Press Release

Contact 978-630-9575 to reach a Workforce Training Representative to enroll or register in these seminars. For details on holding workshops at your office for groups of 10 or more and volume discounts, please contact Karen Doherty at kdoherty4@mwcc.mass.edu

MWCC Offering Leadership Training Seminar Series for Executives & Professionals

Mount Wachusett Community College’s Division of Lifelong Learning and Workforce Development is offering a leadership training seminar series for executives and professionals who are interested in an affordable, effective way to strengthen their skills. The Executive and Professional Development Seminar Series, offered at the college’s Devens campus, is designed for managers and executives at companies and non-profit organizations of all sizes.

Seminar sessions include: building high performance teams on Sept. 14; planning and leading sustainable change on Sept. 28; project management skills tune-up on Oct. 12; coaching and mentoring for high performance on Oct. 26; mastering emotional intelligence on Nov. 9; winning in the marketplace on Nov. 30; and lean leadership on Dec. 7.

The seminar series is designed to meet the needs of busy executives and professionals interested in refreshing or honing skills in organizational leadership, lean management and strategic thinking, said Jeremiah Riordon, associate vice president of Lifelong Learning and Workforce Development at MWCC. “These seminars are a perfect fit for the department manager who wants to improve team productivity in a convenient format,” Riordon said.

The series will be led by Dr. Michael T. Greenwood, professor of business and economics at MWCC and chair of the college’s business department. Each seminar will emphasize a collaborative learning approach that promotes active, participant-centered methods.

Prior to joining MWCC in 2004, Professor Greenwood was a global marketing executive with IBM. He has more than 30 years of business and industry experience building and motivating strong teams to deliver on business plans and successful customer solutions. His executive management experience also includes collaborating in the growth and transformation of two venture-backed consulting companies, including one sold to Yahoo in 1998. He has worked with clients in the U.S., Mexico, Canada, the United Kingdom, Germany, Norway, Finland, Denmark, Sweden, Dubai UAE and France. He also served in leadership positions with ACNielsen, the world’s largest market research firm.

In addition to teaching at MWCC, Professor Greenwood serves as an adjunct graduate marketing professor at the Sawyer School of Business, Suffolk University, Fitchburg State University and Nichols College, and also led the North Central Massachusetts Chamber of Commerce’s 2011-2012 Leadership Institute. He has taught graduate level market research, sales management, strategic marketing, strategic management, marketing management and retail marketing.

“Dr. Greenwood has developed leadership and management training seminars for Nypro and is by far one of the best seminar leaders I have experienced. He brings a good balance between the theoretical and the practical that can be applied on the job right away,” said Angelo Sabatalo, corporate director of organizational development at Nypro University at Nypro, Inc. in Clinton.

The seminars will take place on Fridays from 8:30 a.m. to 4 p.m. at MWCC’s Devens campus, 27 Jackson Road, beginning Sept. 14. The cost is $189 per person for each seminar, with group discounts available. For more information or to register, call 978-630-9575 or go online at mwcc.edu/wf.
Building High Performance Teams  
Friday September 14, 2012  8:30 AM – 4:00 PM
You can develop the skills you need to build and lead high performing teams. Organizations need people just like you that can build and lead high performing teams. This workshop will include lessons on multi-tasking to the importance of being an effective cross-functional leader within your organization. Participants will be able to take key lessons from this workshop and apply them on the job the very next day. 1-Day Seminar - $189.00

Planning and Leading Sustainable Change  
Friday, September 28, 2012  8:30 AM – 4:00 PM
Organizations are hungry for change; this workshop will focus on leading change successfully as an achievable objective. Research from IBM establishes that human factors consistently are the greater challenges when executing a change management action plan than hard, technology related factors. This workshop will define why an ad hoc approach to change management is a sure route to failure. Change management should not be improvised. Leaders first must learn to follow before they can lead. 1-Day Seminar - $189.00

Project Management Skills Tune Up  
Friday, October 12, 2012  8:30 AM – 4:00 PM
Project management knowledge, tools, terms, and techniques, that will tune-up and refresh your project management skills. More firms recognize that a disciplined project control method results in projects that are more likely to end within budget and on time. In this seminar, you will learn project management methods that are proven pathways to project management success. Participants will be able to apply the key learning from this workshop immediately on the job to get projects of any size completed on time and within budget. 1-Day Seminar - $189.00

