



2018 Course Catalog

4801 Russell Ave
Hyattsville, MD 20782
Phone: 301-864-4232
Fax: (301) 864-4493

<http://www.pcgconsults.com>

GSA Contract #: GS-10F-0475X
NAICS: 541611, 541612, 541620, 611430, 541330
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SIN 874.1
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Our courses utilize an experiential, results-oriented format that helps participants apply what they have learned within their work environment. The methodology may include lectures, video presentations, facilitated group discussions, structured exercises, feedback sessions, and diagnostic tools that introduce participants to new ideas and provide them with the opportunity to practice new skills in a safe and stimulating setting. Each course can be customized to accommodate specific time or environmental requirements. Please contact us directly for a quote at info@pcgconsults.com or 301.864.4232.

COURSE: Bridging the Generational Gap

We are living in unprecedented times. For the first time in American history we have *four* different generations working together in the workplace. Managing generational differences at work can present myriad challenges for leaders. Differences in motivation, communication styles, expectations, preferences, wants and needs can create misunderstandings, tensions and lead to unhealthy dysfunctional conflict. This course is designed to help individual contributors, managers, and leaders understand how the dynamics of generational differences can affect relationships, team effectiveness and productivity. Participants will learn how to recognize and defuse conflicts and tensions emerging from the generational clashes and how to leverage the strengths and uniqueness of the generations to create synergy and team success.

COURSE OBJECTIVES:

- Understand the differences between generational approaches to work, life, communication, and technology.
- Recognize how generational differences can lead to conflict.
- Develop communication skills that support healthy and productive communication.
- Create an environment where individuals can leverage their unique skills to increase organizational and team success.
- Learn effective strategies to utilize technology across the generations.

COURSE: Diversity, Equity & Inclusion: The Three Pillars of 21st Century Cultures

This provocative two-day course teaches leaders how to manage the paradoxical aspects of diversity, equity and inclusion in order to leverage the potential of every individual and constituency group regardless of their uniqueness. Moreover, this course helps leaders to recognize and transcend barriers that stand in the way of people giving their best. Your leaders will expand their understanding of the subtle and overt aspects of patterns of behavior or thinking and how unconscious beliefs can lead to organizational practices and leadership patterns that de-energize rather than inspire. They learn how to promote equity and fairness without relying on sameness. They learn how to recognize, inspire and leverage potential from "unfamiliar" sources by expanding their ability to relate to a diversity of perspectives and orientations. By the end of the course, your leaders will be better equipped to lead and inspire performance regardless of individual or group background. This course is presented as learning laboratory where active experimentation, dialogue, reflection, feedback, self-awareness and accountability are the hallmarks of growth.

COURSE OBJECTIVES:

- Recognize the expansiveness and impact of diversity in the workplace.
- Use an expanded filter to engage, understand and recognize potential.
- Apply creativity and situational awareness to the creation of equitable solutions.
- Lead and inspire performance across myriad backgrounds and perspectives.
- Use of self-awareness and understanding to hold themselves and others accountable for creating an environment that harnesses the full potential of individuals and groups regardless of their uniqueness

COURSE: Effects of Social Media in the Workplace

Both internal and external social media (networking) sites can provide great benefits in the workplace. In contrast they can also create issues such as decreased productivity, compromised corporate security, bandwidth capacity, privacy, and legal issues.

Most organizations have chosen to embrace and integrate social media use policies into their annual training and human resource manuals. Organizations have embraced these practices realizing that an outright ban of social media use in the work place could not only limit their visibility in the online world but could also deprive it of the benefits that social networking provides when used as a productivity tool in the work place.

Through this interactive workshop individuals will learn best practices to minimize the risk/reward trade-offs associated with effective use of social media in the work place.

COURSE OBJECTIVES:

- Discuss the personal and professional advantages vs disadvantages of using social media sites in the workplace
- Review real world examples and statistical data focused around legal and privacy issues that have arisen from misuse of social media in the workplace
- Share best practices to maintain personal productivity and organizational integrity while integrating social media into the participants work day.

