ENHANCE Your Employee and Organization

PERFORMANCE With skills-based Training and Certificate Programs

VISIT OUR WEBSITE FOR INFORMATION ON PROGRAMS, VIEW WEBINARS AND MORE!
WELCOME!

“Was relevant, presented well and kept my interest”

“I like the fact that [the facilitator] was experienced … and seemed to have a real understanding of what we face in the day-to-day operations at our job”

“The way [the facilitator] broke down each lesson into a hands-on experience really helped make us understand and apply things from our own organization and discuss.”

These are just three participant comments of thousands like them reflecting on Kent State’s professional development program learner experience.

Everyone on our team works hard to ensure that learners experience engaging, interactive professional education that addresses real-world workplace issues, provides value and develops practical skills that may be applied for success in today’s environment.

Register now in our professional development programs and develop the skills for your success—whether they be in continuous improvement or project management, supervision, human resource management, leadership or soft skills competencies.

We look forward to having you learn with us!

Warmest regards,

Amy Lane
Associate Vice President for Corporate and Professional Development

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KENT STATE UNIVERSITY IS A PROVIDER OF RECERTIFICATION CREDITS FOR THE SHRM-CP AND SHRM-SCP CERTIFICATIONS.

THREE TRAINING OPTIONS FOR YOU

1 INDIVIDUAL TRAINING PROGRAMS

Are you looking to develop skills in certain competencies? Our programs are designed for you to attend individual programs for skills development. You can pick and choose individual professional development programs that fit your learning objectives and work for your schedule.

2 CERTIFICATE-BASED PROGRAMS

We offer certificate programs in areas such as Emerging Leaders, Project Management, Supervision and Management and Training and Development. We also offer certification programs in Lean Six Sigma and Human Resources. Complete the certificate and earn a Kent State digital badge!

3 CUSTOM TRAINING FOR ORGANIZATIONS

Have a group that all need training in a specific topic? Contact us to discuss how we will work with you to tailor programs designed to meet your strategic learning objectives. Bring Kent State to your organization!
Spring 2023

Left me with effective tools to deploy, extensive knowledge to build my confidence, and a desire to implement what I learned.

Tony Monczewski, Associate Chemist
The Sherwin-Williams Company

"Left me with effective tools to deploy, extensive knowledge to build my confidence, and a desire to implement what I learned."

Tony Monczewski, Associate Chemist
The Sherwin-Williams Company

Spring 2023 Calendar:

**Left me with effective tools to deploy, extensive knowledge to build my confidence, and a desire to implement what I learned.**

Tony Monczewski, Associate Chemist
The Sherwin-Williams Company

## Spring 2023 Calendar

**FEBRUARY**

<table>
<thead>
<tr>
<th>Date</th>
<th>Program</th>
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<tr>
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<td>Turning Conflict into Collaboration ................................................... 14</td>
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**MARCH**

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<tr>
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<tr>
<td>2 - 3</td>
<td>Advanced Skills for Managing Projects ................................................ 12</td>
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<td>14 - 15</td>
<td>Effective Organizational Leadership: Engage and Execute ..................... 5</td>
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<td>29 - 30</td>
<td>Influencing Up ....................................................................................... 6</td>
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**APRIL**

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<tr>
<th>Date</th>
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<td>4 - 5</td>
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<th>Date</th>
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<td>Lean Six Sigma Black Belt Training and Certification .......................... 10</td>
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<td>Advanced Skills for Managing Projects ................................................ 12</td>
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<td>Managing Transition and Embracing Change During Challenging Times ...... 15</td>
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<td>Dealing with Difficult Behaviors ....................................................... 16</td>
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**JUNE**

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<td>Understanding Emotional Intelligence to Increase Your Effectiveness ...... 16</td>
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<td>Motivating Employees ............................................................................... 14</td>
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<tr>
<td>14 - 15</td>
<td>High-impact Learning: Fundamentals for Designing the Adult Learning Exp ... 20</td>
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Fall 2023 programs are scheduled and available for registration. See program pages and website for Fall 2023 dates.

Contact us today to learn more about our programs and how we can tailor and deliver them for your organization.

More info: YourTrainingPartner@kent.edu OR 330-672-3416
EMERGING LEADERS

CERTIFICATE FOR EMERGING LEADERS

Training tomorrow’s leaders today is essential to ensuring effective succession planning for your organization. Kent State’s Certificate for Emerging Leaders is designed to help those who have the potential and desire to be a leader, and are new to leadership roles, to develop the skills needed for success.

