

# *Advanc-ED*

## **Professional Development**

### **Premium Membership**

#### **Personal, Financial and Personal Series**

Membership delivers unlimited access to all the professional development series for a single monthly fee of only \$99.99. Classes are available anywhere via a broadband Internet connection. Simply login to the secure Advanc-ED training portal and begin your training. Visit as often as you like. Learn new things and use the courses as a reference guide. We'll update the portfolio monthly to ensure you have access to the latest and most relevant products.

**Over \$13,000.00 retail value for only \$99.99 per month!**

#### **Assertiveness \$99**

Assertiveness has been a hot topic for more than a decade. And why not? People who master assertiveness skills go farther - faster - in today's competitive business environment because they know how to respond appropriately to workplace challenges. While other training resources on assertiveness concentrate on the "why," this unique training focuses squarely on the "how to." By applying the 12 powerful action steps outlined, you'll discover how to tap into your own abundant supply of assertiveness.

#### Benefits

- Change the status quo and improve your working conditions.
- Increase your self-confidence and boost your effectiveness.
- Get results as you use the powerful negotiation techniques.

#### **Attitude for Success \$145**

Your attitude may be the single greatest contributor - or the biggest obstacle - to your success. Focus on developing and renewing a positive outlook with the Advanc-ED course, Attitude for Success. Eight attitude adjustment techniques help you to keep your spirits up when faced with challenges and discover ways to simplify your life.

#### Benefits

- Understand the factors that impact your attitude.
- Discover techniques that will give you the edge.
- Gain new skills in a useful, productive manner

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### **Better Business Communication \$99**

Do you feel that you have difficulty expressing your business goals in precise terms? This Advanc-ED course, based on the book *Better Business Communication* by Dr. Phillip Bozek can help you! Learn quick and easy techniques to improve all types of business communication-- memos, letters, presentations and meetings

#### Benefits

- Make meetings more productive with clear objectives.
- Make great progress as you brainstorm through issues.
- Discover clear methods for communicating information.

### **Better Business Writing Course \$99**

Discover the ten key techniques for effective communication that will help you grow more confident in your ability to express yourself clearly. Good business writing is as important as ever. This Advanc-ed course based on the book *Better Business Writing* by Susan L. Brock covers critical skills required for you to develop an impressive business writing style. You will recognize and correct problems, avoid redundancies and define your communication goals.

#### Benefits

- Gain the skills needed to effectively communicate in writing.
- Create more effective memos and letters.
- Define and communicate your message for better results.

### **Call Center Success Course \$145**

Who speaks for your organization? The CEO? COO? Or is it a Customer Service Representative (CSR) answering the telephone? The Call Center Success program from Advanc-ed will help new reps increase their success, while sharpening the skills of your call center veterans. Customer Service Representatives will learn the six factors of professionalism, how customers behave, what customers expect and techniques for more effective communication with customers - all while maintaining a positive attitude.

#### Benefits

- Improve customer service skills within your organization.
- Enjoy a better reputation from having courteous employees.
- Contribute to a more positive atmosphere in your organization.

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### **Calming Upset Customers Course \$99**

Learn how to deal effectively with angry customers, clients, or colleagues. This carefully designed approach gives you the ability to work through conflicts and remain calm in the work environment. You'll learn how to distinguish between a disturbed and upset customer and how to collaborate with each toward a positive, win-win outcome.

#### Benefits

- Gain skills to maintain composure in difficult situations.
- Benefit from open communication and conflict resolution.
- Gain trust from customers when their problems are solved.

### **Communication Series \$425**

The Communication Series includes five courses of instruction that help develop the interaction skills of employees, managers and executives. Become more effective and productive in your personal and professional life by using the methods discussed in this Communication Series. Courses include: Effective Presentation Skills; Better Business Writing; Better Business Communication; Successful Negotiation; and Making Humor Work. Communication Series Mandel, Brock, Dr. Bozek, Maddux, and Dr. Paulson

#### Benefits

- Discover clear methods for communicating information.
- Have a meaningful impact on your audience.
- Communicate your thoughts for better results.