COURSE: Getting to Wow: Proving Exceptional Customer Service

Exceptional Customer Service (ECS) should be a goal for every single individual, team or organization regardless of motive or venue for providing that service. Rather than approaching ECS as an option or "going the extra mile," ECS should be embedded in the mental and kinetic approach that drives the delivery of products and services regardless of size, complexity, recipient, or dollar value. Simply providing products and services that meet "good enough" standard isn't sufficient. ECS practitioners aim for more - they look for the *WOW Factor*. They want to get "WOW" reactions from customers rather than a bland thank you. This course is designed to inspire participants to become ECS practitioners. Participants discover the benefits of exceptional customer service and what motivates a WOW response. They also learn techniques for handling difficult customers, time management, enhancing customer loyalty and creating long-term value for the customer and business.

COURSE OBJECTIVES:

- Define effective customer service and the responsibilities of the customer service provider;
- Use various problem-solving techniques in handling difficult customer situations;
- Recognize the need for effective time management in customer service;
- Develop strategies to enhance customer loyalty;
- Anticipate the needs, wants, and emotions of the customer in order to exceed their expectations;
- Identify strategies for preventing customer dissatisfaction and creating customer value

COURSE: Managing Change

Whether you are starting anew, recalibrating the old or moving forward from loss, you are dealing with change. This course will explore the dynamics of change in order to set a course towards success. Participants will learn that despite their best effort, it is hard to turn back the tide of change for it is inevitable and ongoing. This course is designed to help you transition from what was to what is. Participants will learn to identify the types of change, common responses to change and the reasons for resistance to change. They will use the principles, practices, and issues associated with change management in order to develop techniques and strategies to effectively and efficiently facilitate the change process. Participants will assess and understand their role in the process and learn to minimize disruptions and anticipate challenge. By the end of this course, they will enhance their readiness to change and acquired skills to anticipate and respond to change.

COURSE OBJECTIVES:

- Discuss different theories and approaches to change management.
- Develop processes and techniques to help facilitate the change process.
- Create effective change.
- Overcome resistance to change

COURSE: Adapting Your Leadership Style

Strong leadership is the critical foundation for an organization. It ensures goals are achieved on time, empowers individual employees, motivates teams to work in solidarity, and generates visions for future growth. Yet, it can be difficult to establish yourself as an influential leader.

The Ketchum Leadership Communication Monitor polled 6,509 people in 13 countries worldwide on their perceptions of effective leadership and communication. Only 22 percent of respondents felt leaders demonstrate effective leadership. Communication was cited as a top value in leadership, but only 29% felt their leaders were effective communicators.

These statistics, indicate that ineffective leadership is attributed to not having a clear leadership style. This course will enable you to adopt the qualities of an effective leader and communicate more constructively with your team by adjusting your behavioral style to meet the needs of employees. As a result, you'll be better able to facilitate meetings smoothly, engage in constructive one-on-one conversations and ultimately, build rapport among colleagues.

COURSE OBJECTIVES:

- Identify the qualities of an effective leader.
- Make the mental shift from individual productivity to influencing others.
- Recognize style differences in others and cater to their preferences.
- Build rapport using verbal and nonverbal messages.
- Conduct constructive one-on-ones.
- Give positive and negative feedback to different styles.

- Develop individual motivation approaches for employees.
- Facilitate a meeting effectively.

COURSE: Accountability at Work - Creating a Culture of Ownership and Responsibility

Picture a workplace where mistrust is the norm, employees are concerned with protecting their reputations, and teams seek to defend their “turf” and often fail to keep their promises.

A Gallup poll estimates that the cost of lost productivity from unaccountable and disengaged employees is between \$287 and \$370 billion per year.

Now, picture a workplace where trust is unquestioned, commitments are clear, personal responsibility is high, people take ownership of problems, and mistakes are treated as opportunities to improve rather than reasons to blame. These conditions are the cornerstone of a positive work environment.

Benefits of Accountability

A workplace with high accountability breeds:

- Increased efficiency and productivity
- More participation and involvement
- Increased feelings of competency
- Increased sense of commitment
- Higher morale and satisfaction

Course Objectives

- Identify the benefits of accountability and the areas in which it is most important.
- Recognize the components for building personal accountability.
- Recognize the components for encouraging mutual accountability.
- Overcome obstacles to accountability.
- Engage in conversations that resolve broken agreements and lead to a greater commitment to expectations in the future.