The certificate programs will provide you with the knowledge to engage direct reports, drive accountability, increase financial acumen, influence colleagues and lead your multigenerational teams.

TRANSFORM YOUR ORGANIZATION WITH A FORWARD-THinking MINDSET

FIVE PROGRAMS comprise the Kent State Certificate for Emerging Leaders:

- Effective Organizational Leadership: Engage and Execute
- Strategies for Leading the Multigenerational Team
- Influencing Up
- Coaching Accountability for Impact on People and Results
- Finance and Accounting for the Non-financial Professional – CELEMI Virtual Apples and Oranges™

These programs may be taken individually for particular skill development or in the series to attain Kent State’s Certificate for Emerging Leaders. With this certificate, you will also receive Kent State’s digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

Effective Organizational Leadership: Engage and Execute
Facilitator: Kristy Frieden

In this program, you will learn the characteristics of great leadership and identify the key elements of leadership, how they differ from management and how to make the transition. learn more

Strategies for Leading the Multigenerational Team
Facilitator: Deborah Easton

Today’s workplace is affected by six generational mindsets. This program explains the origins of generational mindsets and their impact on work practices. You will learn practical skills and strategies for leading to maximize the contributions of every generation on your team. learn more

Influencing Up
Facilitator: Amy Shannon

Influencing is a skill that we simply learn as we grow up by copying others around us and is primarily based on our life experiences. However, there are techniques that we can learn and apply to most effectively influence others. learn more

Finance and Accounting for the Non-financial Professional – CELEMI Virtual Apples and Oranges™
Facilitator: Ned Parks

This virtual fun, fast-paced business simulation focuses on the basics of business finance and financial literacy. Working in virtual teams and while filling out the profit and loss statement and balance sheet, participants get instant feedback on how their decisions on matters from customer service to stock management, impact and influence the bottom line. learn more

Coaching Accountability for Impact on People and Results
Facilitator: Deborah Easton

The balance between productivity and work relationships is the key to team success. When people choose behaviors that inhibit a culture of accountability, this balance can be challenging to maintain. learn more

CERTIFICATE FOR EMERGING LEADERS PROGRAMS
SPRING 2023 – LIVE, FACILITATOR-LED VIRTUAL TRAINING

Employee Retention Rate Grows By 30-50% at Companies with a Potent Training Program

https://teamstage.io/training-statistics/
THE SHRM LEARNING SYSTEM®

Establish yourself as a globally recognized human resource expert by earning the standard in HR certification: SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP).

These professional certifications can open doors for professional advancement, serve to harmonize standards with changing expectations and signal to employers advanced professional development.

Ensure you’re prepared with our course designed for SHRM credential candidates. Expand and test your knowledge and practical, real-life competencies in areas critical for HR career success.

The SHRM Learning System® for SHRM CP/SCP Certification Preparation Course

Facilitator: Luke Fausnaugh

Ensure you’re prepared with our course designed for SHRM credential candidates. Expand and test your knowledge and practical, real-life competencies in areas critical for HR career success. This intensive 12-week program offered by Kent State University combines expert instruction with the 2022 SHRM Learning System® for SHRM-CP/SHRM-SCP, so you will learn faster, retain more knowledge and stay on track for success on the exam. learn more

FEBRUARY 14 - MAY 9, 2023
TUESDAY EVENINGS
6:00 P.M. TO 9:00 P.M. EACH EVENING

SEPTEMBER 12 - DECEMBER 5, 2023
TUESDAY EVENINGS
6:00 P.M. TO 9:00 P.M. EACH EVENING

$1,195

DiSC®: Keys to Improved Communication

Facilitator: Ned Parks

Learn how behaviors, motivators and personal styles impact our relationships at work and at home. This innovative and interactive session is based on the DiSC® behavioral social style index. learn more

MAY 11, 2023
FRIDAY

DECEMBER 6, 2023
WEDNESDAY
8:30 A.M. TO 12:00 NOON

$255

30-50% AT COMPANIES WITH A POTENT TRAINING PROGRAM

https://teamstage.io/training-statistics/

Employee retention rate grows by

Contact us today to learn more about our programs and how we can tailor and deliver them for your organization.

