The following courses are offered by West Chester University professors or Organizational Development professionals, all experts in their respective field, and able to customize to fit your business needs.

**Business Writing**  
West Chester University's Business Writing Institute offers customized business writing instruction for organizations who would like their employees to gain proficiency in writing. Customized seminars by one of WCU’s Professors, in conjunction with self-paced online instruction will be designed to meet your specific business and employee needs. Seminars may also offer assistance with improving the workflow and drafting process for recurring writing tasks, such as reports & plans that arise daily, weekly or yearly.

**Communication/Team Building**  
A half-day workshop that will help participants understand the stages of team building and strategies to use and create functional, cohesive teams in organizations. Discussing challenges and successes in team building and brainstorming ideas for creative teambuilding will be part of the workshop. Issues such as getting members to share a common mission, identifying team members' unique talents, and building effective collaboration to fulfill team goals will be explored (1/2 day).

**Conflict in the Workplace**  
The half-day workshop enable participants to identify, understand, and practice strategies to resolve conflict more effectively. Specific conflict styles like avoidance or confrontation will be presented along with the situational impact of each. Special focus on how to work effectively with difficult people will be introduced along with presenting novel strategies. Participants will have an opportunity to examine their own challenges and successes and practice skills via role-plays (1/2 day).

**Customer Service Communications Workshop** provides the technical consultant with the critical communication skills necessary to succeed in the current customer-driven business environment. Each of the communication topics address key skill areas and provide a solid foundation for effective customer communication and service. Techniques introduced, such as clarifying questioning and paraphrasing, help the listener elicit the true meaning of the message sent and eliminate confusion or misinterpretations. The workshop combines facilitator instruction with interactive activities to include customized role-plays, group discussion, self-assessments, individual and group exercises (1 day).

**Emotional Intelligence** - This half-day workshop will help participants understand the concept of emotional intelligence (EI), gauge their own emotional acuity, learn specific strategies (like mindfulness and strategic listening) to increase their own EI. Presenters will discuss various types of emotional intelligence and explore how attendees can use skills they already employ in one setting to improve in others. The session includes an emotional intelligence quiz (1/2 day).

**Organizational Leadership** Participants attending this event will achieve: 1) a heightened awareness of multiple approaches to their role as a leader; 2) self-reflection for making informed decisions; 3) an understanding that leaders are not born but develop via relationships and influences; and 4) an enhanced quality of effective communication. Choose 4 from the following 9 topics to customize a full day of training: Determine Leadership Style, Purpose of Power, Importance of Delegation, Facing Change as an Opportunity, Strategies for Conflict Resolution, Approaches to Team Building, Celebrating Success, Moral Decision Making & Values, and Managing Effective Meetings. Request an expanded description on aforementioned topics (1 day).
Communications

Public Speaking - Communicating Your Ideas So They Pay Attention  This full day workshop provides detailed attention to enhancing oral presentations and making them more memorable after the event. Topics in this leadership skill development model include: 1) selection of an appropriate and clear organizational pattern; 2) use of key organizational elements; 3) writing and the use of oral vs. written style language; 4) utilizing appropriate evidence/support to bolster claims; 5) delivery skill development (both physical and vocal); 6) use of technology; and 7) understanding and gaining strategies for dealing with communication apprehension/stage fright (1 day).

Team Building and Leadership  participants delve into theories and practices of what makes an effective leader and efficient team. They will cultivate new skills and talents in the following ways:
* Articulate how individual differences influence interactions.
* Learn techniques to produce agreement and cooperation among team members.
* Guide team members to increase effectiveness by recognizing and using strengths within the team.
* Learn and practice skills to provide effective feedback and create meaningful communication.
* Understand how to recognize, appreciate and utilize strengths of each team member.
* Apply models of leadership to achieve successful outcomes.
* Develop an Action Plan to sustain and reinforce learning in the workplace.
* Distinguish management from leadership.
* Produce a positive impact on team performance.  (1-2 days – 7-14 PDUs)

Time Management  This half-day workshop will provide attendees with strategies for more effective time management to implement into their work and personal lives. Participants will explore ways to categorize tasks and set priorities as well as practical ways to approach tasks such as breaking difficult tasks into manageable pieces. Time Management helps attendees plan when to work on various jobs and how to appropriately delegate (1/2 day).
Grad Exam Prep 8-week courses are generally held in the Fall and Winter semesters, while the Accelerated 1-week program normally runs in June. Our team of instructors is comprised of professionals who are well versed and keep up with changes in both the GMAT (Graduate Management Admissions Test) and the GRE (Graduate Record Examination). The 8-week courses are held in the Fall and Winter semesters while the Accelerated course is held in June. Prep courses are available during other months of the year for groups, providing there is a minimum of 8-10 attendees. Call to discuss your specific requirements for a prep course outside of the aforementioned timeframes.