### **Connecting with Customers through Customer Service \$95**

Do you want to increase customer loyalty? Learn to respond to each customer's needs in ways that both please your customer and build your organization. Discover the right skills, attitude, and policies that win customer loyalty. Experience the universal importance of greeting customers, listening, evaluating customer needs, and responding appropriately. Connecting with Customers through Customer Service

#### Benefits

- Learn techniques that will increase customer satisfaction, even under tense or difficult circumstances
- Strengthen your ability to listen and evaluate customer needs
- Learn how to handle upset customers while staying professional

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### **Customer Service Series \$425**

Quickly improve customer service skills inside your organization -- and see a significant impact at consumer level. Learn how to deal effectively with angry customers, clients, or colleagues while collaborating to create a win-win outcome. This series pinpoints the skills that will make every employee aware of the importance of excellent customer service. Series includes four complete courses: Calming Upset Customers, Connecting to Customers through Customer Service, Helping Customers through Quality Service, and The Cornerstones of Sales and Customer Service. Customer Service Series (NEW) Kantola, Crisp

#### Benefits

- Gain trust from customers when their problems are solved.
- Learn skills necessary to create a positive customer experience.
- Grow your business by focusing on customer needs

### **Diversity Dynamics Course \$99**

Diversity is a key element in any successful workplace. But to be successful, a diverse workforce must learn to work together. This course helps you implement a company-wide diversity training program. At its conclusion, you'll understand how to expose key issues, get your management's buy-in, develop and implement your plan, and more.

#### Benefits

- Identify the key elements that make diversity work for you.
- Gain tangible results as you transform your workplace.
- Review key issues and ideas for effective implementation

### **Dreamweaver CS4 Course \$215**

Learn how to design, publish and maintain Web sites with the industry standard authoring tool, Dreamweaver CS4. In this course you will learn how to set up and layout Web pages using tables, CSS and templates. You'll also see firsthand how user-friendly this program is when it comes to adding interactive content like JavaScript, Flash and forms. Advanc-ed expert Deborah Berg demonstrates in-depth, step-by-step examples in this course to help you understand how to efficiently design, publish and maintain Web sites.

#### Benefits

- Improve your design skills with CSS
- Save time using Dreamweaver's productivity tools
- Create interactive Web pages

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### **Effective Meeting Skills \$99**

Use this concise planning guide to help you eliminate time-wasting components and benefit from lean, productive sessions. This interactive Advanc-ED training course based on the book, *Effective Meeting Skills* by Marion E. Haynes has an entertaining format that includes exercises and checklists as well as examples and case studies to help you plan, conduct, and improve any meeting, on or offsite. You'll learn how to spot and avoid meeting problems in advance, how to handle conflict and digression and how to improve future meetings through evaluation and feedback

#### Benefits

- Conduct a productive, motivating meeting.
- Improve meeting quality and stay on agenda.
- Review key issues and ideas for effective implementation

### **Effective Presentation Skills \$99**

Enhance your presentation skills and shine in any meeting with this friendly, concise Advanc-ED course based on the book *Effective Presentation Skills* by Steve Mandel. Learn everything you need to know to deliver a solid sales pitch or presentation with clarity, persuasiveness, and confidence. With this interactive training, you'll learn how to organize your thoughts and data for maximum impact, develop eye-catching visual aids and use effective body language

#### Benefits

- Effectively conduct question-and-answer sessions.
- Feel confident and self-assured during your presentation.
- Leave a lasting impression on your audience.

### **Efficiency Series \$655**

The Efficiency Series provides five complete courses of instruction that help develop more effective employees, managers, and executives. Cut stress by learning how to combat negativity in the workplace and achieve realistic goals. Courses include *Assertiveness*; *De-Junk Your Life*; *Get Things Done*; *Motivation and Goal Setting*; and *Negaholics*. Efficiency Series Experts from National Seminars

#### Benefits

- Reduce your stress level and banish negativity!
- Complete projects and daily demands with less stress.
- Use successful goal-setting techniques

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### Expression Web Basics Course \$79

Learn about Microsoft's newest release and replacement of FrontPage. Watch as Debbie walks you through this software page. Learn the tool set and how easy it can be to become your own Web Designer. Debbie will teach you how to work with div tags, Cascading Style Sheets (CSS) and templates. Quickly learn to build a interactive forms and explore just how great a tool like this is.