MORE INFO: YourTrainingPartner@kent.edu OR 330-672-3416
LEAN SIX SIGMA TRAINING AND CERTIFICATION

Smoother processes, greater efficiency and cost savings are just a few of the advantages that will make your organization more competitive when you implement Lean and Six Sigma continual improvement principles. Lean techniques eliminate wasteful activities, while Six Sigma is a disciplined method for meeting customers’ expectations and eliminating defects in any process.

Investing in Lean Six Sigma training is the beginning of a new way of doing business. A commitment to implementing these methodologies and tools creates a culture of operational excellence. In the end, you’ll achieve bottom-line results from the projects your Black Belts undertake, and you’ll transform your organization into a more efficient, customer-focused one.

A Kent State Black Belt trainee will see an estimated

47-TO-1

RETURN ON THE
TRAINING INVESTMENT
with the first project alone.

*Based on Survey results from sponsoring organization

Contact us today to learn more about our programs and how we can tailor and deliver them for your organization.

MORE INFO: YourTrainingPartner@kent.edu OR 330-672-3416
CERTIFICATE IN PROJECT MANAGEMENT

Managing projects effectively is a vital skill for today’s workplace. The Kent State Certificate in Project Management provides professionals with experience working as project managers or aspiring to take on project management responsibilities, with the skills needed to improve performance, provide leadership and deliver projects on time and on budget.

LEARN THE SKILLS TO MANAGE PROJECTS TO STAY ON TIME AND BE IN BUDGET

Using a balanced mix of lecture, group exercises and a project case study, you will learn the skills necessary to manage a project from launch through completion. Particular emphasis is placed on defining the customer’s requirements and building a realistic schedule. This certificate consists of the following programs:

REQUIRED CORE PROGRAM:
- Essential Skills for Managing Projects

REQUIRED OPTIONAL:
Your choice of one of the following two programs:
- Advanced Skills for Managing Projects
- Project Leadership

The tools and principles taught in this certificate are based on the Project Management Institute’s (PMI)® Project Management Body of Knowledge (PMBOK® Guide). Kent State facilitator Bob Jewell is a certified Project Management Professional (PMP) through the Project Management Institute.

These programs may be taken individually for particular skill development or in the series to attain Kent State’s Certificate in Project Management. With this certificate, you will also receive Kent State’s digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

PMI and PMBOK® are registered marks of the Project Management Institute Inc.
**SUPERVISION AND MANAGEMENT**

**RISE TO THE CHALLENGES**

Supervising and managing employees is an incredibly challenging role, especially in today's ever-changing work environment. It comes with extraordinary demands and requires a wide range of expertise in competencies from communicating effectively to motivating employees to making informed decisions.

Kent State’s Certificates of Supervision and Management are designed specifically to strengthen and develop the skills you need to effectively lead frontline employees and get work accomplished through others. No one in your organization has a more immediate impact on productivity and performance than you!

---

**SUPERVISION AND MANAGEMENT FUNDAMENTALS CERTIFICATE**
*(see pages 14-15)*

To earn Kent State’s Fundamentals certificate, complete the four required core programs below:

- Enhancing Interpersonal Communication Skills
- Motivating Employees
- Managing Discipline
- Turning Conflict Into Collaboration

Plus, complete any two of the following electives:

- Managing Transition and Embracing Change During Challenging Times
- Making Great Decisions
- Understanding Emotional Intelligence to Increase Your Effectiveness
- Dealing with Difficult Behaviors
- Lean for Frontline Supervisors
- Effective Business Writing Techniques
- Coaching for Top Performance

---

**SUPERVISION AND MANAGEMENT ADVANCED CERTIFICATE**
*(see page 17)*

To earn Kent State’s Advanced Certificate, first complete Kent State’s Supervision and Management Fundamentals Certificate. Also complete the three required core programs below:

- CELEMI Agile Move™
- CELEMI Apples & Oranges™
- Effective Performance Management for Managers and Supervisors

Plus, complete any two of the following electives (not already taken):

- Managing Transition and Embracing Change During Challenging Times
- Making Great Decisions
- Understanding Emotional Intelligence to Increase Your Effectiveness
- Dealing with Difficult Behaviors
- Lean for Frontline Supervisors
- Effective Business Writing Techniques
- Coaching for Top Performance