All attendees receive a Math and Verbal Refresher packet to assess their skill level and brush up on topics they may not have put into practice since their last day in college.

Accelerated Grad Exam Prep is a 15-hour preparatory course for the GRE and GMAT graduate entrance exams, spanning one intensive week in length. Sessions will update math skills in Arithmetic, Algebra, Geometry, Data Sufficiency, Data Comparison, Word Problems and Special Topics. Important score raising aspects of the GRE and GMAT Verbal and Writing sections are covered. Homework assignments and reviews will integrate coursework to target problem areas for all attendees. Instructors are available during class evenings and beyond to maintain individual progress and strive toward success. It is highly recommended that students attend all 3 sessions.

Graduate Exam Prep An 8-week preparatory course for GRE or GMAT graduate entrance exam takers. Math topics are interspersed throughout the course to update skills in basic Arithmetic, Algebra, Geometry, Statistics, Number Theory, Data Sufficiency and Data Comparison. Verbal and Writing topics to include essay writing, grammar, rhetoric, reading comprehension, critical reasoning and sentence completion questions will be addressed but on a lesser scale than the math. A thorough review of computer test taking techniques and strategies enabling students to focus quickly on the correct answer and ultimately, raising their score.
The *LCC Certificate Program*

is a partnership of United Way of Chester County, West Chester University and the Chester County Chamber of Business and Industry. The program’s mission is to strengthen social service organizations in Chester County by educating skilled and concerned citizens and matching their interests and talents to fill positions on nonprofit boards of directors. Leadership Chester County is unique in its highly academic and comprehensive approach to educating volunteer leaders. Eight sessions cover 15 topics in nonprofit governance, community building and individual leadership skills, while covering key Chester County issues and introducing its non-profit service sector. The customized board placement service offers meaningful application of the training upon graduation. *This program has been approved for 60 contact hours from West Chester University by the PA Certified Public Manager®.* Additional information: [http://www.leadershipchestercounty.org/](http://www.leadershipchestercounty.org/).

**Certified Public Manager®** After successful completion of the LCC Program, graduates will possess the leadership skills to satisfy Level 1 requirements of the CPM certificate. CPM is a nationally recognized, public sector, leadership development program governed by the National CPM Consortium. It is the foundation of AACPM membership and recognized by ASPA. Certified Public Managers come from public, private and non-profit sectors and the certificate is recognized by more than 40 states and growing ([http://www.txstate.edu/cpmconsortium/Member-Programs/Members.html](http://www.txstate.edu/cpmconsortium/Member-Programs/Members.html)).

Accredited programs of Level 1 are delivered by educational institutions who have been approved as an “affiliate” of the CPM Program, where Level 2 is administered by Millersville University, the sole provider for the Commonwealth of PA, for maintaining standards and compliance of the overall program. The PA CPM Level 2 phase is comprised of 242 hours primarily distance education courses with a more public sector, practitioner-based approach ([http://www.millersville.edu/graduate/programs/noncreditprograms/PACPM/nationally-recognized-certification.php](http://www.millersville.edu/graduate/programs/noncreditprograms/PACPM/nationally-recognized-certification.php)). If you have completed the LCC Program or interested in pursuing CPM certification, contact [ejenkins@wcupa.edu](mailto:ejenkins@wcupa.edu) for further information.

*Leadership and Team Building* – 1 or 2 days – 7-14 PDUs – full description under *Communications* section.
**Intro to Lean Principles** introduces manufacturers to lean principles that will help organizations move forward with identifying and implementing an action plan to reduce wastes and inefficiencies. Training was designed to be portable between many industries and environments but may be tailored to fit your organizational needs. A free 1-hour tour of your facility to assess how Lean may be applied to your organization is included. The understanding of Lean principles is accomplished through classroom instruction and participation along with simulation within one 8-hour day or two 4-hour sessions. The one day intro paves the way to prepare an organization for additional advanced training.