#### Benefits

- Learn to build web sites in a snap using Expression Web.
- Learn how to make web pages using the Expression Web toolkit.
- Get basic skills to get a consistent look and feel when building sites.

### Flash CS4 Course \$280

Flash CS4 is a course that provides designers, animators, and developers with the knowledge and hands-on practice they need to create rich Flash content. This course will teach you how to produce an engaging interface using text, graphics, animations, video, and sound. Simple user interactions are added using built in ActionScript behaviors and Script Assist. In addition to teaching essentials, the course focuses on teaching best practices for creating Flash content.

#### Benefits

- Create and deliver rich interactive content
- Develop simple and engaging animations in a few steps
- Library of pre-built animations to jump start your project

### Fireworks CS4 Course \$145

Learn how to design and optimize images for the Web with Fireworks CS4. Advanc-ed expert Deborah Berg explains the basic tools and fundamental features to create and enhance your Web images. You'll also learn how to prototype a Web page layout and publish it to CSS-based HTML. This course is a great overview of how to use Fireworks to create professional images and Web page layouts for the Web.

#### Benefits

- Enhance your Web images with excellent design tools
- Publish images in various Web formats (GIF, JPG, HTML, CSS, PDF)
- Go beyond the basics to design prototypes

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### **How to Coach an Effective Team \$99**

In this results-focused, high-energy interactive media, you'll discover the crucial coaching and leadership skills you need to mold a group of diverse individuals into a cohesive team of motivated, enthusiastic achievers. Coach Joe will inspire you to develop the leadership techniques that will encourage people to rise to new levels of performance. You will discover new communication approaches that will get everyone to pull together, while inspiring trust, commitment and respect

#### Benefits

- Discover a variety of coaching and counseling methods.
- Generate productive, meaningful results through teamwork.
- Feel confident in your ability to be a highly effective leader

### **How to De-junk Your Life \$145**

Do you feel as if your life is spinning out of control because you're so disorganized? Then this revolutionary training was designed for you! Thanks to the powerful strategies and tons of tips that are offered, you can finally regain control of your space, your time, your paperwork and your priorities - once and for all! You'll learn easy-to-apply techniques for eliminating the "junk" that clutters every area of your life, from the junk on your desk to the junk in your house to the junk on your calendar.

#### Benefits

- Learn fun, effective, easy ways to "de-junk" your space.
- Be more productive and efficient as you become organized.
- Gain new skills in a useful, real world manner.

### **How to Get Things Done \$145**

Do you wish you could be more focused on your goals, not distracted by the thousands of interruptions that compete for your time and attention? This dynamic training course can literally add hours to your day with smart tips and stress-erasing strategies. Learn to identify the trouble spots that keep you from achieving your goals. Expert Greg Kirsch will show you how to juggle many projects successfully and meet every deadline. He explains methods that give you confidence in completing projects and follow through on all your promises.

#### Benefits

- Maximize your efforts to reach your goals.
- Complete projects and daily demands with less stress.
- Learn the steps to getting things done!

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### **InDesign CS2 Course \$215**

InDesign CS2 is a powerful application widely used by creative professionals to design sophisticated publications. Debbie Berg begins with the very basics of the interface, then builds upon this knowledge to demonstrate how to work with text frames and layers, format text, apply styles, add graphics and much more. At the conclusion of this course, you will be inspired to create your own professional layouts right away!

#### Benefits

- Your publications will stand out as professional pieces.
- Understand the important steps in professional publication design.
- Save time while you are creating sophisticated publications

### **Illustrator CS4 Fundamentals Course \$79**

In the newest version of Illustrator CS4 you will discover exciting new tools and features. Draw more natural vector art with the blob brush and eraser tools, create multiple artboards within one Illustrator document, and experience the completely revamped gradient tool. You will learn tricks, techniques, and go-arounds to achieve brilliant results, artistic effects, and stunning visuals. Whether you are preparing work for print, the web, or beyond, you will gain the skills necessary to stay competitive using Illustrator CS4.