---

*ELECTIVE PROGRAMS FOR BOTH FUNDAMENTAL AND ADVANCED CERTIFICATES ARE LISTED ON PAGES 15 - 16*

These programs may be taken individually for particular skill development or in the series to attain Kent State’s Supervision and Management Fundamentals Certificate and Kent State’s Supervision and Management Advanced Certificate. With each of these certificates, you will also receive Kent State’s digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

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**SUPERVISION AND MANAGEMENT FUNDAMENTALS CERTIFICATE REQUIRED CORE PROGRAMS**

- [Enhancing Interpersonal Communication Skills](#)
  
  **Facilitator:** Deborah Easton
  
  Effective communication skills give you the power to achieve success in your supervisory role, as well as in all of your relationships. This program provides you the opportunity to assess communication strengths and weaknesses and to learn a variety of practical, powerful communication strategies that can be applied immediately on the job, with peers, subordinates and supervisors. [learn more]

- [Motivating Employees](#)
  
  **Facilitator:** Mike Rooney
  
  Have you found what works to motivate your employees for improved performance? Learn about the many motivational options beyond increased pay. Find out what types of rewards work in what types of circumstances. Gain ideas you can use to impact employee performance upon your return to the workplace. [learn more]

- [Turning Conflict Into Collaboration](#)
  
  **Facilitator:** Ned Parks
  
  Conflict is natural within the workplace and a predictable part of working with others. Yet unresolved conflict negatively affects morale, motivation, communication, attitudes and productivity. If handled appropriately, your conflict can lead to positive, cooperative situations. [learn more]
### SUPERVISION AND MANAGEMENT

#### FUNDAMENTALS CERTIFICATE

<table>
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<th>Required Core Programs</th>
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<tbody>
<tr>
<td>Indicates one of the FOUR CORE (required) programs to earn the Fundamentals certificate. See page 15-16 for description of the elective programs.</td>
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#### Managing Discipline
**Facilitator: Mike Rooney**

Manage discipline effectively and your organization will observe reduced discord among employees, decreased numbers of grievances and increased productivity. You and your organization will experience increased cooperation among employees and sustained positive employee relations, leading to an enhanced organizational culture where everyone is working together toward the same goals. [learn more]

#### Managing Transition and Embracing Change During Challenging Times
**Facilitator: Kristy Frieden**

To manage change effectively, a manager must understand the change process and be able to identify his or her personal role in any successful transition. In this program, participants will learn to recognize resistance to organizational change and learn how to overcome it. In addition the participants will identify strengths and opportunities in their change management approach. [learn more]

#### Making Great Decisions
**Facilitator: Bob Jewell**

When was the last time you or your team sat down and evaluated the lessons learned from either a great decision or a bad decision? Managers, employees and teams are constantly making and implementing decisions, but few examine the process and assess the quality of their decisions. [learn more]

#### Dealing with Difficult Behaviors
**Facilitator: Deborah Easton**

One of the greatest causes of workplace stress is dealing with “problem” people: customers, co-workers, employees, or managers. Most people’s reaction is to “fight fire with fire,” escalating an already tense situation. [learn more]

#### Lean for Frontline Supervisors
**Facilitator: John Potkalitsky**

This one-day program is developed based on the “Five Needs of a Supervisor,” identified by industry experts in the Training Within Industry (TWI) Service, a model for training people in industry and arguably the “ground zero” of Lean and Kaizen. [learn more]

#### Understanding Emotional Intelligence to Increase Your Effectiveness
**Facilitator: Kristy Frieden**

Whether we are at work, home or in our community, knowing and managing our emotions, and responding appropriately to the emotions of others, will determine our ability to work effectively and achieve the outcomes we desire. [learn more]

#### Coaches for Top Performance
**Facilitator: Amy Shannon**

Are you prepared to get the best from your organization’s employees? The greatest impact managers can make comes from how they deliver results through others. [learn more]

#### Dealing with Difficult Behaviors
**Facilitator: Deborah Easton**

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SUPERVISION AND MANAGEMENT ELECTIVE PROGRAMS

SUPERVISION AND MANAGEMENT ADVANCED CERTIFICATE

- Indicates one of the THREE CORE (required) programs to earn the certificate. See page 15-16 for description of the elective programs

- Effective Performance Management for Managers and Supervisors
  Facilitator: Kristy Frieden
  Research shows that a majority of managers, employees and HR leaders feel that their performance management results are ineffective and/or inaccurate. Additionally, performance reviews are dreaded by most managers and seem to demotivate and disengage rather than inspire employees to work more efficiently and productively. In this program, you will learn how to put value back into your performance review process by understanding the key components of a successful performance management system.  

