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Proposed Breakfast and Workshop Topics

Breakfasts (7:30 to 9:00 AM):

1) Twitter, Facebook and MySpace Demystified

Tools like LinkedIn, Twitter, Facebook, MySpace and YouTube are components of Web 2.0, letting us easily create web content. How do we leverage them for increased business? Out of ignorance or poor direction, some businesspeople simply apply old marketing models to these new media. "They mistakenly think that these tools are just like television, only FREE. They blather on about themselves, and nobody is listening," so says Seth Godin, author of *Purple Cow*. Don't make that mistake! In this entertaining, fast-paced session, you'll discover: A form of marketing that always works. The correct use of these tools in marketing to your clients. How to get your clients to sell for you - at no cost.

2) Networking Skills: Getting to Know You

Sure, we all enjoy social media like Facebook and Twitter. But 90% of real business is still conducted face-to-face. Because of our current reliance on electronic communication devices, we are actually losing our in-person networking skills. Join us for a fun, fast-paced, interactive presentation in which you will meet and begin to learn about other conference attendees. We'll start off by determining your behavioral style, and the styles of the other professionals in the room. Then we'll discuss how to better relate to people who are similar, or different from you. We'll finish by giving you tips on how to network during the conference so that you, too, can achieve personal and career advantages.

3) Time Refuses to be Managed: How to Manage Yourself Instead

FACT: Getting organized is more involved than just time management. We will examine two steps to get your life under control.

Get Organized!

How to Get More Organized Mentally

- How to use Microsoft Outlook more effectively
- What to do if you are juggling too many balls
- For better control - design an Absolute Yes List
- The WADE formula of time management
- Are you a Workaholic? A test to find out, and then what to do about it
- SMART goals - Michael Jordan on goals; Tiger Woods on goals
- The difference between Urgent and Important

How to Get More Organized Through Other People
(Boss, Co-workers, and Subordinates)

- When to use / when not to use: e-mail, voicemail, face-to-face communications
- How to deal with Time Vampires (the Mr. or Ms. "Have-You-Just-Got-a-Minute")
- The Admiral Hyman Rickover method of running a more efficient meeting (a "tight ship")

(Also available as a three-hour workshop.)

Workshops (8:30 to 11:30 AM, with actual presentation time of 8:45 to 11:45 AM):

1. How to Deliver Knock-'Em-Dead Presentations – Like Steve Jobs Does
2. Best Practices in Accounts Payable
3. Flub-Proof Business Writing
4. Financial Statements for Non-Financial Managers (How to Invest \$1,000,000 Wisely)

1) How to Deliver Knock-‘Em-Dead Presentations - Like Steve Jobs Does

Do you have an important career-affecting presentation to give to a critical external or internal customer? Would you like to pick up some key tips for success to make your presentation stand out from all of its competitors? Could you benefit from the ability to practice in a fun, supportive environment? Then this class is a must.

What are the top predictors of professional success and upward mobility?

According to a recent AT&T and Stanford University study, they are:

- How much you enjoy public speaking
- How good you are at public speaking

“*Enjoy public speaking?*” you may ask. **Fear** of public speaking is said to be the number one fear reported in surveys of American adults, topping such fears as the fear of flying, financial problems, sickness, and even death.

This has prompted comedian Jerry Seinfeld to remark, “That means at a funeral, we’d rather be in the casket than deliver the eulogy.”

Steve Jobs is masterful at delivering presentations, which is one of the key reasons that he has been able to promote his company, Apple, into stratospheric success.

In this class we will examine:

- How does Steve Jobs do it?
- The S-U-C-C-E-S formula that all effective presentations follow
- A radical way of delivering PowerPoint more effectively – *without* bullet points

In addition, we will discuss:

Non-Verbal Skills

- Four Ways to **Overcome Nervousness** Before You Speak
- **Posture** – What to Do / What Not to Do
- How to Use **Gestures** to Reinforce Your Message
- Using **Facial Expression** to Keep Your Audiences Involved

o Verbal Skills

- o Deliver **Openings** and **Closings** that are Truly Memorable
- o How to Develop a Deep, Pleasant, More Relaxed **Voice**
- o How to Avoid **Filler Words** Like *Ah* and *Um*
- o Using **Silence** to Make Your Point

o Other Presentation Skills

- o How to Take the Pressure Off Yourself by **Getting the Audience Involved** (including the 7/20 rule)
- o Handling Those Difficult **Question and Answer Sessions** (how to effectively deal with the sniper, griper, and know-it-all)
- o Getting Your **Audio-Visual Aids** to Work For You, Not Against You

Don't let that next promotion pass *you* by. Spend a potentially life-changing half day with us. All you have to lose . . . is your fear!

One recent attendee said at the conclusion of the class:

"For most of my life I thought I was a poor presenter and that has held me back as a manager. But you have proved to me that I can be a great public speaker. Not only has this class increased my skills and my confidence in my ability to persuade others to my point of view, it has entirely changed how I see and value myself as person."

2) Best Practices in Accounts Payable

Managing your dollars is a critical component to success in these challenging economic times. Yet most Account Payable managers have never had formal training on how to best accomplish this objective for their companies.

Did you realize that it typically costs between \$50 and \$150 to process a purchase order? Whether you are new to AP or have been a dedicated professional for years, what your company doesn't know about accounts payable can be costing it thousands of dollars annually. In this eye-opening session, we will examine best practices for you as the Accounts Payable manager to look like a hero and to successfully deal with:

- The three kinds of fraud
- The master vendor file
- The invoice, purchase order and receiving documents
- Should you take the discount?

- Courtesy calls
- Getting approvals and authorizations without headaches
- Limiting the number of rush checks
- Minimizing duplicate payments
- Using procurement cards to minimize the number of small-dollar invoices
- 1099s
- Travel and entertainment expenses (usually the second biggest expense, after payroll, for a company)
- Technology to make your job easier and make you more efficient

3) Flub-Proof Business Writing

Ted,

Thank you for doing an excellent job conducting the "Flub-Proof Business Writing" class here at Process Technology. I have received a lot of positive feedback. Those who participated said you were great and kept the class interesting (a great feat for a not-so-exciting subject).

When the opportunity arises for another training class, we will definitely ask about your availability.

Thank you, again!

Respectfully,

Gail Kozenko

Human Resources Manager

Learn how to write in a clear, organized, and error-free manner. In this seminar, the basics of good writing, from organization to mechanics, are broken down into 50 simple, easy-to-follow Flub-Proof Rules. Follow them, and you will be led step-by-step toward better workplace communications.

We will learn about a common mistake, then learn how to Flub-Proof yourself, or avoid the mistake. We will cover everything you need to know to improve your writing, including how to:

- Organize your thoughts
- Target your audience and write to them
- Know what you want to say and say it clearly
- Use the right format for your communication
- Choose the right words to get your point across

4) Financial Statements for Non-Financial Managers (How to Invest \$1,000,000 Wisely)

Your challenge: You have just been given a million dollars to invest. In which one of these popular companies would you invest the money, and why? Microsoft, Apple, Disney, Google or Starbucks?

We'll answer that question as we use live data to analyze and make the components of the four key financial statements *come alive*: the balance sheet, income statement, statement of cash flow, and the annual report.

Have you recently been assigned financial responsibilities and are you struggling to remember what you covered in that lone accounting class you took in college? That's okay. Along the way, in this interactive class, we will learn the practical applications of financial principles and even master formerly cryptic terms like "EBITDA."

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