

*Online Training and Certification*

*for Workforce Professionals*

*by Workforce Professionals*



# Course Catalog

## Dynamic Works Training and Certification Programs

**February 4, 2011**

For current pricing, see our online catalog at: <http://www.dynamicinstitute.com/Catalog/index.cfm>

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# Dynamic Works' Training & Certification Programs

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## Quality Note:

Dynamic Works prides itself in its high quality competency based curricula that are designed to meet the highest standards of pedagogy. We employ an instructional design methodology that assures alignment between learning objectives, learning activities and assessment items. Assessment items are psychometrically reviewed and tested for reliability and validity. Many of our certification courses are directly aligned to the competencies of the National Association of Workforce Development Professionals (NAWDP) and are accepted by them as fulfilling education requirements for their credentials. CEUs for Dynamic Works courses are offered through the University of Missouri-Columbia. The states of Florida, Virginia and Wisconsin use Dynamic Works certifications as a component of their One-Stop credentialing programs.



# Dynamic Works' Training & Certification Programs

## 5 Steps to Rapid Employment Job Seeker Program \$295.00 per student (*\$8,500 for annual unlimited use subscription for a One-Stop Operation*)

A **blended** classroom and online training program for job seekers designed to support workforce boards and educational institutions achieve participation and placement results that are rapid and astounding - even in today's job market! This program works for job seekers of all levels and allows you to support a greater number of individuals through the process at one time. The program includes an implementation guide, tracking reports, worksheets, posters, and sample resumes and self-marketing tools – everything you need to succeed!

### Proven Results

*"The results of this program have been miraculous. Job seekers who have been chronically out of work and had given up hope have obtained multiple job interviews and have found employment - and that in a state with the second highest unemployment rate in the nation! It is so exciting to see how empowered job seekers feel and act after completing this training and following its steps."*

Susan Corey, Workforce Development Manager  
Southeast Michigan Community Alliance

### Learning Objectives for this certification program:

At the end of this program, you will have the skills and tools to empower your job seekers to:

- Plan and implement a successful job campaign using the 10 principles for success
- Incorporate emotional channeling techniques to overcome negativity
- Apply value-based methodology to identify meaningful life values and select better career/job options
- Make informed, timely, inspired, and realistic career/job decisions using the "Circle of Options" model, as part of the pieces of the career puzzle
- Create high-impact resumes
- Develop self-marketing tools
- Create a Meticulous Action Plan so you can land the job you want quickly
- Identify five key job campaign philosophies that result in achieving success

### 1. Riding the Emotional Roller-Coaster

Landing a new job starts with taking control of your fears and emotions. Job seekers must believe in the product they are promoting (themselves) and have confidence they can enthusiastically market themselves well. The first step is to take responsibility and maintain a confident and positive attitude. The second is to use a peak performing state of mind to launch a flawless job transition campaign.

### 2. Defining and Aligning Your Life and Career Goals

The most important thing you can do to energize yourself in the job campaign process is to identify a career path that inspires your life's dreams and ambitions. You must understand your values (what makes you happy) and then identify and create the exciting life and career goals you wish to achieve. Learn the tools to help define and align your life and career values that will be the catalyst for attaining the life you want for yourself.

### 3. Creating Value-Based Resumes and Self-Marketing Tools

With today's high unemployment, look-alike, assembly-line resumes won't get the attention of hiring authorities. Value-based resumes aren't just for executives. They can quickly and powerfully communicate your ability to produce significant results BETTER than other qualified candidates. Learn



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the four questions every resume must answer so your resume communicates your value, stands out from the competition, and enthusiastically attracts the attention of hiring managers.

## 4. Creating Your Meticulous Action Plan (MAP)

Successful endeavors are a result of following well-thought-out written action plans. When it comes to your career, ensuring your family's well-being, and securing a meaningful and rewarding job, you need a MAP – a Meticulous Action Plan. Learn to create a personal MAP that will give you a clear advantage over the 99.5 percent of your competition who are just “winging it.”

## 5. Putting Your Plan into Action

“Put your money where your mouth is.” “Actions speak louder than words.” This course is the miracle piece of the job transition process – the job campaign. If you have a positive attitude, a well-defined goal, a strong resume, good communication tools, and a well-thought-out action plan, but take no action, you will get no results – no new job. This course provides strategies to take positive action!

## Optional Support Workshops:

### Get LinkedIn or Get Left Out

LinkedIn has more than 80 million registered users from 180 industries in over 225 countries. Today, job seekers must realize the magnitude of this networking technology and how it is changing the very landscape of the job search process. The bottom line is that a significant SHIFT has taken place; and whether you are an entry level job candidate or a job candidate seeking a six-figure position, you must be LinkedIn and have a standout online profile in place. To get noticed and to give yourself the best opportunity to secure interviews and land jobs, you need leverage—an advantage. And the leverage you need and the advantage you must give yourself is the power of “personal referrals.” And that is what LinkedIn is—a site that allows for virtually “endless” personal referrals. This Webinar provides detailed steps on how to maximize use of LinkedIn to find a new, well-paying job.

### Is That Legal?

Your job seekers are looking for all the help they can get these days – resume development, how to dress to win, how to apply for a job, successful interview techniques, etc. An often overlooked topic is the unlawful or unethical practices they may encounter during the job search campaign. This workshop will raise awareness of the difference between unlawful and unethical practices, provide you with information on how to avoid pitfalls, and how to deal with unlawful situations



# Dynamic Works' Training & Certification Programs

## Motivational Career Coach Professional Certification Package\* \$595.00

A new training experience that will forever change your life...and the lives of those you coach. Dynamic Works Institute, in conjunction with the Jay Block Companies, is introducing a new, all inclusive learning experience. Participants can attend live or recorded Learning E-events presented by bestselling author and career coach Jay Block and then take self-paced online courses that allow you to practice the new tools you are given while engaging in online discussions moderated by Dynamic Works with scheduled appearances by Jay.

Participants will receive feedback on completed assignments, unlimited access to the recorded E-events and online course materials. These tools will not only lead you to have greater success as a coach but enrich your life.

### Learning Objectives for this certification program:

At the end of this program, you will have the skills and tools to empower your job seekers to:

- 1) Plan and implement successful job campaigns.
- 2) Incorporate empowerment and motivational techniques to expedite success.
- 3) Apply 10 principles for job transition success.
- 4) Change their beliefs to land a new job quickly.
- 5) Work to live instead of living to work.
- 6) Use Circle of Options model to make better job/career decisions.
- 7) Create high impact self marketing tools.
- 8) Create meticulous Action Plans.
- 9) Master self-marketing skills.
- 10) Identify 5 key philosophies for success.

### 1. Managing the Fear and Emotions of Job Loss and Job Search

- Description: Your job seeker must become an educated, determined, and optimistic campaigner to effectively recover from job loss and land a new job in a competitive job market. In this course you will be introduced to specific techniques and strategies to inspire your job seekers to remain positive and to manage their fears and emotions no matter what challenges they face. Landing a new job in a troubled economy begins when your job seeker constructively and proactively manages and controls his fears and emotions. There are two primary components for effectively managing job loss and securing a new job. The first is to assume personal responsibility and maintain a confident and positive attitude. The second is to use a peak performing state of mind to plan and execute a flawless job transition campaign. Your job seeker must become an educated, determined, and optimistic campaigner to effectively recover from job loss and land a new job in a competitive job market. In this course you will be introduced to specific techniques and strategies to inspire your job seekers to remain positive and to manage their fears and emotions no matter what challenges they face.
- Length: 2.5 hours

### 2. Helping Your Job Seekers Define Their Goals

- Description: This course will provide you with information and tools to help your job seekers define their goals in order to identify career and job opportunities that will be a catalyst for attaining the life



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they design for themselves. Survey after survey confirms that somewhere between 65 and 90 percent of workers are uninspired with, or downright dislike, their jobs. The few people who seem genuinely happy and successful at their jobs are those who acknowledge that they work at jobs and careers that inspire their life's dreams and ambitions. They know how they want to live, what kind of person they want to become, and what dreams and desires they want to pursue and achieve. Simply stated, they know their values and have exciting goals they wish to achieve. This course will provide you with information and tools to help your job seekers define their goals in order to identify career and job opportunities that will be a catalyst for attaining the life they design for themselves.