**Next Steps:**

**5S Workplace Organization Workshop**, normally implemented to a select team over 24 hours, via weekly 4-hour training sessions to allow skills learned to be implemented and later monitored by instructor. Training may be adjusted to fit your industry’s schedule. The 5S Workplace Organization Workshop is designed to deliver the fundamental concepts of 5S to your workforce so your organization can begin putting this powerful system to work. **Sort, Set in Order, Shine, Standardize, Sustain** - together, these 5 simple principles form the basis of the 5S System. 5S is a powerful front-line tool for simplifying work processes, improving equipment maintenance, ensuring safety and product quality and eliminating waste. It is the basis for any on-the-floor improvement activity that brings that knowledge to the shop floor.

**The Value Stream Management System** is intended for cross-functional team members (finance, customer service, operations, engineering, materials planning, etc. with an optimum # of attendees: 8-15. Value Stream Management simplifies the planning process for lean implementation, ensuring quick deployment and greater success. It links the metrics and reporting required by management with the lean tools needed on the manufacturing floor. The central feature of this system is the value stream management storyboard, a tool representing an eight-step process for lean implementation. The storyboard brings together people, tools, metric and reporting into one visual document.

**Kaizen for the Shop Floor Workshop** The philosophy of kaizen, which simply means continuous improvement, is the starting place for all lean production improvements. This course is mainly for your frontline employees and conducted over a 24-hour period in 4-hour intervals. Kaizen events are opportunities to make focused changes in the workplace. Kaizen for the Shop Floor takes you through the critical steps in conducting a very effective kaizen event - one that is well planned, well implemented, and well documented.
Let WCU know your desired IT topic for technical training and we will locate the Microsoft Subject Matter Expert to bring to your site or hold at our location for the best cost. Courses must have a minimum of 7-8 attendees. Call to discuss your organization’s specific Microsoft topic for your IT staff. Below, are the more commonly requested one day MS courses. All topics may be tailored in both content and length. When inquiring, please specify MS Office version, if not on Office 2013.

**MS Access Level 1** is designed for students who wish to learn the basic operations of the Access database program to perform their responsibilities and understand the advantages a relational database can bring to their business processes. Attendees will learn how to manage data, create a new database, construct tables, design forms and reports, create queries to join, filter and sort data.

**MS Access Level 2** course expands knowledge of database design, writing advanced queries, structure existing data, share data across applications and customize reports. Expanding and applying your new skills will result in a more robust, functional database for your users. Recommended for students who may be pursuing the MS MOS Expert level of certification.

**MS Access Level 3** teaches advanced Access features such as database management, advanced form design, packaging a database, encryption, preparing for multi-user access and more. Knowledge of these features separate database professionals from the casual database user and provide the attendee with marketable jobs skills as well as preparing the student to take the MOS Certification exam.

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**MS Excel Level 1** is designed for those who desire to gain the skills necessary to create, edit, format and print basic Excel worksheets. You will gain a foundational understanding of the basic functionality in Excel 2013 and begin navigating the environment. Attendees will use formulas and functions to perform calculations in worksheets and modify by manipulating cells and data, while searching for and replacing data. Begin to work with larger workbooks containing multiple worksheets and learn how to customize Excel to meet your needs.

**MS Excel Level 2** is for students who desire the skills necessary to create templates, sort and filter data, import, export and analyze data plus work with Excel on the web. Learn how to create advanced formulas and organize data into tables. Discover the power of PivotTables and PivotCharts and how slicers can make data filtering easy while visualizing your data. Additionally, learn to analyze data with lookup functions and other enhancements.

**MS Excel Advanced** will extend participants’ knowledge into some of the more specialized and advanced capabilities of Excel by automating some common tasks, applying advanced analysis techniques to more complex data sets, collaborating on worksheets and sharing data with other applications. This course, as well as Levels 1 & 2 can be used to prepare for the MS Specialist (MOS) Certification Exam.

