

PERFORMANCE ADVANTAGE EDUCATION
TRAINING & ORGANIZATION
DEVELOPMENT SUCCESS
EMPLOYEE STAKEHOLDERS TALENT
LEARN PEOPLE MANAGEMENT STRATEGY
ACTIVITIES CAREER HUMAN RESOURCES EVALUATE
GOALS FUTURE

MANAGEMENT, FINANCIAL LITERACY & SOFT SKILLS TRAINING CATALOG



 **START SMART TRAINING**
Organized Knowledge. Intelligently Delivered.



OVER 100 WORKSHOPS & COMPREHENSIVE TRAINING PROGRAMS

We offer clients a total training solution through our inventory of award-winning construction, management, leadership and financial empowerment seminars and workshops delivered by our team or as a turnkey solution. Since we own our intellectual property, we can create customized training solutions without the extraordinary time or cost of starting from scratch. E-mail us today to learn how we can develop a customized training solution for your organization.

BUSINESS DEVELOPMENT & ENTREPRENEURSHIP WORKSHOPS

Ultimate Strategy: The Art & Science of Strategic Business Planning for Emerging Businesses	
Description	Participants learn the step-by-step process for developing a mission, vision, business model, objectives and more. The resulting one-page strategic business plan provides them with a prioritized action plan for business success.
Ultimate Business Planning for Innovative Start-Ups and Revolutionary Companies	
Description	Using the one-page strategic business plan as a guide, participants will learn how to write a comprehensive management, lender or investor-ready business plan designed to help them secure the capital they need to grow.
Success through Certifications	
Description	Participants learn about Federal small business certification programs designed to give small, disadvantage, women-owned, veteran-owned and historically underutilized businesses the opportunity to bid and perform on Federal contracts.
Credit Smart Entrepreneur: Understanding Personal Credit & How to Fix It!	
Description	Participants learn the importance of a good personal credit score and how it affects a construction business, including how to repair and rebuild personal credit prior to applying for a loan.
Credit Smart Entrepreneur: How to Establish and Build Business Credit in 120-Days!	
Description	If you own a business, you need business credit. Participants are taught how to establish a business credit profile and build business credit in 120-days.
Accessing Capital for Growth	
Description	Participants learn about small business financing, as well as where and how to get the money they need to grow, including: The difference between debt and equity financing, creative financial options, Federal small business loan guarantee programs and more.

How to Write a Clear, Concise and Powerful Capability Statement

Description	Participants learn how to write a capability statement designed to inform potential clients of their core competencies, key differentiators and competitive advantages.
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Introduction to Financial Statements

Description	Financial statements tell the story of the financial performance and financial position of a business. This session provides an overview of four vital financial statements that affect emerging businesses every day: Balance Sheet, Income Statement, Personal Net Worth Statement and Cash Flow Statement.
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It's the Cash Flow, Not the Cash!

Description	<i>A follow-up to Introduction to Financial Statements, It's the Cash Flow, Not the Cash!</i> delves deeper into the purpose of managing cash in a small business and includes guidance on managing payables and receivables, developing cash flow projections based on the cash cycle and more.
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Tax Planning and Reporting

Description	After completing this module, the participants will know what types taxes are applicable to their line of business, know where to obtain the requisite tax forms and account numbers and finally how to estimate Federal, state and local taxes.
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Social Media Marketing

Description	In this workshop, participants will learn how to implement a successful social media program by focusing on goals, appropriate social media channels to target potential clients, creating social media calendar and more with a zero-dollar budget.
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Small Business Resources for Success

Description	In this workshop, participants are provided with public, private and non-profit agencies, organizations and resources designed to help them build successful and competitive businesses.
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Entrepreneurial Leadership

Description	Anyone can start a business, but it takes an entrepreneurial leader to manage and grow a successful business. This session provides a roadmap for building a thriving and sustainable construction company with tips from some of history's greatest and most successful leaders.
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Business Continuity Planning

Description	Participants learn best practices for designing and implementing a comprehensive, company-wide business continuity plan for business readiness and recovery as well as how to develop a business succession plan.
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START SMART IS A PROUD MEMBER OF



TRAINING INDUSTRY

ADULT FINANCIAL LITERACY WORKSHOPS

Money Smart for Adults instructor-led curriculum consists of eleven training modules that cover basic financial topics. Each of the 11 modules includes a PowerPoint presentation, interactive classroom exercises and a take-home guide that participants can use independently after completing a module.

Money Smart Adult Financial Literacy modules include:

- **Bank on It-** In introduction to banking services
- **Borrowing Basics-** An introduction to credit
- **Check It Out-** How to choose and maintain a checking account
- **Money Matters-** How to track your money
- **Pay Yourself First-** Why you should save, save, save
- **Financial Recovery-** How to recover financially and rebuild your credit after a financial set-back
- **Keep It Safe-** Your rights as a consumer
- **To Your Credit-** How your credit history will affect your credit future
- **Charge It Right-** How to make credit cards work for you
- **Loan to Own-** Know what you're borrowing before you buy
- **Your Own Home-** What home ownership is all about



YOUTH WORKFORCE DEVELOPMENT SOFT SKILLS TRAINING

Workshop #1: Communication

The activities in this section will not only help participants practice and recognize how they provide information to others, but also help them consider how others may prefer to receive information. It is important to reinforce with participants that communication skills involve give and take — and they can, indeed, be learned and strengthened over time.