- Length: 2.5 hours

### 3. Value-Based Resumes and Self-Marketing Tools

- Description: A value-based resume is a marketing document that communicates your job seeker's ability to produce significant results better than other qualified candidates. This course will provide rules for writing value-based resumes, answers to the four questions that value-based resumes must answer, and examples of self-marketing tools. In a troubled economy plagued with high unemployment and employee dissatisfaction in the workplace, look-alike, assembly-line resumes won't get the attention of hiring authorities. A value-based resume is a marketing document that communicates your job seeker's ability to produce significant results better than other qualified candidates. In the end, your job seeker's resume must effectively promote and sell themselves to prospective employers. And especially in a troubled economy, they must promote and sell themselves better than other candidates who are going after the same jobs they want. This course will provide rules for writing value-based resumes, answers to the four questions that value-based resumes must answer, and examples of self-marketing tools.
- Length: 2.5 hours

### 4. Creating a Meticulous Action Plan

- Description: If your job seeker is willing to roll up his sleeves and work hard to complete the assignments that will be presented in this course, he will find that securing the job he wants in troubled, challenging times is not that difficult. Once he has a well-designed written job transition strategy – a MAP – he'll have a clear advantage over his competition who are just winging it. Successful endeavors are usually a result of following well-thought-out written action plans. When it comes to furthering your career, ensuring your family's well-being, and securing a meaningful and rewarding job, you need a MAP – a Meticulous Action Plan.
- Length: 2.5 hours

### 5. Teaching Your Job Seekers to Take Action

- Description: "Put your money where your mouth is." "Actions speak louder than words." This course is the miracle piece of the job transition process. If your job seeker has a positive attitude, a well-defined goal, a strong resume and other communication tools, and a well-thought-out action plan, but takes no action, he will get no results – no new job. This course will pull all the pieces together and provide you with the information you need to help your job seeker take action.
- Length: 2.5 hours



# Dynamic Works' Training & Certification Programs

## Core Skills Workforce Professional Certification Package\* \$350.00

*\* Fulfills educational requirements for NAWDP's Certified Workforce Development Professional (CWDP) Credential*

Dynamic Works' National Core Workforce Professional Certification is a program of studies built around a set of nationally recognized competencies. It is the core foundation of training that all professionals involved in the workforce development system should have and is the launching pad for all other Dynamic Works certification programs. The certification program contains the following courses of instruction:

### 1. Business and Employer Knowledge

- Description: For decades, job training programs and legislation focused on the needs of the job-seeker customer. With a variety of job training programs, seekers were always in the driver's seat. With the signing of the Workforce Investment Act, federal legislation now recognizes business as a primary customer of the public workforce system. This course will help you understand business and employer needs, how the private economy works, the concepts of profit and loss and return on investment (ROI), recruitment and retention of workers, and the role of workforce development in economic development.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Understand the critical importance of the business customer in the workforce development system.
- 2) Identify the needs of the business customer, including recruitment and retention of workers.
- 3) Define how the private economy works, including knowledge of profit and loss and return on investment (ROI).
- 4) Describe the role of workforce development in economic development.

### 2. Career Development

- Description: Nothing remains the same. With the changing nature of the workplace, concerns can be heard about the future by individuals preparing to start a career as well as those who have to adjust to job changes or losses. Managing one's career is indeed a lifelong process. As a Workforce Development Professional (WDP), you will face the challenging task of helping your job seeker customers be proactive in their own process of career development.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Define the process and skills needed to identify, set, and reach career goals.
- 2) Assess different career assessment tools.
- 3) Identify and locate information job seekers need to make career decisions.
- 4) Evaluate job seekers' employability skills.



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## 3. Collaboration and Problem Solving

- Description: Organizations embrace teams and teamwork as an effective way of doing business. Today, most businesses rely on teams of employees to work together on projects. Employee motivation and morale improves dramatically when people feel valued and when their contributions make a difference. The goal is for teams to be successful, work collaboratively and solve problems effectively. This course provides you with information, tools, and techniques to use to achieve this goal.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Understand the basic principles of teamwork.
- 2) Deal with customers, colleagues, agencies, and partner associates in a positive, professional manner.
- 3) Develop and maintain relationships with partners to deliver a comprehensive array of services to customers.

## 4. Communication

- Description: Be able to write clearly, including writing a good memo. Obtain good presentation design and delivery techniques. Learn good listening skills and be able to speak to single individuals or large groups, in order to teach, inform, or persuade.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Develop good writing skills, including writing a good memo.
- 2) Demonstrate good active listening skills.
- 3) Distinguish good presentation design and delivery techniques.
- 4) Identify proper speaking skills with individuals or large groups, in order to teach, inform, or persuade.

## 5. Customer Service

- Description: As a Workforce Development Professional, you are surrounded by customers every day. They come from many different segments of society and include job seekers, business partners, co-workers and other community agencies.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify the principal customers of the workforce development system and their needs.
- 2) Match appropriate services to customer needs to attain "positive customer service".
- 3) Demonstrate communication strategies to improve customer service.
- 4) Understand why customer satisfaction is important to your organization.



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## 6. Diversity

- Description: Awareness of cultural (racial, ethnic, linguistic) diversity is growing. In the workplace, in government, in social services, and in educational institutions, cultural diversity is a topic of ongoing discussion and concern. What approaches to diversity are best? Which are appropriate? What are the most effective strategies for organizations to use to respond to issues of racism, sexism, and ethnocentrism? This course will help address these issues in a variety of contexts and in response to a number of issues so that you will be able to understand and be prepared to respond to issues of race, class, gender, ethnicity, language, nationality, and sexual orientation in your day-to-day operations.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Demonstrate an understanding of the types of diversity, key terms used, and the components of cultural competence.
- 2) Use assessment instruments to meet the employment needs of diverse populations.
- 3) Apply basic strategies to improve communication skills.
- 4) Explain methods to address cultural barriers to work, such as training, networking, and mentoring.

## 7. History and Structure of the Workforce Development System

- Description: The role of the workforce development system has evolved over time and today plays a very important role in helping individuals define their career goals and seek education and training opportunities that can shape their careers as well as their lives. The system also plays an important role in helping the employer access and retain a workforce that enables them to maintain and improve their economic competitiveness. To understand where the system is today, it is helpful to look back at the changes that have occurred over time as workforce development has shaped and been shaped by many factors.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Demonstrate an understanding of the history of the workforce development system and its impact on the current system.
- 2) Explain the purpose and structure of the Workforce Investment Act of 1998 (WIA) and how it relates to your work.
- 3) Identify the funding streams authorized by WIA and the components of core services and intensive services.
- 4) Differentiate between a “Work First” and “Training First” model.

## 8. In-depth Look at the Workforce Investment Act

- Description: This online training will provide you with an in-depth look into the Workforce Investment Act of 1998. Keep in mind that all federal law is subject to interpretation through Federal Regulations and policy. WIA is no exception. Though this training is designed simply to reiterate the law, we have



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included a link to the Federal Regulations related to WIA at the top of each page of training. You can also access a "Definitions" page from the top of any page of this training.

- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the organizations and roles they play at the federal, state, and local levels.
- 2) Define the structure and roles of state and local workforce boards.
- 3) Describe the responsibilities of One-Stop partners.
- 4) Describe the core services delivered through a One-Stop.
- 5) Describe the intensive services delivered through a One-Stop.
- 6) Explain core performance indicators and how performance in those indicators impacts funding, incentive grants, and sanctions.

