

AUG-DEC  
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.

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The Flint & 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

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## MARKETING SERIES

This three-part series focuses on different aspects of marketing, with each session building on the previous one. While attending all three is not required, it is encouraged!

### A BRAND IS NOT A NAME

**August 8 from 9-10 a.m.**

A brand is more than a logo or color scheme. It's more than a tagline, slogan, or marketing campaign. And it's much more than any advertising campaign, single product or graphics design feature. A brand is a promise to the consumer that they can count on you to deliver EVERY time on that promise. Join Eric Hultgren, director of brand strategy + social media for MLive, as he talks about how you move from your name to a brand and deliver on that promise.

*Facilitated by: Eric Hultgren, MLive*

*Cost: \$25 per attendee*

### MAXIMIZING YOUR SOCIAL MEDIA PRESENCE

**September 5 from 12-1 p.m.**

Join us for an engaging workshop designed to help businesses and organizations elevate their social media presence to new heights. Learn how to connect with your audience(s) authentically while staying true to your brand identity. Discover free tools like Canva and CapCut to unleash your creativity, and dive into advanced strategies for engaging your audience and measuring success. Don't miss this opportunity to transform your social media strategy and drive real results for your business or organization. From setting clear goals to choosing the right platforms and creating captivating content, you'll learn everything you need to know to make a lasting impact in the digital world.

*Facilitated by: Alex Dawson, Community Foundation of Greater Flint*

*Cost: \$25 per attendee*

### THE POWER OF INFLUENCERS

**October 10 from 12-1:30 p.m.**

Unlock the potential of influencers and brand ambassadors in your marketing strategy. Join us for an in-depth workshop where we explore how these influential voices can boost engagement, drive views, and increase traffic to your social media channels and websites. We'll cover everything from identifying the right influencers for your brand to initiating successful partnerships. Gain practical insights into collaboration strategies, content creation tips, and more. Attendees will also have the opportunity to meet and network with local influencers following the meeting.

*Facilitated by: Mercedes, Mercedes Lea Beauty*

*Cost: \$25 per attendee*

# 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.

**Two opportunities  
left in 2024!**

**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)



## **EMBRACING AI: DRIVING BUSINESS SUCCESS IN A COMPETITIVE WORLD**

**August 13 from 8:30-9:30 a.m.**

In today's rapidly evolving business landscape, understanding and leveraging artificial intelligence (AI) is crucial for staying ahead of the competition. During this session, participants will gain a clear understanding of what AI is, how it works, and its various applications in the business world. You will learn about real-world examples of AI implementation across different industries and how you can use AI to streamline operations and drive growth within your own organizations. Additionally, attendees will learn how to create a roadmap for AI adoption and strategies to overcome common challenges related to AI.

By the end of this workshop, you'll be equipped with the knowledge and tools to confidently lead your business into the future with AI.

*Facilitated by: Johnny B. Good, The Flip Flop Agent*

*Cost: \$15 per attendee*

## **PERFECTING YOUR LINKEDIN PROFILE**

**August 21 from 8:30-10 a.m.**

Join us as we walk through the basics of LinkedIn and uncover its full potential. Whether you're looking to enhance your job prospects, connect with industry peers, or establish your personal brand, this workshop will equip you with the skills to navigate LinkedIn confidently and strategically. Each attendee will have the opportunity to have a professional headshot taken during this workshop, at no additional cost.

*Facilitated by: Jazzmin Scott, Flint & Genesee Group*

*Cost: \$15 per attendee*

## **EMOTIONAL INTELLIGENCE 2.0: SELF-REFLECTION AND MANAGEMENT**

**September 24 from 8:30-9:30 a.m.**

Join us for a review of the elements of Emotional Intelligence and then spend some time really reflecting on your own personal EQi awareness. We will aim to increase your self-knowledge and ability to proactively self-correct to enhance your communication and influencing skills.

*Facilitated by: Julie Bellamy, Sequelle HR Suite*

*Cost: \$25 per attendee*

## NET-WORK IT! BUILDING CONNECTIONS LIKE A PRO

**October 1 from 8:30-9:30 a.m.**

Networking is more than handing out your business card. During this workshop, we'll challenge you to go beyond the business card and get to know people. Creating meaningful connections by building relationships based on your interests and goals will not only help you become more successful at your job, but help your organization thrive. This session will provide you with insight and practical tips about what networking is and how to tap into the power of networking in a meaningful and genuine way. It will also help you leverage your local networks to be more strategic in the networking activities that you attend and hold.

*Facilitated by: Brianna Mosier, Flint & Genesee Education & Talent*

*Cost: \$15 per attendee*

## GRANT WRITING 101 - SOLD OUT

**October 17 from 1:30-3:30 p.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 attendees*

## LEADING A LARGE-SCALE DEI EFFORT

**October 29 from 8:30-10 a.m.**

Diversity and Inclusion leaders, regardless of their specific titles and roles within the organization, are pivotal in driving the transition for greater equity and cultural competence. Their influence, whether formal or informal, shapes how the organization's D&I initiatives are perceived and executed. This training aims to empower those leaders with the knowledge needed to develop a formal framework for advancing D&I efforts and equipping leaders to choose the right approach, delegate, and plan effectively. Along with the topics covered, this training will also cover the critical role of senior leadership in DEI success.

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

*Cost: \$25 per attendee*

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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