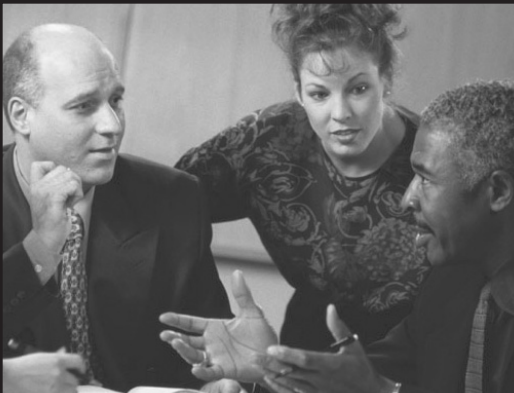


ON-SITE  
TRAINING &  
LEARNING  
SOLUTIONS

# The Business Professional Certification Program



*The Business Professional Certification Program* provides strategic, competency-based training for your key employees, laying the foundation for the long-term success of your organization. By developing your best and brightest people through this innovative program, you take the first step toward succession planning and ensure the vitality and financial health of your organization for years to come.



ROCKHURST  
UNIVERSITY

CONTINUING EDUCATION  
CENTER, INC.

National Seminars Group • Padgett-Thompson

# Develop the Full Potential of Your Key Employees — And Ensure the Long-Term Success and Financial Health of Your Organization

## The Business Professional Certification Program

### This in-depth certification program includes:

- Learning modules based on a specific competency, with precise measurable learning objectives
- Curriculum that can be easily tailored to align with your organization's strategy and goals
- Pre- and post-tests that measure learning in each module and provide immediate feedback
- Highly interactive sessions that feature individual and group work, exercises and case studies
- Optional application sessions that help learners transfer knowledge and skills from the classroom to the workplace
- Instruction by certified trainers who are subject matter experts
- Job aids for future reference

**"Thank you again for a quality, professionally presented training session. It has truly set a high bar for future employee development sessions."**

— B. Turner, Director, Human Resources  
Rescue Mission Alliance

**The Business Professional Certification Program** from Rockhurst University Continuing Education Center, Inc., (RUCEC) enables you to develop the skills of key employees who will be the future of your organization. We'll strategically train them in critical core competencies that guarantee the highest level of professionalism, effectiveness and performance.

A first step toward succession planning, this innovative, skill-building program features curriculum that can be easily tailored to incorporate your organization's learning objectives, challenges and business goals. Sessions are highly interactive and experiential, which will help your employees absorb more information – and retain more of what they'll learn.

The course features separate one-day learning modules based on specific workplace competencies and optional application sessions that assist in transferring these newly learned skills into the workplace. Pre- and post-tests allow you to measure progress, giving you the assessment tools you need for quality control. In addition, job aids are provided to reinforce the classroom learning.

Training is delivered by instructors who are certified specifically for this program. Your trainers will be a subject matter experts who utilize today's leading-edge adult learning techniques, creating an engaging and entertaining learning environment that facilitates immediate understanding and application of these essential business skills.

And, training can be delivered on any timetable you choose – from a few days to several months – which alleviates unnecessary burdens on your company's already packed schedule.

## 8 Core Competencies Guaranteed to Make Your Best and Brightest Shine

We exhaustively studied successful professionals across the country to discover essential traits they shared that determined their effectiveness within their organizations. These 8 core competencies became the foundation of **The Business Professional Certification Program** and are presented in separate skill-building modules that strengthen specific skill sets your key people must possess to ensure your organization's longevity.

1. Professionalism
2. Communication – Part 1
3. Communication – Part 2
4. Business Writing
5. Customer Service
6. Conflict Management
7. Organization and Time Management
8. Management Skills, Critical Thinking and Decision-Making

This certification program is guaranteed to motivate and challenge your key employees and invigorate essential teams. Certification increases the retention rate of those chosen for training and will position them to become long-term assets for your organization.

**Contact a Training Consultant at 1-800-344-4613 for more information.**

# HOW YOUR ORGANIZATION WILL **REALIZE AN OUTSTANDING RETURN ON INVESTMENT**

## From the Business Professional Certification Program

**This certification program will benefit your organization in the following ways:**

- Prepare employees with the greatest potential to take on new roles and responsibilities
- Motivate, challenge – and retain – your best and brightest people
- Put a long-term human capital plan in place by identifying and training key people
- Develop a competitive edge by teaching essential core competencies
- Boost productivity by identifying and eliminating time-wasting habits and organizational hurdles
- Create and maintain a more positive, productive work environment
- Greatly reduce conflicts and crises by having key people trained in conflict management
- Develop problem-solvers ready to take decisive action to achieve resolution
- Take a first step toward succession planning to ensure the financial health and longevity of your organization
- And much more!