#### Benefits

- Sharpen your creative edge.
- Beautifully simple and easy to use.
- Take creative control with innovative and enhanced editing, design and compositing.

### **LeaderShift \$99**

The entire concept of leadership is changing. In this course you will explore leadership shifts and learn five concepts that will expand the performance of any leader. Using bridge-building as a metaphor, Advanc-ED expert Joel Barker teaches us that, more than anything else, the 21st century leader will build bridges - bridges of hope, ideas, and opportunities. Bridges that help us move from where we are to where we need to be.

#### Benefits

- Be motivated to develop forward-thinking leadership strategies.
- Develop leadership strategies to successfully lead into the future.
- Have the confidence to seize new opportunities and enjoy success.

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### **Leadership Series \$575**

The Leadership Series from Advanc-ED provides five complete courses of instruction to help organizations develop effective leaders and successful teams. Courses include Powerful Communication Skills, Powerful Presentation Skills, How to Supervise People, How to Coach an Effective Team and How to Handle Conflict and Confrontation.

#### Benefits

- Generate results with your new skills.
- Have the confidence to communicate your ideas.
- Get people to take ownership of their jobs.

### **Leadership Series for Women \$99**

Polishing communication styles, developing team-building skills, and creating a successful leadership model are at the heart of this informative course. This is a great first step for women who want to become tomorrow's business leaders. Let the experts show you how to overcome stereotypes of women as leaders and develop the characteristics of effective leaders

#### Benefits

- Use the powerful team building techniques.
- Improve your communication style.
- Delegate skillfully and avoid the superwoman syndrome.

### **Making Humor Work \$99**

There is a definite role for humor in the workplace. This Advanc-ED course, based on the book Making Humor Work by Dr. Terry Paulson, shows you how to problem-solve, defuse resistance to change, disarm anger, and improve and increase memory through the effective use of humor on the job. This course provides material to improve the quality of work-and life-by using humor appropriately.

#### Benefits

- Communicate with humor, reduce stress and anger.
- Laughter usually is the best medicine!
- Use techniques that encourage an open exchange.

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### **Motivation and Goal Setting \$145**

Are you tired of setting goals and then never quite achieving them? Would you like to rocket out of your current routine and become more productive? Are you eager to break through the barriers that hold you back? You can do it! This invaluable training course for professionals will not only help you determine your goals, but will also give you strategic tools you can apply right away to motivate yourself toward making your goals realities.

#### Benefits

- Use proven goal-setting techniques.
- Put these concepts for self-motivation to work for you.
- Gain confidence by using these techniques and strategies

### **Photoshop CS4 Course \$285**

Photoshop CS4, the latest edition from Adobe, will save you time and money. Learn how to adjust images, bypass cropping and retouching with intelligent ContentAware scaling. Enjoy smoother rotation, panning and zooming. Take your photos or digital art from good to fantastic by learning one of the most important features of Photoshop, "layer techniques." At the conclusion of this course you will be prepared to pass the ACE Program exam for Photoshop CS4 (9A0-094).

#### Benefits

- Learn how to use various tools and manipulate images
- Find out how to better enhance your images and learn how to easily navigate the program
- Meets or exceeds ACE Certification objectives for exam 9A0-094

### **Project Management Professional 2009 Certification Course \$380**

The Project Management Professional 2009 course guides you through the journey of understanding the basic fundamentals involved in high level project management. Discover what defines a project life cycle, how project management process mapping works and how to develop a project scope statement. By the end of this course, you will have the knowledge to successfully define and execute projects while gaining a strong understanding of administrative or contract closure.

#### Benefits

- Increase earning potential by achieving PMI certification
- Identify specific project needs and manage resources efficiently
- Save time and money on your assigned projects

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### **Publisher 2003 Course \$135**

Publisher 2003 is the Microsoft tool for creating materials for print, web or email publishing. Expert instructor Erin Olsen starts with the basics and moves step-by-step through the skills you need to get professional publishing results. The Publisher 2003 training course from Advanc-ed provides a convenient, affordable, effective way to learn how to design and publish newsletters, web pages, marketing collateral and other informational materials.

