

THE **Berke** Group

2008 Management Seminar Series



Your Future as a Manager: What you need to know to ensure you get, keep, and grow only the best employees...

Despite the value most companies place on their people, few managers are given the tools and training they need to be truly successful in the areas of recruiting, hiring, training, managing, motivating and leading their employees.

Now more than ever, managers need to take a systematic approach to developing and maximizing their teams. But how do you improve? Where do you find the right candidates? How do you make sure you are selecting the right people for the right jobs? And once you hire them, how do you train them, inspire them and measure their performance?

This unique seminar series, presented by **Janna Mansker** of **The Berke Group**, is your chance to provide your managers with a step-by-step process for improving your most important asset - your people. Your managers will leave this seminar series armed with the skills they need to bring the best people into your company, train them to be highly effective, and create a motivational team environment.

Seminar Benefits

- **Improve your hiring success rates** and minimize the risk of making a bad hire.
- **Learn why assessment instruments matter** and how to make the most of them.
- **Capitalize on your employees' strengths** and minimize weaknesses.
- **Learn to expedite training** so new employees hit the ground running.
- **Create a motivational environment** so employees give you and the company their best.
- **Set goals that have teeth** and can be easily measured.
- **Provide feedback to employees** that really makes a difference in their performance.

2008 Seminar Dates

September 8-9

October 14-15

November 10-11

Begin with Excellence (Recruiting & Hiring)

K.A.S.H. (Training and Developing Employees)

Controlling Excellence (Managing & Motivating)

Location and Cost

The seminars will be held in Atlanta, Georgia at the Doubletree Hotel. The hotel is located in Buckhead and is within walking distance of excellent shopping, dining, and entertainment.

The fee for each seminar is \$995 per attendee, \$850 each for 2 or more attendees, or \$750 each for 4 or more attendees. Participants are responsible for their own air travel, ground transportation, accommodations and meals.

Registration

Please complete the enclosed form and fax it to (404) 842-0129. Upon registration we will send you a confirmation package including a list of nearby hotels, directions to the event, and other relevant details.

Begin with Excellence (September 8-9)

One of the key responsibilities of every manager is to build a team of outstanding employees who can help the organization reach its goals. This course provides managers with a professional, step-by-step process for recruiting, interviewing and hiring top-notch people. Attendees will learn how to:

- Develop target profiles that define both the job to be filled and the ideal candidate.
- Network to find excellent prospects.
- Conduct thorough interviews to help uncover a candidate's true strengths, weaknesses and potential.
- Ask better interview questions and skillfully probe to get beyond basic "role play."
- Utilize a behavioral compatibility assessment tool (Berke Assessment) to help determine how candidates fit with job requirements.
- Obtain more candid feedback from references.
- Make final hiring decisions and establish expectations with new team members.

K.A.S.H. (Knowledge, Attitude, Skills and Habits) (October 14-15)

Once managers have hired outstanding people, their next responsibility is giving their new team members the tools they need to be successful. This seminar focuses on the skills needed to develop and implement job-specific training and ongoing development plans for employees. Participants will learn how to:

- Identify the Knowledge, Skills, Attitudes and Habits necessary for an employee's success.
- Develop easy-to-administer training modules that can be used for individual and group training, cross-training and development.
- Measure the progress of each person's initial training and ongoing development.
- Utilize a variety of teaching techniques to be a more effective trainer.
- Help new hires understand the roles of their co-workers throughout the company and begin developing strong working relationships.
- Plan a great first day and a great first week for new team members.
- Develop and communicate criteria for assessing performance during the first 90 days.

Controlling Excellence (November 10-11)

Effectively managing, motivating and developing team members are skills crucial to organizational success. Once managers have hired top-notch people and provided them with strong training, their next challenge is guiding their employees to perform at the highest possible level. In this seminar, attendees will learn how to:

- Enhance their communication skills and provide better feedback to team members.
- Help employees establish and achieve goals.
- Increase employee retention rates and lower turnover.
- Turn problem bringers into problem solvers.
- Conduct performance-enhancing reviews on team members.
- Understand what drives their people to perform and create individual motivational environments for each employee.
- Establish and implement career paths for team members.
- Understand team dynamics and enhance the level of teamwork within departments.

REGISTRATION FORM

To register for the 2008 Management Seminar Series, please complete this form and do one of the following:

- 1) Fax the form to the attention of Joyce Elrod at (404) 842-0129
- 2) Call us at (404) 262-7009
- 3) Email the form to joyce@berkegroup.com
- 4) Mail the form to us at:

The Berke Group
 3490 Piedmont Road, Suite 340
 Atlanta, GA 30305

The registration fee for each seminar is \$995 per attendee, \$850 each for 2 or more attendees, and \$750 each for 4 or more attendees, and includes the seminar and seminar materials. Make checks payable to The Berke Group. Participants are responsible for their own air travel, ground transportation, accommodations and meals. All payments must be received 2 weeks prior to the start of the seminar series. Cancellations received at least two weeks prior to the seminar will be accepted and a full refund made. Attendee substitutions may be made at any time. Cancellations received less than 2 weeks before the event will be credited towards another seminar.

Please provide us with the name of each attendee and the courses they wish to attend.

Attendee's Name and Title	Begin With Excellence	KASH	Controlling Excellence
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Contact Information

Your Name: _____

Company Name: _____

Email Address: _____

Phone Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____