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**MS Office 2013 Transition** course builds upon the foundational Microsoft® Office 644 /445 knowledge and skills you’ve already acquired. It focuses on the enhanced features to improve the way you manage, organize, present and distribute company data and information. Explore a variety of enhancements from Word’s ability to edit PDF files to the new Flash Fill functionality in Excel that dramatically increases the speed when adding data to a spreadsheet. Discover how the cloud has been deeply integrated into the Office experience and how collaborating with colleagues has never been easier.
**MS Office Level 1** is designed for any person with a basic understanding of Microsoft Windows who needs to use Microsoft® Outlook® to compose and send email, schedule appointments and meetings, manage contact information and tasks and use notes.

**MS Office Level 2** will explore how to customize their environment, calendar and email messages to meet their specific requirements and who wish to track, share, assign and locate various Outlook items.

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**MS Outlook Part 1** will help attendees become familiar with the Outlook 2013 interface, and then use Outlook to manage email communications, including composing, reading, and responding to emails; schedule appointments and meetings; manage contact information; schedule tasks and create notes; and customize the Outlook environment to suit personal preferences.

**MS Outlook Part 2** will explore the advanced features provided with the Outlook interface, such as advanced message, calendar and contacts management. Use the Tasks and Journal workspaces provided in the application to manage task assignments to you and others, and to record interactions with colleagues. Learn to share workspaces with other users, and use Outlook data files to save and back up your important information.

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**MS PowerPoint Level 1** explores the PowerPoint environment and teaches attendees how to create a new presentation to convey the key points of a message through the use of text, graphics and animation. Learn how to format text on multiple slides to enhance clarity, enhance the visual appeal, add and modify graphical objects, add tables and charts to present data in a structured form and finalize the presentation for delivery.

**MS PowerPoint Level 2** course is for students who desire the skill to work with design templates, various types of hierarchies, processes or other diagrams, special effects, web presentations and advanced presentation delivery. In addition, attendees will modify the PowerPoint environment, customize design templates, add SmartArt; work with media as well as collaborate on a presentation to distribute a secure presentation.

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**MS Publisher Level 1** is a desktop publishing software application capable of producing certificates, newsletters and other printed publications. Publisher offers a large selection of "building blocks" that can be dragged into your documents helping to create page elements such as calendars, newsletter sidebars and borders. Publisher integrates mail merge features which is handy when sending publications to customer lists. Learn to export publications as HTML web pages or PDF documents. With a user-friendly interface, Publisher makes it easy to create and edit publications.

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**MS Word Level 1** is designed to help us move smoothly through the task of creating professional looking documents. Students will learn how to use Word 2013 to create and edit simple documents, format, add tables and lists; add design elements and layout options; and proof documents.

**MS Word Level 2** Attendees will work with tables and charts to organize and summarize data. Learn to use styles and themes to customize and add images and graphics to further display information. Discover how to add building blocks of information and updatable fields to the document to improve efficiency. Control how text flows around graphics, between paragraphs and pages while using section, page and column breaks to maintain consistency. Learn the mail merge feature to personalize content. Additionally, learn how to create and use macros to automate tasks.
Online Courses

2014-15

To activate individual/group logons, contact ejenkins@wcupa.edu, 610-425-7435. Online Registration

Intercultural Communication  It takes time, patience and mutual respect to build understanding and knowledge of differences. The 4-hour online workshop outlines the Building Blocks of Culture to define how we develop our beliefs, values, norms and social practices. These building blocks are carried forward throughout the course to foster better communication while gaining appreciation of other cultures in the workplace and beyond. Intercultural Communication provides the immigrant experience through their eyes that in turn, introduces us to another perspective within each module. With a focus on the global community and building relationships, the course promotes respect and insight, producing improved communications and associations. Learning is accomplished via engaging video presentations, real life scenarios and review.

Managerial Styles: Sharks, Carps, and Dolphins  Working with a variety of personalities can be a challenge in business and in social gatherings. The aggressive shark, the passive carp, and the adept dolphin all exist for us to interact with regularly in our work and personal environments. This 4-hour online workshop presents 3 recognizable styles and explains how to spot them, how to work with them, and how to become your best dolphin. Based on 30+ years of experience with a variety of organizations, the presenters provide memorable descriptions with examples that are easily absorbed into our consciousness. Awareness of one’s personal managerial style, as well as others, is a benefit to everyone when used as a catalyst to initiate change, positively. Managerial Styles is a valuable coaching tool for any new or seasoned manager in the workplace. Learning is accomplished via video presentations, real life scenarios and thought-provoking, situational review and quizzes.