Coaching & Mentoring for High Performance  
Friday, October 26, 2012  8:30 AM – 4:00 PM
Coaching and mentoring is a leadership method that is often misunderstood. In the hands of a well-trained leader results often include the ability to inspire and empower employees, increase productivity, retain talent, and promote based on merit. While everyone seems more and more comfortable talking about mentoring and coaching too many firms have not established coaching methods and defined outcomes. The results are often lost opportunities to capture best practices and reduce key employee turnover. This workshop will establish the foundational aspects that drive effective coaching and mentoring programs in organizations. 1-Day Seminar - $189.00

Mastering Emotional Intelligence  
Friday, November 9, 2012  8:30 AM – 4:00 PM
Emotional Intelligence, EQ, is a form of intelligence. This one-day workshop will help participants learn that the new IQ is EQ. Leaders that understand the value of EQ tend to drive better team collaboration and have a higher level of internal impact and drive measurable business results. 1-Day Seminar - $189.00

Winning in the Marketplace  
Friday, November 30, 2012  8:30 AM – 4:00 PM
Whether you are an established department within a multi national, or a start-up, this one-day workshop will show participants how to write a strategic plan that can be linked to measurable business actions. This workshop focuses on how firms formulate, implement, and evaluate strategies. Strategic-management concepts and techniques are studied. 1-Day Seminar - $189.00

Lean Leadership  
Friday, December 7, 2012  8:30 AM – 4:00 PM
Organizations that effectively use Lean Leadership will often provide improved value to customers as a result of engaging every employee in the design and implementation of value stream processes. Participants will learn how to engage the organization enhancing profitability and measurable results. This one-day workshop will reveal methods for improving quality process and products by striving to keep things simple. 1-Day Seminar - $189.00
Building High Performance Teams
DATE: Friday September 14, 2012
8:30 AM – 4:00 PM
1-Day Seminar - $189.00

PROGRAM DESCRIPTION
You can develop the skills you need to build and lead high performing teams. Organizations need people just like you that can build and lead high performing teams. This workshop will include lessons on multi-tasking to the importance of being an effective cross-functional leader within your organization. Participants will be able to take key lessons from this workshop and apply them on the job the very next day.


YOU WILL LEARN ABOUT:
- Stages of Team Development
- How do we get people to change?
- There are no shortcuts…transformational change takes hard work and time
- What Are Learning Theories?
- Is There a Difference Between Managing and Leading Teams?
- What Are the Characteristics of High Performing Teams?
- Crafting Your Team Mission Statement
- Crafting Your Team Operating Guidelines
- Why Do The Majority of Significant Change Efforts Fail?

WHO SHOULD ATTEND?
- Managers and supervisors at all levels
- Anyone interested in learning how to lead teams that often exceed expectations.
- Managers will learn the terms, tools and techniques used by successful organizational leaders that contribute to team well being and minimize the impact of poor attitude, low performing team members.
- Managers will learn how to be more effective leading change within their organization.
- Team leaders
- Business owners
- Anyone in a position of authority who wants to get better leadership results

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Planning and Leading Sustainable Change
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8:30 AM – 4:00 PM
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PROGRAM DESCRIPTION
Organizations are hungry for change; this workshop will focus on leading change successfully as an achievable objective. Research from IBM establishes that human factors consistently are the greater challenges when executing a change management action plan than hard, technology related factors. This workshop will define why an ad hoc approach to change management is a sure route to failure. Change management should not be improvised. Leaders first must learn to follow before they can lead.


YOU WILL LEARN ABOUT:
• How we learn and manage change: The Mind/Brain Connection
• Why Do Managers Have to Be Leaders?
• What Is the Difference between a Manager and a Leader?
• What Is the Other Side of the Leadership Coin?
• Leadership: Whose Responsibility Is It?
• What Is the Secret to Effective, Influential, Responsible Leadership?
• How Do Theories and Models Explain Management and Leadership?
• Is It Time to Take a Stand for Transformational Leadership?
• What Is Your Role in Supporting Excellent and Ethical Leadership?
• What Can We All Do to Become Great Leaders?
• Why Do “Great Leaders Move Us”?
• What Are “Moon Shots for Managers”?
• How Can You Continue Your Journey to becoming a better Leader?
• What Can You Do to Develop Your Leadership?