- CELEMI Agile Move™
  Facilitator: Ned Parks
  Agile is a set of values and principles for any project or initiative that focus on customer value, leadership, teamwork and decision-making. In CELEMI Agile Move™, participants work in teams to explore and develop an Agile mindset. This digital business simulation is set in a fictitious company dealing with the typical operational, strategic and leadership challenges that many organizations are facing today. Participants work through the challenges and discuss and agree on which route to take – and get instant feedback on how well their decisions align with Agile principles. Teams compete to see who can work the most Agile and deliver the best results.

- Finance and Accounting for the Non-financial Professional - CELEMI Virtual Apples and Oranges™
  Facilitator: Ned Parks
  This virtual fun, fast-paced business simulation focuses on the basics of business finance and financial literacy. Working in virtual teams and while filling out the profit and loss statement and balance sheet, participants get instant feedback on how their decisions on matters from customer service to stock management, impact and influence the bottom line.

CORPORATE SUBSCRIPTION PROGRAM

MANAGE YOUR TRAINING NEEDS & YOUR TRAINING BUDGET WITH OUR CORPORATE SUBSCRIPTION PROGRAM

By investing in a Kent State Corporate Partnership Subscription Program, you may purchase blocks of registrations for Kent State’s one- and two-day public, open enrollment programs at discounted rates.

Your benefits of this investment include:
- Selection of high-quality training that meets your strategic training objectives
- Confidence that your employees develop skills and remain engaged
- Reduced number of registration transactions and saved time
- Discounted training costs and efficiency with one simple payment
- Invitation to join Kent State’s Advisory Board (based on investment level)

Front-line leadership is one of the most important resources in our organization. By investing in their development and providing them with foundational and critical leadership skills training, we help set our organization up for success. When we partnered with Kent State University, they were able to provide us programs that taught our frontline leaders today the critical skills needed such as managing conflict, emotional intelligence, and motivating and empowering their teams. With the positive feedback from both participants and managers, we are thrilled to expand the program and look forward to our continued partnership with KSU. It is our frontline managers who help motivate the people who do the work – those who make the products – and it is our role to invest in their development.

Katarina Soderstrom
Director, Learning & OD
Avery Dennison

Email us for more information
CERTIFICATE OF TRAINING AND DEVELOPMENT PROGRAMS
SPRING 2023 – LIVE, FACILITATOR-LED VIRTUAL TRAINING

Each One Teach One: Engaging Employees in Experiential Learning
Facilitator: Christine Zust

Whether you design and deliver in-person instructor-led training, virtual instructor-led training or blended learning training programs, this core curriculum as part of the Certificate in Training and Development helps you to achieve these learning objectives:

- Create an Inviting, Supportive Learning Environment for Effective Virtual and In-Person Training Delivery
- Master the Somatic, Auditory, Visual, Intellectual (SAVI) Adult Learner Model
- Review the Five-step Accelerated Learning Model (Learner Preparation, Connection, Creative Presentation/Discovery, Activation, Integration)
- Organize and Deliver Materials for Effective Virtual and In-Person Learning Experiences

JUNE 7, 8, 21 AND 22, 2023
WEDNESDAYS AND THURSDAYS
8:30 A.M. TO 12:00 NOON EACH DAY
$695

ENROLL NOW

OCTOBER 14 AND 18, 2023
WEDNESDAYS
8:30 A.M. TO 4:30 P.M. EACH DAY
$695

ENROLL NOW

High-impact Learning: Fundamentals for Designing the Adult Learning Experience
Facilitator: Ned Parks

Successful course design in a short amount of time is a requirement in today’s fast-paced environment. It requires the training professional to deliver high-quality, high-impact training; often with little budget and under severe time constraints. Understanding the needs of adult learners is the key to success in this process. The workshop will provide you with adult learning foundations and design skills specific for those conducting any type of training.

JUNE 14 AND 15, 2023
WEDNESDAY AND THURSDAY
8:30 A.M. TO 12:00 NOON EACH DAY
$345

ENROLL NOW

OCTOBER 11, 2023
WEDNESDAY
8:30 A.M. TO 4:30 P.M.
$345

ENROLL NOW

Design Training Programs that Make an Impact!