COURSE: Analytical Thinking Skills Organize, Assess, and Communicate Data for Effective Decision Making

Managers and employees make decisions every day based on personal experience, conventional wisdom, widely accepted best practices, or even the latest trend in business thinking. And, in many situations, the decisions may be appropriate. But how do you know for sure? Analytical thinking, or the ability to systematically and logically work through an issue, focuses on using evidence as the basis for decision making. The Center for Evidence-Based Management lists numerous benefits to using an analytical approach when making decisions. It states that judgments based on hard data are more accurate than those based on individual experience. According to a study published in Harvard Business Review, the best decision makers are “informed skeptics” who possess strong analytical skills. However, only 38% of employees fall into this category.

Course Objectives

- Follow a systematic process that leads to objective, verifiable conclusions.
- Focus on and gather the information required to address the issue.
- Assess the data you gather by following the principles of logic and reasoning.
- Communicate your analysis in a relatable and clear manner.
- Use your analysis to effect objective decision making.

COURSE: The Art of Influencing Others

Influence is a tool of the successful—being able to affect influence or win others to your way of thinking, demands respect and allows you the authority to affect outcomes. Too often we assume only a person *of* influence can affect it. However, influencing goes beyond positions of power and encompasses more subtle skills like empathy and active listening. It is rooted in effective communication skills and self-understanding. Learning how to demonstrate authenticity and integrity through your interactions with others and to how to have a strong sense of self-awareness lays the groundwork for mastering the art of influence—leading to improved working relationships and increased opportunities to see your ideas grow.

Course Objectives

- Build rapport and develop genuine relationships.
- Improve communication skills, including verbal and nonverbal messages, to be more effective with others.
- Recognize common barriers to communication.
- Understand and use communication styles to tailor your communications.
- Resolve conflicts.

COURSE: Effective Risk-Taking - Step Out of Your Comfort Zone with Confidence to Effect Positive Change

Have you ever regretted not standing up for something you felt strongly about? Or not speaking up when you knew your words would make a difference? Have you ever worried about embarrassing yourself by acting on an idea others might reject?

All of these questions describe risk-taking opportunities. Taking a risk means stepping into a situation where the impact of your decisions and actions is uncertain and there is some possibility of loss or adversity. It requires a willingness to operate outside of your comfort zone and experiment with new ways of doing things. Many of us are reluctant to pursue opportunities that could result in significant company growth because of the risks involved. In this program, you will learn how to take risks with confidence by preparing yourself to take on an opportunity, assessing its impact, and managing the results.

Course Objectives

- Develop your tolerance for risk and overcome fears.
- Conduct a formal and informal risk analysis.
- Plan for and manage the negative consequences of a risk.
- Build resilience and learn from mistakes.
- Leverage success and examine lessons learned.

COURSE: Employee Engagement - The Supervisor's Guide to Gaining and Sustaining Commitment

Towers Watson conducted a Global Workforce Study and found that only about a third of the global workforce is highly engaged, leaving the remaining two-thirds less engaged or not engaged. This is important because highly engaged employees are emotionally committed to their organization's goals and use their discretionary effort to go the extra mile on behalf of their organization.

In addition, the stock prices of organizations that are part of Fortune magazine's "100 Best Companies to Work For" rose an average of 14% over a period of seven years, compared to 5% for the overall market. In other words, doing well for your employees results in doing well for your stockholders.

What do employees who are not highly engaged do? They might look for work elsewhere—or perhaps even worse, stay and do the bare minimum to remain employed. There are many studies that investigate why good employees leave their jobs. These studies have consistently discovered the following reasons for employee departure:

- Lack of meaningful work
- Lack of trust and respect
- Lack of support from direct supervisors and management
- Lack of appreciation
- Constantly shifting priorities and reorganization
- Feeling ignored or micromanaged

Course Objectives

- Recognize the importance of knowing every employee as a unique individual.
- Identify each employee's strengths and how to leverage them in the workplace.
- Show your support by minimizing obstacles that frustrate employees—including yourself!
- Create a career path and meaningful work for each employee.
- Foster an environment where employees feel free to ask and say anything.
- Show appreciation and recognition in a way that is meaningful to each employee.