WHO SHOULD ATTEND?
• Managers and supervisors at all levels
• Managers with responsibility to lead organizational change within their organization.
• Anyone interested in learning why followers are important to organizational success and wants to learn how to be a highly effective follower.
• Anyone that wants to learn clear empirical perspectives on what works and what does not.
• Team leaders
• Business owners
• Anyone in a position of authority who wants to get better leadership results
Project Management Skills Tune Up
DATE: Friday, October 12, 2012
8:30 AM – 4:00 PM
1-Day Seminar - $189.00

PROGRAM DESCRIPTION
Project management knowledge, tools, terms, and techniques, that will tune-up and refresh your project management skills.

More firms recognize that a disciplined project control method results in projects that are more likely to end within budget and on time. In this seminar, you will learn project management methods that are proven pathways to project management success. Participants will be able to apply the key learning from this workshop immediately on the job to get projects of any size completed on time and within budget.


YOU WILL LEARN ABOUT:
- Introduction to Root Cause Analysis
- Productive Teaming: How to Use Power and Influence Mapping
- Leading Internal Stakeholder Relationships
- The Internal SME
- Why Projects Fail
- Reacting to Project “CritSits”?
- Beyond the Nightmare: Road to Project Restoration
- Introduction to Project Scope Creep
- Chunk Your Way to Success
- BYOP “Bring your own project”: Hands on Project Work Session

WHO SHOULD ATTEND?
- Managers and supervisors at all levels
- Managers with responsibility to lead large or small projects inside their organizations.
- Anyone interested in learning why projects fail and how to recognize the reasons why project fail before it is too late.
- Anyone that wants to support projects within their department and improve the effectiveness of their project participation.
- Team leaders
- Business owners
- Anyone in a position of authority who wants to get better leadership results
Coaching & Mentoring for High Performance
DATE: Friday, October 26, 2012
8:30 AM – 4:00 PM
1-Day Seminar - $189.00

PROGRAM DESCRIPTION
Coaching and mentoring is a leadership method that is often misunderstood. In the hands on a well-trained leader results often include the ability to inspire and empower employees, increase productivity, retain talent, and promote based on merit. While everyone seems more and more comfortable talking about mentoring and coaching too many firms have not established coaching methods and defined outcomes. The results are often lost opportunities to capture best practices and reduce key employee turnover. This workshop will establish the foundational aspects that drive effective coaching and mentoring programs in organizations.


YOU WILL LEARN ABOUT:
• Introduction to understanding “self”
• Team Building Assessment
• Behavior Models
• Behavior flaws that can derail your career
• What are the behaviors we can observe in the workplace?
• Identifying your primary behavior style
• Tips on presenting effectively to various behavior styles
• Improving team productivity
• Understanding your individual value to the ERP team
• What is the central issue facing today’s leaders?
• What leadership style do you observe in others?
• Do you always agree with the leader's action?

WHO SHOULD ATTEND?
• Managers and supervisors at all levels
• Managers with responsibility to lead large or small projects inside their organizations.
• Team leaders
• Business owners
• Anyone in a position of authority who wants to get better leadership results

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Mastering Emotional Intelligence  
DATE: Friday, November 9, 2012  
8:30 AM – 4:00 PM  
1-Day Seminar - $189.00

PROGRAM DESCRIPTION
Emotional Intelligence, EQ, is a form of intelligence. This one-day workshop will help participants learn that the new IQ is EQ. Leaders that understand the value of EQ tend to drive better team collaboration and have a higher level of internal impact and drive measurable business results.


YOU WILL LEARN ABOUT:
• Emotional Leadership Matters  
• Living With Change  
• Exploring Your Personal Life Story  
• Have you ever felt vulnerable trying to learn something new?  
• Factors That Shape the “Grain” of Learning Pattern  
• Emotional Intelligence (EQ)  
• What is Healthy Interdependency?  
• Resiliency and Bouncing Back from Adversity  
• Personal Histories Exercise  
• Taking the Learning Home: Development Strategies and Messages  
• Benefits of Organizational Trust  
• Interpersonal Strategies for Building Organizational Trust  
• Rebuilding Trust Once it is Broken  
• Organizational Strategies for Building Trust  
• Positive Emotions Enable Higher Team Productivity  
• How Will You Continue Your Leadership Journey?  
• Taking Action - Development Planning and Letter Writing

WHO SHOULD ATTEND?
• Managers and supervisors at all levels  
• Managers with responsibility to lead large or small projects inside their organizations.  
• Anyone interested in learning more about what makes people tick.  
• Anyone that wants to be more self aware on the job.  
• Team leaders  
• Business owners  
• Anyone in a position of authority who wants to get better leadership results

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Winning in the Marketplace:
Writing actionable strategic plans that generate measurable results
DATE: Friday, November 30, 2012
8:30 AM – 4:00 PM
1-Day Seminar - $189.00

PROGRAM DESCRIPTION
Whether you are an established department within a multi national, or a start-up, this one-day workshop will show participants how to write a strategic plan that can be linked to measurable business actions. This workshop focuses on how firms formulate, implement, and evaluate strategies. Strategic-management concepts and techniques are studied.