The above programs may be taken individually for particular skill development or in the series to attain Kent State’s Certificate of Training and Development. With this certificate, you will also receive Kent State’s digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

$92.3 BILLION
TOTAL U.S. TRAINING EXPENDITURES in 2021
https://trainingmag.com/2021-training-industry-report/
Digital Marketing Professional + Professional Certified Marketer

Two Great Marketing Leaders. One Powerful Course. Not only will you receive a DMI certification, but you also receive the Professional Certified Marketer (PCM) awarded by the American Marketing Association (AMA). Both are internationally recognized. Get ahead and stand out in your career with dual online digital marketing certifications. Delivered 100% online, learn Google Ads (PPC), Analytics, Facebook Ads, content marketing, SEO and more. Two certifications for the price of one.

You will acquire a hands-on learning experience that will enable you to demonstrate a strong foundation in digital marketing, covering the main concepts, techniques, and skills required in order to develop, plan and implement an effective digital marketing strategy.

- Gain a holistic understanding and competency in the key areas of digital marketing
- Learn durable skills so you can stay relevant, no matter what’s trending
- Join a community of like-minded marketers and industry experts
- Keep learning with Continuous Professional Development (CPD) on Marketing Topics

**$1.3 TRILLION**

*The estimated amount a lack of digital skills in the workforce is costing the US economy and harming productivity each year.*

Digital Marketing Institute 2021

Certified Digital Marketing Professional + Professional Certified Marketer

Upon successful completion of a three-hour computer-based examination, you are awarded two of the world’s most widely recognized digital marketing certifications – the DMI certification and the Professional Certified Marketer (PCM) awarded by the American Marketing Association (AMA).

As a certified digital marketing professional you get the confidence you need to create and steer transformative and revenue generating digital marketing strategies for organizations of any and all sizes. You will also receive a globally recognized certified professional badge to display on your LinkedIn profile, while also gaining access to the MyDMI membership platform to maintain your skills as you continue to learn and grow, to network, and to gain valuable CPD points. [Learn more](#)

**TRAINING TO HELP YOU GROW YOUR CAREER**

Delivered 100% online, learn Google Ads (PPC), Analytics, Facebook Ads, content marketing, SEO and more. Two certifications for the price of one. By the end of this comprehensive digital marketing training, you will be able to:

- Increase your website’s visibility through search engine optimization (SEO) techniques
- Drive qualified traffic to your website through pay-per-click (PPC) advertising
- Execute social video and digital display campaigns
- Capture, segment, and manage email subscribers in order to plan and execute a successful email marketing campaign
- Use suitable social media channels for different business goals and objectives
- Measure and optimize your social media campaigns
- Leverage mobile marketing for its micro-targeting advantages
- Analyze and optimize your overall digital marketing activity
- Create a formal digital marketing plan for your organization

**DIGITAL MARKETING CERTIFICATIONS**

**FALL 2022 – ONLINE, ON-DEMAND TRAINING**

This online digital marketing certification is ideal for a wide range of professionals including Marketing Executives, Managers, IT Managers and Senior Management. It is also ideal for small business owners or anyone involved in the planning, implementation or measurement of digital strategies, along with anyone keen to pursue a career in digital marketing. Becoming a Certified Digital Marketing Professional will benefit you regardless of your skills or experience and will empower you to maximize the impact of your marketing through powerful digital tools.

**Certified Digital Marketing Professional + Professional Certified Marketer**

Upon successful completion of a three-hour computer-based examination, you are awarded two of the world’s most widely recognized digital marketing certifications – the DMI certification and the Professional Certified Marketer (PCM) awarded by the American Marketing Association (AMA).

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**ENROLL NOW**

BEGINS FIRST OF EACH MONTH

*SEE WEBSITE FOR ADDITIONAL INFORMATION

30 HOURS FLEXIBLE ONLINE LEARNING

$1368 (*limited time rate)

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ONLINE TRAINING PROGRAMS

In today's fast-paced world, many of us find it difficult to take time away from work and family activities to attend professional development programs.

Kent State's online training offerings may fit better into your schedule. You can take these programs before breakfast, during lunch, late at night or any other time you find convenient! Kent State makes a variety of topics available.