## 9. Labor Market Information

- Description: This course is designed to give students an understanding of the kinds of labor market information available and the uses for such information. You will learn how to access and analyze local, state, and national LMI delivery systems as well as how to use the data within those systems to serve your job seeker and business customers.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify the types of labor market information available.
- 2) Access LMI resources and obtain data relevant to your job as a workforce professional.
- 3) Apply LMI data in ways that support job seekers, businesses, and local partners.

## 10. Program Management

- Description: Regardless of the role you play in the workforce system, it is important that you have a basic understanding of program management. The skills included in program management can enable you to do a better job no matter what your position.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify effective partnerships and ways to gain information from stakeholders.
- 2) Use program design strategies and indicators to improve performance and meet performance goals.
- 3) Describe the budgeting process and how program costs are tracked.
- 4) Explain how to find and use available resources to improve delivery of services.
- 5) Apply human resources to the role of program management Apply human resources to the role of program management.



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## 11. Technology

- Description: Understand the key technologies that are used in workforce development. Be able to describe the main computer software and internet applications that are used to support workforce development activities.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Describe basic office technologies and explain how they help you in your job.
- 2) Explain the role of databases and search engines and why accurate data is important in your job.
- 3) Identify main software applications and explain their role in workforce development activities.
- 4) Classify the key roles the internet plays in workforce development activities.

## Business and Employer Services Certification Package\* \$375.00

*\* Fulfills educational requirements for NAWDP's Business & Employer Services Endorsement*

Dynamic Works' National Business and Employer Services Certification is an advanced program of intensive studies built around a set of nationally recognized competencies. It is designed for staff involved in business services and complements the other certification programs produced by the Dynamic Works Institute. The certification program contains the following courses of instruction:

### 1. Business Communications

- Description: Knows the language businesses, employers, and industries speak, and can serve as a communication link between businesses and their needs and the workforce development system and its services.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain the need to speak the language of the business community.
- 2) Identify effective communication strategies.
- 3) Define the key challenges local businesses face and know how to provide services to address these challenges.
- 4) Discuss the key principles of a demand-driven system for workforce development
- 5) Describe the services and products that are important to local businesses and identify strategies for working together to deliver these services

### 2. Customized Services

- Description: Is able to customize services to meet the different core issues and needs of different sectors of the economy – hospitality vs. information technology, for instance – instead of adopting a “one-size-fits-all” approach.
- Length: 3 hours



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## Learning Objectives for this course:

- 1) Identify key business principles for successful programs
- 2) Identify key business clusters in your area
- 3) Understand the reasons and techniques for targeting specific customers – the process of customization
- 4) Apply strategies to engage business customers
- 5) Identify priority customers using key indicators
- 6) Develop a service delivery strategy to customize services for business customers in your area

## 3. Development of Business Relationships

- Description: Knows how to recruit employers of all sizes, build long-term relationships, and maintain contact with them to meet emerging and changing needs. Understands how to research target markets and perform marketing activities.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain how you use selling in your role as a Workforce Development Professional
- 2) Identify the traits of an effective salesperson
- 3) Identify and explain the techniques and phases of selling
- 4) Explain how you, as a Workforce Development Professional, are involved in the marketing process
- 5) Identify how to target potential business customers and the types of services to provide
- 6) Describe different presentation techniques and question types

## 4. Human Resources Services

- Description: Learn about techniques to hire, train, and retain workers; provide expertise to businesses; and link businesses to available resources. This training will present you with both necessary information and real-life experiences on how providing human resource services is an integral part of your role as a Workforce Development Professional.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Define human resource services and management
- 2) Identify types of human resource services
- 3) Use strategies to assess and deliver human resources services
- 4) Implement effective techniques to hire, train, and retain workers



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## 5. Information Services

- Description: Is able to help businesses acquire information that supports their core functions such as 1) existing and customized labor market information; 2) information on local labor laws; and 3) linkages to information solving specific workplace problems.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Understand the role of technology in your job and be able to locate critical information sources on the world wide web
- 2) Understand the different labor laws and be able to help your business customers access information on the latest federal, state, and local labor laws
- 3) Locate and utilize the various sources for acquiring existing and customized labor market and workforce data information
- 4) Help your business customers be more successful by helping them use key information to analyze the market and solve business problems

## 6. Job or Career Development Skills

- Description: Understands the training needs of the employer and the job seeker, including those for initial positions and for career ladder opportunities. Understands the skills of the area's labor pool and whether the employer will be able to find the skilled workers it needs.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Determine the training needs of both the employer and the job seeker, both for initial positions and career ladder opportunities
- 2) Determine if skills in the local area's labor pool match employer needs
- 3) Manage employer training and placements
- 4) Conduct client screening and referral

## 7. Knowledge of Economic Development

- Description: Understands the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and how workforce development can support these functions. Understands the connection between economic development and workforce development.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Define the three functions of economic development – retaining businesses, growing businesses, and attracting businesses.
- 2) Apply strategies that can be implemented by the One-Stop system to promote economic development in the community.



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- 3) Explain the reasons for economic development in communities.
- 4) Understand the similarities and the differences between economic development and workforce development and how the two partners can work together to improve services to local businesses.
- 5) Identify the different types of economic development organizations.

## Job Seeker Services Certification Package\* \$250.00

*\* Fulfills educational requirements for NAWDP's Job Seeker Services Endorsement*

Dynamic Works' National Job Seeker Services Certification is an advanced program of intensive studies built around a set of nationally recognized competencies. It is designed for all staff that interface with job seekers and complements the other certification programs produced by the Dynamic Works Institute. The certification program contains the following courses of instruction:

### 1. Case Management

- Description: A look at case management activities from both the client and the service level. Adapted from a course developed by a partnership between Missouri Training Institute and USDOL.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Explain the role and methods of effective communication and empowerment in case management
- 2) Identify the legal requirements of confidentiality regarding customer information
- 3) Establish and monitor linkages between your customers and community resources
- 4) Provide sufficient information to your customer to enable them to make wise career decisions
- 5) Describe how to build a support team from the available resources, broker the necessary resources, and gain commitment from the team members
- 6) Explain the importance of providing accurate documentation and information to team members and how to follow confidentiality requirements in doing so
- 7) Explain the four steps involved in closing a customer's case

### 2. General Helping Skills

- Description: In your job as a Workforce Professional, you model behavior from which your customers will learn. No matter what you say, your customers will be watching what you do. "Walking the talk" is always the most effective form of teaching. You may not think that one of your job responsibilities is teaching - but it is. Every day when you work with customers, you are helping them learn something new. That something new may be about them, the career choices they want to make - or, through the example that you set - the way that they should function on the job.
- Length: 3 hours



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## Learning Objectives for this course:

- 1) Understand the benefits of mutual respect and how staff satisfaction contributes to quality customer services
- 2) Develop an awareness of the positive aspects of diversity in the workplace
- 3) Identify what is needed to establish trust with coworkers
- 4) Practice the basics of writing for the workplace
- 5) Recognize effective strategies for conflict resolution, diplomacy, and compromise
- 6) Recognize and plan for appropriate occasions for celebrating success with coworkers and clients

## 3. Job Advancement Skills

- Description: In your job as a Workforce Professional, you must stay informed about available career ladder opportunities and available resources for ongoing training and development for your customer. Helping customers successfully advance in a career or change professions requires that you have the necessary tools to assist them.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Discover the benefits of growth in the career environment
- 2) Clarify career advancement goals
- 3) Define job market value and how to help job advancement candidates identify and fortify their value
- 4) Identify customers' past achievements and plan for future achievements to ensure job advancement success
- 5) Build relationships in order to help job advancement candidates leverage those relationships to advance in their careers/jobs

## 4. Job Keeping Skills

- Description: This course describes the skills and work ethic required to keep a job and hopefully advance within the workplace. The focus is on continual skill development, personal growth and the necessary skills for keeping one's job and what to do in cases of crisis in the workplace.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe potential barriers or challenges to job retention and your role in assisting customers with job retention and advancement
- 2) Explain the workforce retention services you can make available to your customers
- 3) Coach your customers in the 'rules of work' to assure a good transition when they start a new job
- 4) Explain to your customer the importance of following workplace ethics, safety rules, dress codes, and proper communication with peers and supervisors
- 5) Explain the soft skills necessary for retaining and advancing in the workplace and your role in helping the customer learn those skills



