technology and information overload.