ONLINE CERTIFICATE PROGRAMS
Complete the certificate programs below in just a few short months. Engage with other online participants and facilitators on your own schedule.

**Bookkeeping Certificate**
The Bookkeeping Certificate will provide you with the knowledge needed to measure, and manage, the financial health of your business. This program focuses on cash basis accounting.

**Graphic Design Software Essentials Certificate**
The Adobe software tools are the leading software for graphic design. Learn to use Adobe Illustrator, Photoshop and InDesign to design logos, flyers, posters, banners, business cards, brochures, flyers, books, magazines and more.

**Certificate in Business Writing**
Successful communicators in the workplace move forward, others move back. Enhance your career by improving this critical communication skill.

**Mastering Video Marketing Certificate**
Video marketing is the most recent new marketing trend. Shoppers who viewed product videos were 144 percent more likely to add the product to their cart. Learn video marketing techniques including storytelling, SEO and increasing shopping cart conversions.

**Certificate in Data Analysis**
Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. Data Analysis is quickly becoming one of the most sought-after skills in the workplace.

**Social Media for Business Certificate**
From Facebook to Twitter, blogging, YouTube, LinkedIn and more, discover the new principles of communication that apply across all networks, how these specific social networks work and the possible uses for your organization.

**Entrepreneurship Certificate**
Boost your chances of success for your new or small business and reduce your risks. Learn how to create a business plan, including assessing business feasibility and prepare the management and financial plans.

**Certificate in Business Writing**
The Adobe software tools are the leading software for graphic design. Learn to use Adobe Illustrator, Photoshop and InDesign to design logos, flyers, posters, banners, business cards, brochures, flyers, books, magazines and more.

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**ONLINE INDIVIDUAL PROFESSONAL DEVELOPMENT PROGRAMS**
Click the [ENROLL] to learn more or to register and get started immediately.

**Computer Applications**
- Adobe: Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere
- AutoCAD
- Certified Network Professional (CCNP)
- Intuit Quickbooks
- Microsoft: Access, Excel, Outlook, PowerPoint, Suite, Word
- Web Design: HTML5, CSS3

**Project Management Online Programs**
- Project Quality Management
- Project Risk Management
- Agile Development and Project Management
- Project Scope Management
- Project Management for IT Professionals

**On-Demand Learning Programs**
- Certified Associate in Project Management (CAPM) Exam Prep
- Project Management Professional (PMP)® Exam Prep
- Introduction to Project Management

**Online Professional Development Programs**
- Business Ethics
- Corporate Social Responsibility
- Critical Thinking
- Effective Negotiations
- Organizational Strategy
- Professional Communication
- Public Speaking
- Many More!

A sampling of the program offerings are shown on the next page.
REGISTRATION INFORMATION

**EASY WAYS TO REGISTER**
- Visit [www.kent.edu/yourtrainingpartner/our-programs-services](http://www.kent.edu/yourtrainingpartner/our-programs-services)
- 330-672-3416 between 8 a.m. and 5 p.m. daily with your registration.
- Email us at YourTrainingPartner@kent.edu

**DISCOUNTS**
- 10% OFF: Three or more employees registered for the same program
- 5% OFF: Three or more employees registered in a group of various programs at the same time.

**CORPORATE PARTNERSHIP PROGRAM:**
Save even more with our NEW Corporate Subscription Partnership Program! Email Us for Details. YourTrainingPartner@kent.edu

**CANCELLATION AND TRANSFER POLICY**
Kent State University reserves the right to cancel programs. In the event that your program is cancelled, a full refund will be issued. Fees paid by credit cards will be processed immediately. Check and cash payments will be refunded with a Kent State University check issued within four weeks of cancellation.

Should you wish to withdraw from a program for which you are registered, you may cancel the registration or transfer into the next scheduled program according to the following policies:

- Kent State must be notified of your cancellation or request to transfer to the next scheduled program more than **five business days** prior to the program start date to receive a 100 percent refund or no fee for the transfer.
- If Kent State is notified of your cancellation or request for transfer fewer than **five business days** before the program start date, you may receive a 50 percent refund for the cancellation; a $50 transfer fee will be applied if you choose to transfer into the next scheduled program.
- There will be no refund if Kent State receives notification of the cancellation on the program start date or if you do not attend the program.
- If you are unable to attend, you may substitute another member of your organization at no additional cost. Please notify Kent State of this change before the program start.
- Kent State’s transfer policy allows for a one-time transfer into the next scheduled program within one year of the transfer request according to the policies above.