#### Benefits

- Create and publish professional documents in record time.
- Communicate your ideas using Publisher 2003.
- Advanc-ed training helps you gain new skills quickly.

### **Successful Negotiation Course \$99**

Save money, time and achieve satisfaction by learning to negotiate profitably. This Advanc-ed course, based on the book Successful Negotiation by Robert B. Maddux, covers win/win negotiating ideas and methods. Discover the best techniques for managing conflict through negotiation by using the updated case studies and examples.

#### Benefits

- Confidently negotiate a starting salary.
- Use your new skills with purpose and results.
- Become a better negotiator and improve effectiveness.

### **Team Development Series \$495**

Advanc-ED's Team Development Series is a collection of six interactive courses - Mentoring, Working Together, Team Leadership, Increasing Employee Productivity, Effective Meeting Skills, and Team Problem Solving. Each course contains valuable tools and insights, and completing this series will arm you with an array of skills that will help you to develop an efficient, effective team.

#### Benefits

- Glean the rewards of effective team interactions.
- Build strong teams and be an effective leader.
- Help your team accomplish its goals.

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## **Professional Development**

### **Team Leadership \$99**

This interactive course from Advanc-ED, based on the book Team Leadership by Dr. Don Hackett and Dr. Charles L. Martin, explores methods and concepts to bring out the collaborative voices of your team members. Learn how to get started with this simple six-step plan and increase participation and team efficiency. They will demonstrate how to develop feedback and clarification skills creating a shortcut to team consensus

#### Benefits

- Become an effective leader and build strong teams.
- Gain problem solving skills that will help your team.
- Review key issues and ideas for effective implementation

### **Telephone Communications Series \$715**

In the Telephone Communication Series from Advanc-ED, Customer Service Representatives will learn the six factors of professionalism, as well as a step-by-step collection process. Learn the importance of effective telephone techniques and how to become an active listener. Series includes five complete courses: Call Center Success, Telephone Collections, The Business of Listening, and Telephone Courtesy Customer Service.

#### Benefits

- Improve your reputation with a highly skilled staff.
- Improve your collection rate and increase your bottom line.
- Extract important details from every message and interaction.

### **The Art of Stress Management Course \$145**

Stress - we all face it, and not just at work! The Art of Stress Management training program from Advanc-ed teaches important stress management skills and techniques to increase your productivity and maintain a positive attitude. With dozens of handy tips and techniques, The Art of Stress Management will help you better understand yourself and others, and get more out of life and work.

#### Benefits

- Identify the stress signs that put you on edge.
- Use the stress-easing Triple A workout and get results.
- Move along at your own pace in a productive manner.

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### **The Art of Organization Course \$145**

Better organization can help almost all of us in our personal and professional lives. Become an organizational wizard with the Advanc-ed training course, The Art of Organization. Learn the three R's of organization: Reduce, Refer, and Rearrange. You'll be amazed at how productive you'll be - at home and at work - when you get organized.

#### Benefits

- Get organized and stay organized.
- Be more productive and more efficient.
- Incorporate new ideas that work.

### **The Art of Communication Course \$145**

Communication is perhaps the most fundamental business skill of all. The Art of Communication course from Advanc-ed will bring out the natural communicator in you. Learn to write compelling business documents, deliver show-stopping presentations, and conduct productive meetings. Discover new brainstorming techniques and find ways to turn on your natural creativity.

#### Benefits

- Discover clear methods for communicating information.
- Leave a lasting impression on your audience.
- Define and communicate your thoughts for better results.