Workshop #2: Enthusiasm & Attitude

The activities in this section seek to teach participants about the importance of enthusiasm and a positive attitude in the workplace. Participants will hear strategies for turning negative thinking into positive thinking and displaying and discussing enthusiasm during an interview and on the job.

Workshop #3: Teamwork

The activities in this section seek to teach participants about the importance of teamwork to workplace success and the specific role each individual on a team may play. Participants will learn about positive teamwork behavior and discover how their own conduct can impact others on a team.

Workshop #4: Networking

The activities in this section focus on the process of networking and its relevance and importance to career development. Participants will learn about taking initiative and overcoming fear, informational interviewing, as well as potential guidelines to consider when using social networks, texting, and email for networking purposes.

Workshop #5: Problem Solving & Critical Thinking

The activities in this section focus on learning how to solve problems in a variety of ways in the workplace. Participants will hear about how to properly tell the difference among criticism, praise, and feedback and reacting appropriately. The section will also review strategies for making ethical decisions, solving problems on a team with others, and learning how to take into account others' perceptions when assessing actions or statements in the workplace.

Workshop #6: Professionalism

The activities in this section focus on each of the five individual soft skills presented in this publication (communication, enthusiasm/attitude, teamwork, networking, and problem solving/critical thinking), but in a broader framework. This is because professionalism, is not one skill but the blending and integration of a variety of skills.

Ask how our *Adult Financial Literacy* and *Youth Workforce Development Soft Skills* workshops can be delivered free through our *Touch the World* social responsibility initiative.



MANAGEMENT TRAINING & SOFT SKILLS WORKSHOPS

Administrative Skills
Administrative Support
Organizational Skills
Social Media in the Workplace
Supply Chain Management
Career Development
Assertiveness and Self-Confidence
Communication Strategies
Creative Problem Solving
Digital Citizenship
Interpersonal Skills
Negotiation Skills
Personal Branding
Project Management
Telework and Telecommuting
Time Management
Human Resources
Business Succession Planning
Developing a Lunch and Learn
Employee Onboarding
Employee Recruitment
Generation Gaps in the Workplace
Hiring Strategies
Human Resource Management
Talent Management
Train-the-Trainer (How to)
Workplace Diversity
Workplace Harassment
Workplace Violence
Personal Development
Anger Management
Attention Management
Critical Thinking
Emotional Intelligence
Goal Setting and Getting Things Done
Job Search Skills
Managing Workplace Anxiety
Personal Productivity
Business Writing
Executive and Personal Assistants
Social Intelligence & Learning
Public Speaking
Stress Management
Work-Life Balance

Sales and Marketing
Body Language Basics
Call Center Training
Creating a Great Webinar
Internet Marketing Fundamentals
Marketing Basics
Media and Public Relations
Overcoming Sales Objections
Presentation Skills
Proposal Writing
Sales Fundamentals
Trade Show Staff Training
Supervisors and Managers
Budgets and Financial Reports
Coaching and Mentoring
Employee Motivation
Facilitation Skills
Knowledge Management
Leadership and Influence
Manager Management
Middle Manager
Office Politics for Managers
Performance Management
Supervising Others
Virtual Team Building and Management
Workplace Essentials
Appreciative Inquiry
Business Acumen
Business Ethics
Business Etiquette
Change Management
Civility in the Workplace
Conflict Resolution
Customer Service
Delivering Constructive Criticism
Risk Assessment and Management
Teamwork and Team Building



Courses in Spanish

- Aprendizaje Social
- Atencion al Cliente
- Ciudadania Digital
- Como Propiciar Criticas Constructivas
- Conceptos Basicos del Lenguaje Corporal
- Construccion y Gerencia de un Equipo Virtual
- Contabilidad Basica
- Crear Un Gran Seminario Web
- Desarrollar un Almuerzo y Aprendizaje
- Desarrollo de la Creatividad
- Entrenamiento en Exposiciones para el Personal
- Entrenamiento Para Call Center
- Estrategias de Comunicacion
- Estrategias de reclutamiento
- Etica Empresarial
- Evaluacion-y Gestion de Riesgos
- Fundamentos De Marketing En Internet
- Gestion del Desempeno
- Indagacion Apreciativa
- Integracion (Onboarding) de Empleados
- Inteligencia Emocional
- Manejo de la Ira
- Manejo del Tiempo
- Marketing Basico
- Presupuestos e Informes Financieros
- Redes Sociales en el Lugar de Trabajo
- Resolucion Creativa De Problemas
- Resolucion de Conflictos
- Seguridad en el Lugar de Trabajo
- Trabajo a Distancia y Desde el Hogar
- Urbanidad en el Lugar de Trabajo
- Vision Para Los Negocios





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