

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