COURSE: Navigating Difficult Conversations - Deliver Your Message with Poise, Empathy, and Resolve

Difficult conversations are inevitable in any workplace. Those conversations can create unhappiness, stress, and tension. They can also impair and even destroy relationships. When handled poorly, they are likely to result in serious problems that interfere with productivity and leave everyone involved feeling frustrated and dissatisfied.

You can't avoid these kinds of conversations, but you can learn how to handle them more effectively. Developing the ability to handle these challenges will pay off in terms of reduced stress, increased confidence, improved relationships, increased trust, fewer problems, better teamwork, higher productivity, and better career opportunities.

Course Objectives

- Understand the nature of difficult conversations and what it takes to handle them.
- Identify the seven stages of handling difficult conversations.
- Use empathy in a way that minimizes negative responses and strengthens relationships.
- Apply best practices for preparing, initiating, and delivering the conversation.
- Discover how to generate solutions and bring the conversation to a close.

COURSE: Practical Project Management Taking Projects from Inception to Completion

Projects represent much of the work done in today's organizations. Unfortunately, many organizations devote valuable resources, including employees' time, to poorly conceived and implemented projects that do not achieve meaningful goals or are never completed. In fact, a study by PricewaterhouseCoopers found that fewer than 3% of companies successfully completed all of their projects. The effects of poorly conceived and implemented projects can be devastating to company success. The Harvard Business Review reported that the failure of IT projects in the United States costs \$50 to \$150 billion each year. Effective project management is essential if organizations are to succeed in today's rapidly changing and highly competitive environment.

Learning to manage projects effectively not only benefits your organization, it benefits you. Today's organizations rely on employees who can carry a project through from inception to completion, on time and on budget, making a more efficient use of resources and achieving a quality outcome. Thus, being able to manage projects successfully makes you more valuable to your organization and improves your career prospects by providing you with a critical skill.

Course Objectives

- Carry out the four stages of a project.
- Understand what makes a project succeed.
- Initiate and define a project.
- Plan steps to move a project forward.
- Keep a project on track.
- Bring a project to a close and evaluate its success.

COURSE: Supervisor Communication Skills

Being a supervisor means taking on a lot of responsibility. Delegating, disciplining, moving the company forward and promoting key workers just scratches the surface of a supervisor's responsibility. Therefore if there is a disconnect between a supervisor and his or her employees, there is a huge cost to pay in productivity, team-building and communication.

According to an infographic at officevibe.com, three out of four employees think that their boss is the worst and most stressful aspect of their job. In addition, bad bosses cause companies to spend an estimate \$360 billion each year in healthcare! Bad bosses also cause employees to be less productive.

This course will teach you how to be a relatable, respectable and dependable supervisor able to keep all aspect of your team in-check. As a result, you will be able to have a clear direction, meet your employee's needs, handle difficult conversations with ease, and boost your assertiveness as a boss.

Course Objectives

- Identify the characteristics of assertive behavior and include them in your interactions.
- Ask directly for what you need without being aggressive.
- Confront problem behaviors successfully.
- Create equitable compromises with employees and peers.
- Hold others accountable.
- Manage conflicts to achieve productive outcomes.
- Deal with difficult people effectively.

COURSE: The Transformational Leader Inspiring and Motivating Others to Achieve New Levels of Success

Transformational leadership is an approach to leading others that "...causes change in individual and social systems. In its ideal form, it creates valuable and positive change in the followers with the end goal of developing followers into leaders."

In plain English, transformational leadership creates important, positive change. It is grounded in the belief that inspiring others to focus on the greater good produces a level of excellence that exceeds results achieved by other forms of leadership.

This program will walk you through the four components to transformational leadership – calling, charisma, challenge, and caring – allowing you to develop the skills and techniques required to make a real difference at your workplace and to inspire others to work toward a shared vision of positive change.

Course Objectives

- Carry out the four components of transformational leadership.
- Identify your calling and share it with passion and purpose.
- Develop the elements of charisma and share impactful stories with others.
- Help others engage in critical thinking.
- Implement ideas to encourage creativity and innovation.
- Make personal connections with your followers and encourage their growth.