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## 5. Job Preparation Skills

- Description: In your role as a Workforce Professional, one of the most important and long-lasting things that you do is to help customers prepare for employment. Appropriate job preparation is the key to long-term employment in a career of choice. Unfortunately, there are many customers who will walk through your doors who have had no career development opportunities, have no idea how to conduct a job search, and have little if any real preparation for full-time lasting employment. Local Workforce Boards work with many customers who cannot obtain or retain substantive employment.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify specific training needs through the use of Labor Market Information (LMI)
- 2) Help employers identify training that will improve employee performance
- 3) Identify learning styles of job seeker customers
- 4) Establish Individual Employment Plans with customers
- 5) Help employers understand the value of continued education and training for job retention and career advancement

## 6. Job Search Skills

- Description: The most effective means of obtaining the job of one's dreams is to plan, prepare, and then conduct a successful public relations campaign. Job searching is indeed a form of public relations. It's promoting oneself! The product is the job; the objective is to obtain the job; and the outcome is for the job seeker customer to become gainfully employed. This course will provide you with the skills and tools to help customers successfully obtain employment.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Assess the local labor market
- 2) Identify personal skills and how they relate to the labor market openings
- 3) Identify key elements of successful resumes, cover letters, thank-you letters and applications
- 4) Set the stage for successful interviews and interview for success
- 5) Identify effective networking techniques in the industry and the community
- 6) Understand how local labor market data can assist the job seeker customer
- 7) Access a wide variety of employment market information using the Internet



# Dynamic Works' Training & Certification Programs

## Management Services Certification Package\* \$375.00

*\* Fulfills educational requirements for NAWDP's Management Services Endorsement*

Dynamic Works' National Management Services Certification is an advanced program of intensive studies built around a set of nationally recognized competencies. It is designed for all workforce administrators and managers at state, local and partner levels. The certification program contains the following courses of instruction:

### 1. Effective Business Presentations

- Description: Being a good presenter is an investment in your career. Not only will this skill allow you to put forth your ideas so that others can understand them, but you will also be able to excite people about your ideas! Whether you are a novice or an experienced presenter, this course will provide a review of good speaking techniques, and some new ideas, too. This course provides tips for overcoming fear, steps for preparing successful presentations, methods for effective delivery and audience communication and how to keep your audience engaged.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Explain ways to overcome the fear of speaking in public.
- 2) Describe the ten steps for preparing a presentation that will increase your confidence and chances for a successful experience.
- 3) Determine the appropriate type and use of visual aids that support your topics and increase learning.
- 4) Explain how body language, pitch, speed, inflection, and pausing positively impact presentations and can be used to focus interest and keep listeners engaged.
- 5) Describe the dynamics of group management and how to keep your audience engaged.

### 2. Identification and Development of Resources

- Description: Designed for Workforce Investment Boards and staff, this course is designed to support business planning. It offers a framework for identifying, securing, and allocating resources intended to help WIBs achieve their business objectives. This course was developed in collaboration with the Corporation for a Skilled Workforce (CSW).
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Describe the connections between the Board's business objectives and its objectives for resource development
- 2) Distinguish between financing and generating revenue (or fundraising)
- 3) Explain how board composition, staffing structure and local contexts shape revenue generation options
- 4) Identify how to Leverage non cash resources, reallocate current resources, target additional public resources and raise private capital



# Dynamic Works' Training & Certification Programs

## 3. Organizational Planning

- Description: This course is designed to dispel common myths and breathe life into the strategic organization-wide planning process. High quality strategic plans are grounded in a vision for the future. They are bold, dynamic and challenging. They are flexible in strategy but clear in outcome. They drive day-to-day efforts and form the basis for tactical plans. Strategic organization-wide planning is never ending.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain the difference between strategic and tactical planning and how strategic planning fits into continuous improvement efforts
- 2) List eight key principals for sound planning
- 3) Describe four planning philosophies and five planning models
- 4) List the eight steps to developing a strategic plan
- 5) Describe how to link corporate priorities to tactical plans

## 4. Performance Measures and Standards

- Description: The Workforce Investment Act of 1998 (WIA) provides a framework for a more coordinated and responsive workforce system. The act also established a comprehensive performance accountability system. This course explains this performance accountability system, the requirements placed on workforce boards and why states and local workforce boards use a variety of measures to measure performance and focus on continuous improvement.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Describe how performance measures support the mission of WIA.
- 2) Explain how performance measures are calculated, the differences in federal, state, and local performance measures and when sanctions or incentives may occur.
- 3) Define the data elements recorded in the Workforce Investment Act Standardized Record Data (WIASRD), their purpose and the reports required under WIA Title 1-B.
- 4) Identify what customer service information to collect and how to obtain it.
- 5) Explain why states and WIFS use a variety of measurement systems and how your organization can take advantage of the information in those systems.

## 5. Planning and Design

- Description: This course will develop the ability to plan services and design programs that meet program goals and diverse community needs, while adhering to legislative, regulatory, and fiscal constraints. You will learn about the other programs and services provided in the community, and how to build these into a comprehensive system-wide plan and how to market programs and services to funders, partners, and clients.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 1) Describe the basic principles of planning.
- 2) Identify the variety of programs and services available in the community and be able to include them in a comprehensive system-wide plan.
- 3) Interpret legislative, regulation, and fiscal constraints and how to plan for programs and services within those constraints.
- 4) Explain how to market programs and services to funders, partners, and customers.

## 6. Quality Management in a One-Stop

- Description: This course provides a foundation in the fundamentals of quality management systems such as ISO 9001, the Malcom Baldrige National Quality Award, Six Sigma, and TQM. You will learn how to apply basic quality management principles in a One-Stop environment to identify, understand and document key processes, objectively measure key parameters and outcomes and provide management with the data needed to make good decisions, manage resources and identify opportunities for improvement. This course was developed in collaboration with the Kaiser Group, Inc., and ISO 9001 certified company.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify the framework of a typical quality management system and the role written processes and procedures play in maintaining a quality organization.
- 2) Describe how to use collected customer satisfaction data as part of an organization's quality improvement initiatives.
- 3) Explain the "5 Yes" method of analyzing your organization's quality system.
- 4) Describe the "Plan, Do, Check, Act" cycle and how it is used to achieve continuing quality improvement.
- 5) List and explain the eight principles of quality management.

## 7. Strategic Direction

- Description: This course teaches the process of strategic planning which is a continuous improvement approach to management. It explains the ways to collect data, gather stakeholder input, develop broad goals, create and implement action steps, prepare evaluations and then repeat the process all over again throughout your entire organization. This course was developed in collaboration with the Corporation for a Skilled Workforce (CSW).
- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain the differences between strategic planning and long-range planning, the ingredients of an effective strategic planning process and how to set a visionary direction
- 2) Describe how to formulate effective vision and mission statements, the relationship between business planning and strategic and how to set organizational goals and objectives
- 3) Identify the methods for performing an environmental scan, PEST and SWOT analysis
- 4) Describe the role of leadership and facilitation in strategic planning
- 5) Evaluate the progress and impact of a strategic plan in your organization



# Dynamic Works' Training & Certification Programs

## 8. System Capacity Building

- Description: This course teaches how to support staff development for the organization's own employees and for partners' and contractors' employees, in order to improve the quality of the system's programs and services. It explains why it is important to understand the development needs of a diverse workforce and how to operate effective communication systems that keep personnel informed and motivated. This course was developed in collaboration with the Corporation for a Skilled Workforce (CSW).
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain the importance of capacity building and the need to have a capacity building plan
- 2) Describe the different options for the roles of the board, operator, and partners in capacity building
- 3) Identify the steps in creating and implementing a capacity building plan
- 4) Explain how to evaluate training activities and sustain the plan

## Employee Compliance Package \$130.00

*Fulfills national compliance requirements for employees regarding key training elements that can be validated using the student transcript to prove the training has occurred each year.*

### 1. Diversity

- Description: Awareness of cultural (racial, ethnic, linguistic) diversity is growing. In the workplace, in government, in social services, and in educational institutions, cultural diversity is a topic of ongoing discussion and concern. What approaches to diversity are best? Which are appropriate? What are the most effective strategies for organizations to use to respond to issues of racism, sexism, and ethnocentrism? Workforce Professionals are challenged to address these issues in a variety of contexts and in response to a number of issues. Workforce Professionals must understand and be prepared to respond to issues of race, class, gender, ethnicity, language, nationality, and sexual orientation in their day-to-day operations.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Demonstrate an understanding of the types of diversity, key terms used, and the components of cultural competence.
- 2) Use assessment instruments to meet the employment needs of diverse populations.
- 3) Apply basic strategies to improve communication skills.
- 4) Explain methods to address cultural barriers to work, such as training, networking, and mentoring.