Fundamentals in Project Management is a 12-hour course designed to provide those new to project management with the essential basics. Online users will be equipped with the technical and procedural knowledge so they can apply the methods and tools to successfully undertake their first projects. Problem solving is interspersed with the following nine modules:

- Project initiation and organization
- Score definition and development of the concept
- Planning of activities and resources
- Risk analysis, monitoring and control
- Estimations, budget and cost control
- Quality planning and control
- Performance control and change management
- Training and team building, communication
- Project closing, lessons learned

$300 12 contact hours/PDUs

Advanced Project Management is an 18-hour online experience for those who already possess the fundamentals in project management and would like to add to their knowledge or perfect skills in preparation for certification. The 9 advanced modules include:

- Methodology, stakeholders and roles within a project
- Estimations of costs and duration, planning and scheduling, and communication
- Distribution and supervision of work, integration management, quality assurance, performance reports and earned value analysis
- Identification, quantification, criticality and cost of risk
- Risk response and monitoring
- Supply management and contract management
- Acquisition and development of the team, diagnostic and measures
- Problem solving, negotiation and conflict management
- Business and projects, processes and project marketing

$375 18 contact hours/PDUs
Leadership and Team Building – 1 or 2 days – 7-14 PDUs – full description under Communications section.

Project Management Certification Workshop The course includes: pre-test, an overview of the exam process with application tips; team projects to use throughout the program; exercises for practical application and lectures. Teaching methods include exercises, group discussion and experiential learning activities. In the lectures, the instructor covers the PMBOK’s Inputs, Tools & Techniques and Outputs for each of the 42 processes, as well as non-PMBOK topics: Professional & Social Responsibility, conflict, power and general management theory, Maslow’s hierarchy, Theory X and Y. At the completion of each knowledge area module, there is a mini-exam and debrief (5 days – 35 PDUs).

Project Management Fundamentals Workshop teaches the basic concepts, approaches, techniques and tools for planning and managing projects. All functional areas of project management are discussed and presents project concepts and definitions, the project lifecycle and the construction of a project plan. A process for planning projects is used as the framework for the course modules. Each step in the process is described in detail for building a complete project plan that addresses all functional project planning areas. The tasks for managing the project launch, delivery, and close are presented as well as tracking and updating the project’s progress. Course is available in a wide variety of configurations. The core modules recommended for this workshop can be modified, replaced or supplemented while delivery may be 2-5 days in length (14-35 PDU’s).

Project Management Simulation Training uses the software tool, SimulTrain and is a proven method for preparing people for high-risk business challenges without disastrous consequences. Simulation training provides critical coherent project management lessons in costs, deadlines, quality and team morale in a close-to-reality environment. Learn how simulation training can impact your bottom line and discover why so many companies have used SimulTrain to educate their employees in more than 50 countries worldwide. With an emphasis on the creative side, simulation training engages its users and makes this 2-day training memorable (14 PDU’s).

Project Management with Agile teaches Agile principles and practices used in project management to manage Change through flexibility, adaptation and direct communication. During the interactive 3-day course, participants Develop and employ an Agile design with Sprint Planning and Scrum. Simulation is used to reinforce important Principles while managing an Agile project in a dynamic real-time environment (21 PDU’s).

Project Management with Microsoft Project is a hands-on course providing understanding of MS Project and will render students the skills to utilize the program effectively. Topics include basic and task specific functions, utilization of PERT/Gant, resource management and calendar work schedule manipulation. In addition, students will customize Microsoft Project views and menus. The 2 or 3-day program is designed around a plan with pre-course contacts, classroom sessions, a review & mentoring session and a Planning and Budgeting presentation of student projects to peers as a learning metric (14-21 PDU’s).

Project Risk Management Workshop is a 2-day course designed to provide participants with a practical, in-depth understanding of risk management methodologies and best practices. Attendees are presented with techniques for identifying, assessing, monitoring, controlling, reporting and analyzing project risks and their impact on project costs and schedules. Templates and case studies will reinforce risk management concepts, tools and methods to effectively manage risk and meet stakeholder expectations. Workshop is in accordance with PMI PMBOK (14 PDU’s).