2019 Aspiring Leaders - The NEXT Group Syllabus

**Dates:**

Thursday, April 4 - 10:00 a.m. until 3:00 p.m.  
Thursday, May 9 - 10:00 a.m. until 3:00 p.m.  
Thursday, June 27 - 10:00 a.m. until 3:00 p.m.  
Thursday, August 22 - 7:30 a.m. - Graduation at the Kick-Off Breakfast at the FBMA Convention Rosen Shingle Creek

**Classes:**

**Marketing**
- Why Do We Need to Market?  
- Defining Market Position and Strategy  
- What is a “Brand” and Why is it Necessary?  
- Defining Your “Brand Tone”  
- Basic Do’s and Don’ts of Marketing  
- Website and Social Media

**Human Resources**
- Basic Issues Involving Human Resources  
- Hiring New Employees  
- Your Work Place Environment  
  - Harassment  
  - Discipline  
  - Policies  
  - Wage and Hour  
  - Employment Laws  
- Issues Involving Ending An Employment Relationship

**Sales**
- Effective “Role Playing”  
- Setting Realistic Goals  
- Sizing Up Your Competition  
- Don’t Forget to Ask for the Order  
- Only Do What You’re Good At  
- Learn When to Say “No”  
- Learn How Not to Make the “Big Mistake”

**Operations**
- Returns and Credits  
- Customer Service  
- Service Policies  
- Delivery and Receiving  
- Installation: In House or Independent Contractors  
- Running a Tight Ship
Finance
• Your Financials “The Scoreboard”
• Roadmap to the Financial Health of Your Business
• Bench Marking
• Quick Ratios
• It All Starts With Sales

Effective Management
• Management - Definition
• Leadership
• Prioritize
• Identify and Prepare for the Next Job, Continued Education
• Specialist and Generalist
• Trusted, Respected vs Liked
• Industry and Community Involvement