# Dynamic Works' Training & Certification Programs

## 2. Prevention of Sexual Harassment

- Description: Sexual harassment conflicts are among the most disruptive and divisive in today's workplace. They set fellow workers against each other, and some people can be scarred for life. Most sexual harassment in the workplace is abuse of power, and not inspired by genuine romance. The surest way to eliminate sexual harassment is through an atmosphere of mutual respect among all personnel. The best way to achieve this is to clearly and forcefully prohibit sexual harassment in the workplace, and to provide resources to enable employees to understand their roles and responsibilities in Preventing Sexual Harassment. Training is important. People often misunderstand each other in the best of circumstances. Learning more about how others interpret behavior will help everyone. This program is dedicated to that purpose.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify behavior that might be considered sexual harassment.
- 2) Explain the legal and other consequences of sexual harassment.
- 3) Describe their role and responsibility in creating a workplace free of sexual harassment.
- 4) State what actions to take against sexual harassment.

## 3. Workplace Ethics

- Description: Awareness of cultural (racial, ethnic, linguistic) diversity is growing. In the workplace, in government, in social services, and in educational institutions, cultural diversity is a topic of ongoing discussion and concern. What approaches to diversity are best? Which are appropriate? What are the most effective strategies for organizations to use to respond to issues of racism, sexism, and ethnocentrism? Workforce Professionals are challenged to address these issues in a variety of contexts and in response to a number of issues. Workforce Professionals must understand and be prepared to respond to issues of race, class, gender, ethnicity, language, nationality, and sexual orientation in their day-to-day operations.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Demonstrate an understanding of the types of diversity, key terms used, and the components of cultural competence.
- 2) Use assessment instruments to meet the employment needs of diverse populations.
- 3) Apply basic strategies to improve communication skills.
- 4) Explain methods to address cultural barriers to work, such as training, networking, and mentoring.



# Dynamic Works' Training & Certification Programs

## Board Member and Board Staff Capacity Building Course \$2,000

*This course is sold as an annual subscription that provides unlimited access to all board members, board staff and partners. Individual seats are also available for \$250.*

Dynamic Works, in collaboration with the National Association of Workforce Boards (NAWB) has developed an online training course for Workforce Investment Board members titled, “**WIB Members in Action - Making an Impact on the Community**”

The course helps board members better understand the workforce development system, their local WIB, their roles as board members and what they can do to exercise strategic governance and leadership roles.



### Fits Their Busy Schedule

We know how hard it can be for Board members to find time to attend training meetings so these modules have been designed to allow online access anywhere, anytime. Board members can easily fit the training into their tight schedules and take one of the modules when it is convenient for them.

### What Are The Goals Of The Training?

- Provide a consistent knowledge base about the workforce system, the roles of a board member and how they can make an impact in their community
- Help new board members get up to speed quickly and make a faster impact
- Introduce innovative approaches from other boards across the country
- Prompt board members to increased action and spur new ideas

### The Curriculum Has Six Modules:

- 1) Workforce Investment Boards and the Public Workforce Investment System
- 2) Funding Workforce Investment Act and Beyond
- 3) The Customers and Services
- 4) Partners and Partnerships
- 5) Outcomes
- 6) Becoming an Effective Board and Board Member



### Each interactive, online module includes:

- Video, audio and written case studies
- A wide variety of Case Studies
- Resources from executive boards across the country
- A variety of engaging online activities
- An in-depth resource guide
- A facilitator’s guide to help make the most of your training experience





# Dynamic Works' Training & Certification Programs

Dynamic Works' Online board training course was developed in collaboration with the National Association of Workforce Boards (NAWB). Executive Directors and Board Chairs from across the country participated and provided extensive support information.

The course consists of 6 modules and includes a resource guide, a facilitator's guide, video, audio and written case studies from nationally recognized programs and free live online workshops.

## Workforce Investment Board Members in Action - Making an Impact in the Community

- Description: This course will enhance Board Member and board staff understanding of the workforce development system, the operation and characteristics of a Workforce Investment Board (or WIB), and provide an understanding of the important role a WIB member plays in shaping the workforce system. Contains extensive case studies and best practices from across the country.
- Length: Each module takes 15-20 minutes.
- This is an online self-paced course designed to fit into the busy schedule of board members.

### The six modules for this course are:

- 1) Workforce Investment Boards and the Public Workforce Investment System
- 2) Funding: Workforce Investment Act and Beyond
- 3) The Customers and Services
- 4) Partners and Partnerships
- 5) Outcomes
- 6) Becoming an Effective Board and Board Member

## Fiscal Services – Capacity Building Package \$250.00

*Dynamic Works' Fiscal Services Accelerated Package is an advanced set of courses for those involved in procurement, grant writing, proposal writing, contracting, and monitoring within state and regional Workforce Boards, community colleges, One Stops, and service providers.*

### 1. Better Requests for Proposals for Better Projects

- Description: Better Requests for Proposals (RFP's) for Better Projects addresses all the essential things you need to know and do to issue successful Requests for Proposals which will help guide successful projects and programs and provides an in-depth analysis of common components of an RFP. Includes an RFP for Better Projects Study Guide (PDF)
- Length: 3 hours

### Learning Objectives for this course:

1. Understand the components of a good Request-for-Proposal
2. Create project-specific requirements
3. Write the critically-important, selection criteria
4. Design a qualitative scoring system
5. Avoid pitfalls in preparing scoring criteria
6. Plan, write and format the RFP



# Dynamic Works' Training & Certification Programs

7. Know how to appropriately exchange information through telephone calls, bidder's conferences and oral presentations
8. Choose and train reviewers, and understand the review process
9. Debrief proposers, prevent bid protests, and prepare for audits

## 2. Continuous Improvement through Monitoring

- Description: Continuous Improvement through Monitoring will help you gain a general understanding of the monitoring process in terms of how it relates to successful continuous improvement strategies.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Differentiate between compliance and continuous improvement styles of monitoring, and understand the benefit of the latter.
- 2) Understand the importance of monitoring in the quest for continuous improvement.
- 3) Develop monitoring/continuous improvement programs for your organization.
- 4) Perform basic monitoring procedures using the forms and methods provided.
- 5) Summarize the results of basic monitoring/continuous improvement findings into an effective report format.

