

APR-JUN  
2024



# TALENT DEVELOPMENT

FOR YOUR ENTIRE ORGANIZATION



At Flint & Genesee Education & Talent, we believe a well-trained and motivated workforce is vital to the growth of our community. To give employers and employees an edge in today's highly competitive work environment, we partner with business training professionals to provide relevant and timely workshops, crafted to meet the needs of workplaces across all industries, sectors, and levels of experience.



### QUARTERLY WORKSHOPS

Workshops – like those on pages 3-7 – are planned on a quarterly basis and cover everything from leadership development to marketing. This option is perfect for employers that have gaps to fill in an already existing training program. It's also a great opportunity to network with other local professionals.



### CUSTOM ON-SITE TRAINING

Many of our courses are available to be held exclusively for your organization. This is a great option for employers wanting to train a larger group at the same time. These workshops can take place on your organization's schedule, either virtually or at your facility.



### FLINT & GENESEE GROUP SPEAKERS BUREAU

There is plenty of activity underway in Genesee County and Flint & Genesee Group is right in the thick of things. From nurturing talent to welcoming visitors to luring new business investment, Group executives and staff are available to speak on a variety of subjects at no cost.



The Flint and Genesee Group offers an invaluable service to both local businesses and non-profit organizations. Their high-quality training sessions have proven to be particularly beneficial for our organization, enabling us to maximize the impact of every dollar. The training resources have played a crucial role in developing new and effective leaders, making a significant contribution to achieving our mission.

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Patricia Simmons, Vice President of Human Resources  
Food Bank of Eastern Michigan



## ACCESS TO CAPITAL FOR SMALL BUSINESS OWNERS

**April 16 from 12:00-1:30 p.m.**

Designed for small business owners, this training will help participants think like an entrepreneur and establish a foundation for business growth. The session will cover developing agility and resilience in business and how to put people first as well as how to access capital to help grow your business.

*Facilitated by: Chase Bank*

*Free to attend*

## GRANT WRITING 101

**April 23 from 8:30-11:30 a.m.**

In this interactive session, participants will gain an understanding of what grants are (and are not). They will gain strategies for identifying potential funders, learn to identify the common components of grants, begin work on creating those components, and determine which projects or programs in their organizations might be eligible for grant funding. This session will also cover common reasons grants are not funded and ways to avoid these mistakes.

*Facilitated by: Flint & Genesee Group Grants Team*

*\$25 per attendee*

## EMPLOYMENT LAW WEBINAR

**May 2 from 9:00-11:00**

Stay ahead of the changing legalities and avoid common legal mistakes employers can make in this informative webinar. This session will give an update on new, newly amended, and pending employment-related statutes. Additionally, participants will learn how to avoid common legal mistakes including miscategorizing workers, time records, mismanaging personnel files, not having an employee handbook, and failure to evaluate and discipline employees. Join us and make sure your company stays in the clear.

*Facilitated by: The Williams Firm*

*\$10 per attendee*

# LEADERSHIP

FLINT & GENESEE



## STRENGTHEN YOUR LEADERSHIP EFFECTIVENESS

Applications open June 1  
Visit [EducateFlintandGenesee.org/LeadershipFG](https://www.EducateFlintandGenesee.org/LeadershipFG)  
for more information.

## FIVE TIPS FOR MARKETING IN THE NEXT FIVE YEARS

**May 9 from 9:00-10:00**

In today's fast-paced and ever-evolving marketing landscape, staying ahead of the competition requires continuous adaptation and innovation. The "Five Tips for Marketing over the Next Five Years" conversation is designed to equip you with the essential strategies and insights needed to thrive in the coming years. Whether you're a seasoned marketing professional or a small business owner looking to stay ahead of the curve, this session is a must-attend for anyone invested in the future of marketing.

*Facilitated by: WNEM TV 5*

*\$10 per attendee*

## BUILDING THE FOUNDATION: STEREOTYPES, MICROAGGRESSIONS, AND BUILDING INCLUSIVE WORKPLACES

**May 14 from 8:30-10:30 a.m.**

Diversity is an important issue for any modern business, but it is not enough to simply hire people of different nationalities, races, genders and sexual orientations. Everyone needs to feel welcome, safe, and free to be themselves in the workplace. Another facet that keeps discriminates against individuals in the workplace is microaggressions. Considered "death by a thousand cuts," these ongoing slights and invalidations are far from harmless. They have the potential to impact your employees' ability to feel they can fully contribute or be part of the team, which results in loss of engagement, retention, productivity and innovation. This training provides information on how employers can best foster a culture where all employees feel valued and heard, while also explaining microaggressions, the effect they can have on others, and what we can do to combat these remarks.

*Facilitated by: Sandra Johnson, Flint & Genesee Group*

*\$25 per attendee*

*Note: This is a repeat offering of content from the Building the Foundation series offered in 2023. It serves as a precursor to part two of the original series, coming later this year.*

## GRANT WRITING 201

**May 21 from 8:30-11:30 a.m.**

As a follow up to the Grants 101 session, Grant Writing 201 participants will learn about the financial management of grant funds, how to blend funding to support a project or program, and the components of grants management and reporting, including evaluating program success. This session is recommended for those who have completed Grants 101 or have prior grant writing experience.

*Facilitated by: Flint & Genesee Group Grants Team*

*\$25 per attendee*

## CYBER SECURITY & COMPLIANCE AWARENESS

**May 29 from 11:30-1:00**

Learn how to protect yourself and your company from cyber-attacks and liability in this security awareness training session. Designed to help employees understand the role that they play in helping combat information security breaches, this training will give individuals the knowledge about new compliance ordinances to ensure your organization is compliant with your industry's guidelines and standards. During the training, participants will learn what training is needed for their employees to help mitigate risk and what "compliance" means to you.

*Facilitated by: Brandon Hartke, XFER*

*\$15 per attendee. Lunch is provided.*

## UNDERSTANDING AND BUILDING CREDIT

**June 4 from 9:00-10:00**

During this business training, get the tools you need to build your nest egg or save for your next big goal. This session will take a deep dive into budgeting including building a spending plan, setting goals, and saving. Participants will also learn about how to understand their credit score, check their credit score and report, get started with credit, and protect their credit.

*Facilitated by: Chase Bank*

*Free to attend*



# Earn the nationally recognized Certified Tourism Ambassador designation



Accredited through the Tourism Ambassador Institute and administered at the local level, the **Certified Tourism Ambassador (CTA) program** is an industry-recognized certification that serves to increase tourism by inspiring local employees, employers, volunteers, and people that live, work, and play in our community, to turn every encounter into a positive experience.

Come be a part of this fun and interactive classroom, and join the growing network of cheerleaders for Flint & Genesee.

## 2024 Training Dates

April 17 • 10 a.m.—3 p.m.  
(Registration Deadline April 3)

June 25 • 9 a.m.—2 p.m.  
(Registration Deadline June 11)

September 20 • 10 a.m.—3 p.m.  
(Registration Deadline September 6)

December 12 • 9 a.m.—2 p.m.  
(Registration Deadline November 28)

Enroll today!

Visit [ExploreFlintandGenesee.org/CTA](https://ExploreFlintandGenesee.org/CTA)



To learn more about organizational and leadership development, contact:

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or visit our website at [EducateFlintandGenesee.org](http://EducateFlintandGenesee.org)



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