YOU WILL LEARN ABOUT:
- Exploit and create new and different opportunities for tomorrow
- Formulate, Implement, and evaluate, cross-functional decisions that enable an organization to achieve its objectives
- Developing a strategy-supportive culture
- Creating an effective organizational structure
- Redirecting marketing efforts
- Developing and utilizing information systems
- Linking employee compensation to organizational performance
- Examine the underlying bases of a firm’s strategy
- Compare expected to actual results
- Take corrective actions to ensure that performance conforms to plans
- Initiate managerial questioning of expectations and assumptions
- Trigger a review of objectives & values
- Stimulate creativity in generating alternatives and formulating criteria for evaluation

WHO SHOULD ATTEND?
- Managers and supervisors at all levels
- Managers with responsibility to lead large or small projects inside their organizations.
- Anyone interested in learning how to write a strategic plan.
- Anyone that wants to be more effective translating strategy to day-to-day tactics.
- Team leaders
- Business owners

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Lean Leadership
DATE: Friday, December 7, 2012
8:30 AM – 4:00 PM
1-Day Seminar - $189.00

PROGRAM DESCRIPTION
Organizations that effectively use Lean Leadership will often provide improved value to customers as a result of engaging every employee in the design and implementation of value stream processes. Participants will learn how to engage the organization enhancing profitability and measurable results. This one-day workshop will reveal methods for improving quality process and products by striving to keep things simple.


YOU WILL LEARN ABOUT:
• Recognize the importance of building a Lean business culture.
• Brings together Lean leadership and Lean management principles in practical yet powerful ways.
• With Lean management having origins in scientific thinking, this training considers the beliefs, behaviors and competencies of leadership to inform executives so that they may begin to practice Lean leadership.
• Get away from more conventional approaches to management.
• Suggest a more integrated approach to business with employees, stakeholders and customers in mind.
• Executive management will be motivated to apply these proven approaches toward improving their understanding and practice of strategic leadership.

WHO SHOULD ATTEND?
• Managers and supervisors at all levels
• Managers with responsibility to lead large or small projects inside their organizations.
• Anyone interested in learning more about why some projects fail and others succeed.
• Leaders that wants to be more empowering strategic thinkers and doers.
• Team leaders
• Business owners
• Anyone in a position of authority who wants to get better leadership results
Each workshop reflects Dr. Greenwood’s unique professional training philosophy:

- Workshops emphasize a collaborative learning approach that promotes active, learner-centered methods that keep everyone involved.
- Consistently set high standards for each workshop participant.
- Believe in participant’s ability to exceed his or her own expectations.
- Encourage critical thinking as a mode of improving the quality of participant intellectual standards that helps participants relates workshop topics to the world in which they live and work.
- Establish a bias for post-workshop participant application of workshop learning.
- Breakout sessions and activities engage participants in collaborative activities.
- Use a coaching and mentoring style. This results in workshop participants that generate more original thinking and believe in their ability to understand the material and succeed.
- Urge participants to become "Renaissance men and women" by promoting the value of integrating lessons from other non-business topics such as science, math, liberal arts and social science into their work lives.

Each organizational training program that Dr. Greenwood develops addresses four critical outcomes that he calls T-ROI or Training Return on Investment. Dr. Greenwood passionately believes that results matter in all organizational endeavors; and training activities are no different.

Here are the four T-ROI critical outcomes that Dr. Greenwood aligns with each professional workshop he delivers:

**Competencies:** Concentrating on selected core competencies with measurable outcomes.

**Marketability:** Training methods that build competencies that enable participants to better respond to changes in market conditions in new and innovative ways.

**Productivity:** Specific training modality and curriculum design that meet the varied demands and needs of organizational professionals at every stage of their career.

**Consistency:** Aligned organizational behavior that enables consistent organizational responses that are organizationally scalable resulting in more accurate organizational outcomes forecasting.