## 3. Contracting

- Description: What you need to know to dot your i's and cross your t's when it comes to contracting.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Understand the legal and programmatic requirements of Contracting
- 2) Understand acceptable Contract Formats
- 3) Create and use appropriate Contract Boilerplate Language
- 4) Accurately communicate General Conditions
- 5) Understand and use Insurance Clauses
- 6) Delineate all Program Requirements such as record keeping and monitoring

## 4. New Coding System for the 21st Century

- Description: This online training from Dynamic Works Institute will provide you with information on the conversion of the Standard Industrial Classification (SIC) system to the North American Industry Classification (NAICS) system and the Directory of Occupational Titles/Occupational Employment Statistics (DOT/OES) system to the Standard Occupational Classification/Occupational Information Network (SOC/O\*NET) system. What are these systems? Very simply, DOT/OES and SOC/O\*NET are coding systems that identify or classify occupations/jobs. SIC and NAICS are coding systems that identify industries.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 1) Define occupational and industrial codes
- 2) Identify the different reasons for a coding system
- 3) Distinguish the basic differences between SIC and NAICS
- 4) Distinguish the basic differences between DOT/OES and SOC/O\*NET
- 5) Understand the reasons for the code conversions
- 6) Analyze a coding taxonomy and identify the different parts
- 7) Apply the information to programs that you use each day
- 8) Access appropriate links for crosswalks and additional resource

## 5. Procurement

- Description: Procurement rules are intended to ensure open and free competition when using federal and state funds to acquire goods and services. Competitive procurements should result in lower prices, while providing the general public with a fair and equal chance to bid. When properly conducted, a procurement serves to protect organizations from legal protests and charges of unfair practices.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Have an understanding of Procurement rules
- 2) Know the Applicable Laws, Regulations, and Policies
- 3) Understand the different Types of Procurement
- 4) Understand the appropriate use of Requests for Bids vs. Requests for Proposals
- 5) Know the how's and whys of Documentation
- 6) Understand the principles of Cost Reasonableness and Cost Price Analysis
- 7) Understand the Ethics of Procurement such as conflict of interest, non-disclosure, and payments and kick-backs

## 6. Writing Winning Grant Proposals

- Description: This course will provide in-depth analysis of common components applicants are required to address in grant proposals. You will be given tools to master two pivotal factors: measurable objectives and the budget. Most importantly, you will learn how to format and write proposals to please the individuals who will have the most influence over whether or not you are funded: the grant review panel.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Understand the Purposes for Getting and Giving Grants
- 2) Explain Grantor Perspectives and Procedures: Non-Governmental and Governmental
- 3) Know how to Please the Review Panel
- 4) Describe solid approaches to the Design of a Proposal
- 5) Articulate the Need or Problem Statement



# Dynamic Works' Training & Certification Programs

- 6) Define Measurable Objectives
- 7) Build an appropriate Methodology or Approach
- 8) Understand the Evaluation, Continuation, and Dissemination of Results processes
- 9) Prepare proper Introductions and Authorizations
- 10) Prepare proper Budgets
- 11) Utilize solid Grant-seeking skills
- 12) Know how to Maintain a Year-round System for increased success

## Personal Growth – Capacity Building Package \$250.00

*Dynamic Works' Fiscal Services Accelerated Package is an advanced set of courses for anyone in the workforce system. It covers a wide array of topics such as how to maintain a positive attitude under any circumstance, conflict management, developing decision-making skills, prevention of sexual harassment, stress management, and time management.*

### 1. Any Idiot Can Make It through a Good Day

- Description: The keys to human empowerment. Learn to coach yourself and customers on HOW to maintain a positive attitude, to optimize career management skills, to significantly improve placement standards, and to raise the level of Workforce training professionalism.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Understand the importance of why emotions are the catalyst for career and life success and achievement.
- 2) Understand and master the 10 principles of career and life success.
- 3) Understand the groundbreaking technologies “Emotional Channeling®” Four techniques to manage one’s emotions to remain in a peak performing state of mind.
- 4) Know how to get ‘from’ the day – not just ‘through’ it. Every day is a gift. Every day is precious. And every day deserves one’s undivided attention to achieve all that one is capable of achieving – while finding happiness in joy in the process.

### 2. Conflict Management

- Description: This course will expand your ideas about conflict to include the positive benefits and ways to grow from it. Here you will learn techniques to manage conflict, just as you manage your time, your money and other needs.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Explain the difference between conflict resolution and conflict management
- 2) Describe the stages of conflict and how to prepare and plan for conflict before it happens
- 3) Explain why it is important to understand how you react to and deal with conflict
- 4) Explain the seven methods or strategies to use when faced with conflict
- 5) Describe the roles mediation and negotiation can play in conflict management



# Dynamic Works' Training & Certification Programs

## 3. Developing Your Decision-Making Skills

- Description: Each day you are faced with - and make - hundreds of decisions. Your job and your life require constant decision-making. Most of your decisions affect other people, sometimes in a major and lasting way. You try hard to make the right choices. Probably some will be difficult for you. Many will be good decisions, but some could be better decisions.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Understand the similarities and differences between decision making and problems solving
- 2) Describe the factors that affect our decision making
- 3) Be able to use the 'Six Steps to Success' in decision making
- 4) Be able to describe the best methods for evaluating your options
- 5) Use standard tools to select the best possible decision
- 6) Be able to use the 'Plan – Do – Check – Act' process to refine your decision making and problem solving skills
- 7) Describe effective Group Decision making approaches and skills

## 4. Prevention of Sexual Harassment

- Description: Sexual harassment conflicts are among the most disruptive and divisive in today's workplace. They set fellow workers against each other, and some people can be scarred for life. Most sexual harassment in the workplace is abuse of power, and not inspired by genuine romance. The surest way to eliminate sexual harassment is through an atmosphere of mutual respect among all personnel. The best way to achieve this is to clearly and forcefully prohibit sexual harassment in the workplace, and to provide resources to enable employees to understand their roles and responsibilities in Preventing Sexual Harassment.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify behavior that might be considered sexual harassment.
- 2) Explain the legal and other consequences of sexual harassment.
- 3) Describe their role and responsibility in creating a workplace free of sexual harassment.
- 4) State what actions to take against sexual harassment.

## 5. Stress Management

- Description: When demands are high, time is short, and decisions are pressing, the stress level is likely to rise, tempers are likely to flare, and "situations" can escalate. If you aren't highly stressed, it is likely that some of your customers and co-workers are! So learning about the causes and effects of stress, as well as strategies for managing it, can help you achieve more, with less wear and tear on your body, mind and emotions. This online course will provide you with techniques to aid in stress management. Throughout this training you will learn to recognize things that cause stress, how to adapt to stressful situations and how to manage your stress levels.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 1) Explain some of the main causes of stress
- 2) List the self-destructive behaviors that contribute to stress
- 3) Describe the six steps to successfully sidelining stress
- 4) Explain the key coping strategies and why laughter is so important
- 5) Describe the process of keeping stress at a positive level

## 6. Time Management

- Description: Describes a roadmap to success through better time management. Time is one of the finite resources of life - you cannot save it, nor recycle it, nor give it away. You can only spend it. And you can only spend it once, so making wise choices about how to spend it are crucial. If you waste it, it is gone forever. Time is precious, so learning to make the most of it is a very practical and beneficial skill. Good Time Management is a necessary ingredient for success.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe why Time Management is so important in our lives
- 2) Use tools to analyze how you currently use your time and assess your strengths and weaknesses
- 3) Use the SMART methodology for setting and achieving goals
- 4) Properly prioritize activities
- 5) Employ effective skills for managing mail, email, telephone calls, interruptions, and how to say 'NO'

## National Tier 1 Certification\* \$375.00

*\* Fulfills educational requirements for NAWDP's Core CWDP Credential & Job Seeker Endorsement*

This program addresses Core Skills competencies for all workforce professionals plus career coaching emphasis. The National Tier Certification Programs do not build on one another but are designed to include general workforce development training with an emphasis on either career coaching, programmatic or administrative job duties. Please note that some courses in tiers 2 and three are the same.