**MEET OUR FACILITATORS**
Kent State’s Center for Corporate and Professional Development employee development training facilitators are subject matter experts with a passion for the area of their expertise.

They have many years of practical real-world experience that enables them to customize the training content to your organization and allows for seamless application by your employees.

**IN-PERSON TRAINING INFORMATION:**
Educational Service Center (ESC) of Northeast Ohio
6393 Oak Tree Blvd. South Independence, OH 44131
[www.escneo.org](http://www.escneo.org)
The ESC is conveniently located off I-77 and I-480 in Independence Ohio. Parking is free.

Contact us today to learn more about our programs and how we can tailor and deliver them for your organization.

MORE INFO: YourTrainingPartner@kent.edu OR 330-672-3416
CUSTOM TRAINING SOLUTIONS TO FIT YOUR ORGANIZATION’S NEEDS

Gain the advantages of partnering with Kent State’s Center for Corporate and Professional Development. You receive a strategic solution, competitive pricing and quick response times. When working with Kent State, you can expect to experience a strategic approach to the training or consulting solution, which ensures that it has noteworthy, relevant impact. You also know that the professionals effectively manage the details.

- **STRATEGIC SOLUTIONS**
- **COMPETITIVE PRICING**
- **QUICK RESPONSE TIMES**

Kent State’s tailored live, facilitator-led training for your organization’s groups is delivered in the format that is most practical for you – either in-person or virtually. Our client-objectives focus is unmatched; we offer flexible scheduling that meets your talent development needs for your associates in geographically dispersed locations across multiple time zones.

YOU’RE IN GOOD COMPANY WHEN YOU PARTNER WITH US!

THE CENTER FOR CORPORATE AND PROFESSIONAL DEVELOPMENT IS YOUR PARTNER FOR COMPREHENSIVE EXPERTISE AND PROVEN SOLUTIONS IN TALENT AND ORGANIZATION DEVELOPMENT.

PARTNER WITH US

Why hire a private consulting firm that tries to sell you one solution when you can partner with a world-class university whose performance consultants focus on YOUR strategic objectives?

NEED A CUSTOM TRAINING SOLUTION?

CONTACT US TODAY TO LEARN MORE ABOUT OUR TAILORED CONTRACT TRAINING PROGRAMS AND HOW WE CAN DELIVER THEM FOR YOUR ORGANIZATION.

EMAIL: YOURTRAININGPARTNER@KENT.EDU OR PHONE: 330-672-3416
ADDITIONAL PROGRAMS

OFFERED AT THE KENT STATE STARK CAMPUS

JANUARY

Excelling at Excel
JANUARY 20 AND 27, 2023 | FRIDAYS

FEBRUARY

Crash the Barriers: Build the Team
FEBRUARY 3, 2023 | FRIDAY

Enhancing Interpersonal Comm Skills
FEBRUARY 9, 2023 | THURSDAY

Managing Discipline
FEBRUARY 15, 2023 | WEDNESDAY

Advanced at Excel
FEBRUARY 17 AND 24, 2023 | FRIDAYS

MARCH

Effective Decision Making
MARCH 1, 2023 | WEDNESDAY

Motivating Employees
MARCH 8, 2023 | WEDNESDAY

What’s Preventing Your Team’s Success?
MARCH 16, 2023 | THURSDAY

Turning Conflict into Collaboration
MARCH 24, 2023 | FRIDAY

Essential Skills for Managing Projects
MARCH 29 AND 30, 2022 | WEDNESDAY AND THURSDAY

APRIL

Dealing with Difficult Behaviors
APRIL 4, 2023 | TUESDAY

DiSC®: Keys to Improved Communication
APRIL 14, 2023 | FRIDAY

Advanced Skills for Managing Projects
APRIL 19, 2023 | WEDNESDAY

MAY

Coaching Accountability
MAY 3, 2023 | WEDNESDAY

A Plan for Change
MAY 12, 2023 | FRIDAY

Leadership Essentials Certificate
MAY 23 AND 24, 2023 | TUESDAY AND WEDNESDAY

FOR MORE INFORMATION AND TO REGISTER

call Mona Zink at 330-244-3508 or mzink@kent.edu