**Contact a Training Consultant in our On-Site Training Division at 1-800-344-4613 today to find out why this certification program may be the most important training you'll ever bring to your organization!**

## **Guaranteed Training Means Guaranteed Results**



At RUCEC, we take great pride in **The Business Professional Certification Program** and firmly believe it to be the best training of its kind in the industry. But to make it easy for you to feel confident in your training decision, we stand behind our world-class programs with an ironclad guarantee of satisfaction. Simply put, your certification training program must provide everything we've promised, or we'll refund 100% of your training investment. Guaranteed.

**For more information, contact a Training Consultant at 1-800-344-4613 or via e-mail at [onsite@natsem.com](mailto:onsite@natsem.com).**

## **Training Created by One of the World's Most Respected Educators!**

RUCEC is a division of Rockhurst University, part of the largest network of independent higher education institutions in the nation, and is consistently ranked as one of the Top 15 universities in the Midwest by *U.S. News & World Report*.

Founded in 1910, Rockhurst is a sister school to other teaching leaders, such as Georgetown and Marquette universities, and is renowned for academic excellence and a commitment to ethics, justice and service to others.

As the training arm of the university, RUCEC trains hundreds of thousands of success-minded professionals annually through on-site training, certification programs, public workshops, seminars and conferences. We offer hundreds of learning solutions, including topics in management and supervision, business writing, customer service, communication, time management, human resources and more.

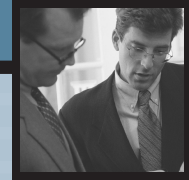
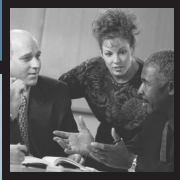
**"Thank you again for the outstanding training session. My expectations of what I had hoped (the training) would accomplish were exceeded."**

– J. Rindfleisch, Manager, Customer Operations  
Con Ed Solutions

**"We are already reaping the benefits of our reinforced or newly acquired knowledge."**

– D. Mills, Chief, Administration & Personnel Division  
U.S. Air Force

# Business Professional Certification Program



## Competency Module Descriptions

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### PROFESSIONALISM

Adopt the behaviors, traits and characteristics of outstanding business professionals. Establish professional credibility with peers and develop personal and professional goals for success in today's business environment.

### COMMUNICATION - PART ONE

Learn best practices for direct, clear and professional communication. Master the fundamentals of listening and interpersonal relationship skills that dramatically increase individual communication proficiency and effectiveness.

### COMMUNICATION - PART TWO

Master nonverbal communication techniques that support your verbal message, learn to speak with greater confidence in meetings and one-to-one, and use diplomacy and tact to win over others.

### BUSINESS WRITING

Create clear, error-free documents to achieve a credible and professional presence in all your written and electronic communication. Use appropriate writing styles and learn time-saving editing techniques.

### CUSTOMER SERVICE

Increase customer loyalty and your organization's competitive edge by applying exceptional customer service strategies and techniques. Learn to successfully meet and surpass the wants and needs of today's increasingly sophisticated customers.

### CONFLICT MANAGEMENT

Create a positive work environment that promotes cooperation by learning to identify and resolve conflict – before it reaches crisis mode. Successfully analyze conflict to find the root cause and effectively open up lines of communication.

### ORGANIZATION AND TIME MANAGEMENT

Identify and overcome barriers to personal productivity, learn to schedule time and maximize efficiency. Manage priorities, track projects, develop personal plans and use delegation as an organization strategy.

### MANAGEMENT SKILLS, CRITICAL THINKING AND DECISION-MAKING

Develop and apply basic critical thinking processes to heighten decision-making and problem-solving abilities. Master basic management techniques for working more effectively with others at all levels of the organization.

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ROCKHURST UNIVERSITY CONTINUING EDUCATION CENTER, INC.  
ON-SITE TRAINING DIVISION

1-800-344-4613 ■ [onsite@natsem.com](mailto:onsite@natsem.com) ■ [www.natsem.com](http://www.natsem.com)