### 1. Career Development

- Description: This course covers the roles and activities of career development in the One-Stop system, including assessment, exploration, planning and goal setting. Addressed is the changing nature of the workplace, needs of individuals preparing to start a career, those who have to adjust to job changes or losses and those needing to upgrade skills for wage improvement.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 1) Define the process and skills needed to identify, set, and reach career goals
- 2) Assess when and how to use different career assessment tools
- 3) Identify and locate information job seekers need to make career decisions
- 4) Evaluate job seekers' employability skills

## 2. Customer Service

- Description: This course provides an understanding of the variety of customers an employee serves, how to measure and obtain customer satisfaction, how to match appropriate services to customers needs and serve difficult customers. Addressed are proper methods of listening, empathy, and communication.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify principal customers of the workforce development system and their needs
- 2) Match appropriate services to customer needs to attain "positive customer service"
- 3) Demonstrate communication strategies to improve customer service
- 4) Understand why customer satisfaction is important to your organization

## 3. Diversity

- Description: Awareness of cultural (racial, ethnic, linguistic) diversity is growing. In the workplace, in government, in social services, and in educational institutions, cultural diversity is a topic of ongoing discussion and concern. What approaches to diversity are best? Which are appropriate? What are the most effective strategies for organizations to use to respond to issues of racism, sexism, and ethnocentrism? This course will help address these issues in a variety of contexts and in response to a number of issues so that you will be able to understand and be prepared to respond to issues of race, class, gender, ethnicity, language, nationality, and sexual orientation in your day-to-day operations.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Define the different types of diversity, key terms used, and the components of cultural competence
- 2) Use assessment instruments to meet the employment needs of diverse populations
- 3) Apply basic strategies to improve communication skills
- 4) Explain methods to address cultural barriers to work, such as training, networking, and mentoring

## 4. General Helping Skills

- Description: This course will help students understand the essential elements of a helping relationship including rapport, trust and mutual respect while providing the skills to effectively



# Dynamic Works' Training & Certification Programs

communicate with customers including written communication, listening skills, appropriate questioning techniques and giving appropriate guidance and feedback.

- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the benefits of mutual respect, how staff satisfaction contributes to quality customer services and the positive aspects of diversity in the workplace
- 2) Identify what is needed to establish trust with others including listening, avoiding gossip and practicing professionalism at all times
- 3) Explain the basics of verbal and written communication
- 4) Identify effective strategies for conflict resolution, diplomacy, and compromise

## 5. History and Structure of the Workforce Development System

- Description: This course explains the role of the workforce development system, its evolution over time and the role it plays in helping individuals define their career goals and seek education and training opportunities that can shape their careers as well as their lives. It also addresses the role in helping employers access and retain a workforce that enables them to maintain and improve their economic competitiveness. To understand where the system is today, it is helpful to look back at the changes that have occurred over time as workforce development has shaped and been shaped by many factors.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the history of the workforce development system and its impact on the system in use today
- 2) Explain the purpose and structure of the Workforce Investment Act of 1998 (WIA) and how it relates to your work
- 3) Identify the funding streams authorized by WIA and the components of core services and intensive services.
- 4) Explain the difference between a "Work First" and "Training First" model

## 6. In-depth Look at the Workforce Investment Act

- Description: This online training will provide you with an in-depth look into the Workforce Investment Act of 1998. Keep in mind that all federal law is subject to interpretation through Federal Regulations and policy. WIA is no exception. Though this training is designed simply to reiterate the law, we have included a link to the Federal Regulations related to WIA at the top of each page of training. You can also access a "Definitions" page from the top of any page of this training.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the different workforce organizations and roles they play at the federal, state, and local levels.



# Dynamic Works' Training & Certification Programs

- 2) Explain the structure and roles of state and local workforce boards and the flexibility given to states by the federal government
- 3) Identify the WIA requirements and responsibilities of local workforce investment areas and One-Stop partners and the services and programs provided through the workforce system
- 4) Explain the use of training services and the roles and requirements of training providers
- 5) Define the core performance indicators and explain how performance in those indicators impacts funding, incentive grants, and sanctions

## 7. Interpersonal Relations

- Description: This course covers how to participate as an effective team member, the attitudes and skills necessary for successfully working with others and how to deal with conflict. To achieve your maximum potential, you must learn to communicate in a positive manner with other people, regardless of their attitude, appearance, background, culture, race, gender, or religion.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify the stages in effective team building
- 2) Explain the key components of positive communication
- 3) Describe the process of conflict resolution
- 4) Develop a personal action plan to improve communication on the job

## 8. Job Keeping Skills

- Description: This course describes the skills and work ethic required to keep a job and hopefully advance within the workplace. The focus is on continual skill development, personal growth and the necessary skills for keeping one's job and what to do in cases of crisis in the workplace.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Describe potential barriers or challenges to job retention and your role in assisting customers with job retention and advancement
- 2) Explain the workforce retention services you can make available to your customers
- 3) Coach your customers in the 'rules of work' to assure a good transition when they start a new job
- 4) Explain to your customer the importance of following workplace ethics, safety rules, dress codes, and proper communication with peers and supervisors
- 5) Explain the soft skills necessary for retaining and advancing in the workplace and your role in helping the customer learn those skills

## 9. Job Preparation Skills

- Description: In your role as a Workforce Professional, one of the most important and long-lasting things that you do is to help customers prepare for employment. Appropriate job preparation is the key to long-term employment in a career of choice. Unfortunately, there are many customers who will walk through your doors who have had no career development opportunities, have no idea how to



# Dynamic Works' Training & Certification Programs

conduct a job search, and have little if any real preparation for full-time lasting employment. Local Workforce Boards work with many customers who cannot obtain or retain substantive employment.

- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify specific training needs through the use of Labor Market Information (LMI)
- 2) Help employers identify training that will improve employee performance
- 3) Identify learning styles of job seeker customers
- 4) Establish Individual Employment Plans with customers
- 5) Help employers understand the value of continued education and training for job retention and career advancement

## 10. Job Search Skills

- Description: The most effective means of obtaining the job of one's dreams is to plan, prepare, and then conduct a successful public relations campaign. Job searching is indeed a form of public relations. It's promoting oneself! The product is the job; the objective is to obtain the job; and the outcome is for the job seeker customer to become gainfully employed. This course will provide you with the skills and tools to help customers successfully obtain employment.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Assess the local labor market and provide data that can assist job seekers
- 2) Identify personal skills and how they relate to the labor market openings
- 3) Identify key elements of successful resumes, cover letters, thank-you letters and applications
- 4) Set the stage for successful interviews and interview for success
- 5) Identify effective networking techniques in the industry and the community
- 6) Access a wide variety of employment market information using the Internet

## 11. Labor Market Information

- Description: This course is designed to give students an understanding of the kinds of labor market information available and the uses for such information. You will learn how to access and analyze local, state, and national LMI delivery systems as well as how to use the data within those systems to serve your job seeker and business customers.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify the types of labor market information available.
- 2) Access key LMI resources and data relevant to your job as a workforce professional.
- 3) Apply LMI data in ways that support job seekers, businesses, and local partners.



# Dynamic Works' Training & Certification Programs

## 12. Program Management

- Description: Regardless of the role you play in the workforce system, it is important that you have a basic understanding of program management. The skills included in program management can enable you to do a better job no matter what your position.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify effective partnerships and ways to gain information from stakeholders.
- 2) Use program design strategies and indicators to improve performance and meet performance goals.
- 3) Describe the budgeting process and how program costs are tracked.
- 4) Explain how to find and use available resources to improve delivery of services.
- 5) Apply human resources to the role of program management Apply human resources to the role of program management.

## 13. Technology

- Description: Understand the key technologies that are used in workforce development. Be able to describe the main computer software and internet applications that are used to support workforce development activities.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Describe basic office technologies and explain how they help you in your job.
- 2) Explain the role of databases and search engines and why accurate data is important in your job.
- 3) Identify main software applications and explain their role in workforce development activities.
- 4) Classify the key roles the internet plays in workforce development activities.

## National Tier 2 Certification\* \$425.00

*\* Fulfills educational requirements for NAWDP's Core CWDP Credential & Management Services*

This program addresses general workforce development skills plus a focus on advanced programmatic competencies. The National Tier Certification Programs do not build on one another but are designed to include general workforce development training with an emphasis on either career coaching, programmatic or administrative job duties. Please note that some courses in tiers 2 and three are the same.