### **The Business of Listening \$99**

Advanc-ED's The Business of Listening course, based on the book Business of Listening by Diane Bone, will show you how to become a better listener by demonstrating how your listening skills build either barriers or bridges. You will learn ten steps to controlling emotional "hot buttons" and the impact of good listening skills on productivity. Becoming an active listener will help your productivity and success by helping you extract important details from every message

#### Benefits

- Become a more involved, active listener.
- Build good listening skills and improve productivity.
- Become aware of the "silent" messages

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### **The Power of Telephone Courtesy Course \$79**

Are you confident that your company is projecting the best first impression when answering the phone? Making the wrong impression over the phone can discourage customers. This video shows the right way—and the wrong way—to handle business phones. It's a great tool for teaching your staff how to project a positive view of your organization. Course Time: 00:11:34

#### Benefits

- Understand the importance of telephone image for your business
- Learn the proper telephone techniques that will let your customer know they are important
- Learn to demonstrate professionalism on the telephone to create a positive experience for the customer

### **The Rewards of Telephone Courtesy Course \$79**

Excellent telephone skills increase customer satisfaction and assure that you won't miss important business opportunities. Be confident that your company is presenting a professional telephone image. Help your employees develop telephone proficiency and understand the impact telephone courtesy has on both coworkers and customers on the other end of the phone. Course Time: 00:22:21

#### Benefits

- Learn the steps that lead to improved telephone service
- Learn how to handle multiple calls while staying calm and professional
- Learn the proper techniques to transfer calls and solve communication problems

### **Learning Office 2007 \$90**

Microsoft's Office 2007 is the office of the future. A fresh new look, together with timesaving practical elements await you as you update and learn new computing skills. Advanc-ED expert Erin Olsen demonstrates the new advanced features of this valuable Office application series. She uses real scenarios to help you find ways to customize to your office requirements as well as save time and money. Your familiarity with the Office 2007 environment will enable you to develop timesaving skills that help you become more productive and speed up your office workflow.

#### Benefits

- Quickly learn what Office 2007 can do for you.
- Understand functions and features to make tasks a breeze.
- Increase your earning potential with new skills

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### Office 2007 Series \$835

In today's fast-paced, collaborative business world, proficiency in Microsoft Office is a must. Powerful and packed with new features, Office 2007 imposes a demanding learning curve. The Office 2007 Professional Series from Advanc-ED allows you to make a smooth transition to the new suite of applications with expert instructors guiding you step-by-step through the basics to more advanced features. This series provides three sessions each of Outlook 2007, PowerPoint 2007, and Word 2007, and five sessions of Access 2007 and Excel 2007.

#### Benefits

- Efficiently use MS Office 2007 applications.
- Make your daily tasks flow smoothly and quickly.
- Enhance your personal productivity and promotional value

### Office 2007 Fundamentals Series \$295

Microsoft Office 2007 gives you all the tools you need for success in today's fast-paced, collaborative business world. With Office 2007 Fundamentals from Advanc-ED, you'll get Session 1 of 6 Courses: Word 2007, Excel 2007, Outlook 2007, PowerPoint 2007 and Access 2007 and Learning Office 2007. Expert instructors, Erin Olsen, Michelle Anderson, and Michael Meskers will guide you step-by-step through the basics of each course to provide you with a solid foundation for success with Microsoft's new core applications.

#### Benefits

- Get the first sessions in the Office suite.
- Learn quick and easy tips to be more productive.
- Become more the hero in your corporate office

### QuickBooks \$135

Advanc-ED's QuickBooks course teaches small business owners key bookkeeping skills using QuickBooks Pro. Expert instructor Erin Olsen walks you through the interface explaining the many features and capabilities of the application. You will learn how to create a new company, work with accounts and lists, manage inventory, record sales, and process payroll. You can easily review business status by generating reports and graphs and performing period-end procedures. The skills you learn in this course will enable you to manage your finances and run your business more efficiently

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### **Web Site Design Course \$495**

In this 7 session course Debbie will take you through the steps to build user friendly, interactive sites that visitors can easily navigate. You will learn important concepts about layout, color, and site planning. Explore with our expert how to use Photoshop, Flash, and Expression Web to make web sites come alive. Work with HTML, XHTML, CSS, and Div Tags. You will also be introduced to JavaScript and Java. Learn how to use Dreamweaver or Expression Web to build highly interactive web pages. This course will also prepare you to take the CIW Web Site Designer exam ID0-520.

#### **Benefits**

- Easily learn to make effective Web Pages.
- Learn the tools that fit your needs.
- Prepares you for the CIW exam.