## 1. Assessment Training

- Description: The preliminary objective of assessment is to assess the customer's knowledge, skills and abilities. The goal is to determine if there is a match between what the customer's needs are and what services you offer. The desired outcome is for the customer to attain self-sufficiency through



# Dynamic Works' Training & Certification Programs

employment. Assessment includes three steps. The first is Preliminary Assessment followed by the Objective Assessment and finally the development of an Individual Service Strategy (ISS).

- Length: 3 hours

## Learning Objectives for this course:

- 1) Assess the customer's knowledge, skills and abilities.
- 2) Conduct Preliminary Assessment: gather basic information from all customers, which provides a basis for the Objective Assessment.
- 3) Conduct Objective Assessment: a diagnostic evaluation of your customer.
- 4) Prepare and Individual Service Strategies (ISS): an individualized customer-centered plan.

## 2. Career Counseling

- Description: Professional employment or career counselors play an important role in the lives of the customers they serve. With the guidance of a career counselor, customers will make important decisions that relate to the direction of not only their career, but their life as well. The strategies used by career counselors will be customized to meet the specific needs and diversity of each customer. In this course, you will gain an understanding of the important role the career counselor plays in the workforce system and the techniques used to provide quality counseling services.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Clarify the role of the career counselor
- 2) Describe the counseling process
- 3) Explain the ethics of career counseling

## 3. Case Management

- Description: Case Managers are facilitators of the Case Management process at both the Customer and Systems Level. At the Customer Level, case management is a partnership in which the case manager and customer identify the customer's strengths and needs so that the customer is motivated toward a goal of independence and self-sufficiency. At the Systems Level, case management is a partnership between you, your customers and your community's human service organizations. This partnership helps in coordinating the services available to customers in order to better organize services and reduce duplication. Adapted from a course developed by a partnership between Missouri Training Institute and USDOL.
- Length: 3 hours

## Learning Objectives for this course:

1. Communicate and empower customer effectively
2. Adhere to the legal requirements of confidentiality regarding customer information
3. Establish and monitor linkages between your customers and community resources
4. Provide sufficient information to your customer to enable them to make wise career decisions



# Dynamic Works' Training & Certification Programs

5. Build a support team from the available resources, broker the necessary resources, and gain commitment from the team members
6. Provide accurate documentation and information to team members and follow confidentiality requirements in doing so

## 4. Conflict Management

- Description: Why study Conflict Management? Conflict is a fact of life, an inevitable recurring situation. It is not, of itself, either good or bad, but a necessary part of our development. Many people will say that they dislike conflict, and that they try to avoid it at all cost. But that is to deny conflict its creative and even beautiful side. Of course we each want peace and harmony and contentment, but life without conflict would be life without change or growth or learning, and not many of us would like that - at least not for long. So, as you take this course, work toward expanding your ideas about conflict to include some positive features. In this course, you will learn techniques to MANAGE conflict, just as you manage your time, your money and your other needs.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain why conflict management is important
- 2) Describe what conflict is
- 3) Use proper response methods
- 4) Use mediation and negotiation

## 5. Developing Your Decision-Making Skills

- Description: Each day you are faced with - and make - hundreds of decisions. Your job and your life require constant decision-making. Most of your decisions affect other people, sometimes in a major and lasting way. You try hard to make the right choices. Probably some will be difficult for you. Many will be good decisions, but some could be better decisions. This online course provides the techniques to help you develop and refine Your Decision-Making Skills. You will be instructed in strategies that improve personal and team decision-making and learn ways to determine which strategy might deliver the best result.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain the differences and similarities between problem solving and decision-making
- 2) Describe the 7 factors that drive our decision making process
- 3) Identify and explain the six steps involved in making good decisions
- 4) Explain three Mental Models for selecting the most advantageous decision outcome
- 5) Describe three methods for facilitating good group (team) decisions

## 6. Effective Business Presentations

- Description: Both novice and experienced speakers need to keep improving their presentation skills. Why? Because creating and delivering effective business presentations is a required skill these days.



# Dynamic Works' Training & Certification Programs

Being a good presenter is an investment in your career. Not only will this skill allow you to put forth your ideas so that others can understand them, but you will also be able to excite people about your ideas! Other benefits include improving your visibility in your organization, building rapport and credibility, and positioning yourself as a confident, can-do person. Since so many people fear speaking in front of a group, those who learn to do it well (and even like it!) have an advantage when it comes to moving up the success ladder.

- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain ways to overcome the fear of speaking in public.
- 2) Describe the ten steps for preparing a presentation that will increase your confidence and chances for a successful experience.
- 3) Determine the appropriate type and use of visual aids that support your topics and increase learning.
- 4) Describe how pitch, speed, inflection, and pausing can be used to focus interest and keep listeners engaged.
- 5) Explain the critical elements of body language that will positively impact your presentation and assure the right message gets across.
- 6) List potential problem situations and provide ways to easily resolve them ahead of time.
- 7) Describe the dynamics of group management and how to keep your audience engaged.

## 7. Meeting the Needs of the Business Customer

- Description: With the advent of the Workforce Investment Act, there has been a major shift in the way workforce services should be provided to employer customers. Historically, the focus of the workforce system has been on providing everything needed for the job-seeker customer. What was missing was the concept that without employers there are no jobs to fill. This course is intended to review the changes in the legislation as well as the resulting changes that need to take place in the workforce system. We will learn about making the critical shift from Job Development to Employer Development and how to use various tools to apply the principles of marketing and sales to Business Services.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Serve businesses as a primary customer
- 2) Shift service provision from job development to employer development
- 3) Apply the principles of marketing and selling

## 8. Overview of One Stop Services - National

- Description: Federal training programs have been around since the Depression years of the 1920's and 1930's when Government works programs helped many American's survive a devastating period of unemployment. The role of the workforce system has been evolving since that time and today plays a very important role in helping individuals define and shape their lives and their careers. This course will provide an overview of some of the major partners of the Workforce Investment Act.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 1) Comprehend the major tenets of the following programs:
  - a. Workforce Investment Act
  - b. Unemployment Compensation
  - c. Wagner-Peyser
  - d. Food Stamps and Food Stamp Employment & Training
  - e. Welfare Reform: Temporary Assistance for Needy Family (TANF)
  - f. Welfare to Work
  - g. Senior Community Service Employment Program

## 9. Performance Measures and Standards - National

Description: How does Congress ensure that these goals are being met? This requires a complex process - a comprehensive performance reporting system. In order to develop a comprehensive reporting system, a process was developed that involved different partners working in a collaborative manner. In fact, you, as a Workforce Professional, are an integral part of meeting these goals and ensuring that accurate data is provided to Congress about your efforts at the local and state levels. This course explains how WIA's performance measures help improve the quality of the workforce, enhance the productivity and competitiveness of the nation and reduce welfare dependency and the role Workforce Professionals play in meeting these goals.

- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain the role that the Department of Labor's Employment and Training Agency performs related to performance and accountability.
- 2) Explain the differences in federal, state, and local performance measures.
- 3) Explain why performance measures are part of WIA and how they can guide your organization
- 4) List and define the WIA, Wagner-Peyser and TANF performance measures
- 5) Explain how an organization can create and use its own performance measures to bring continuous improvement to the forefront
- 6) Describe the information found in quarterly and annual reports and how they are used by the workforce system

## 10. Stress Management

- Description: When demands are high, time is short, and decisions are pressing, the stress level is likely to rise, tempers are likely to flare, and "situations" can escalate. If you aren't highly stressed, it is likely that some of your customers and co-workers are! So learning about the causes and effects of stress, as well as strategies for managing it, can help you achieve more, with less wear and tear on your body, mind and emotions. This online course will provide you with techniques to aid in stress management. Throughout this training you will learn to recognize things that cause stress, how to adapt to stressful situations and how to manage your stress levels.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 1) Explain some of the main causes of stress
- 2) List the self-destructive behaviors that contribute to stress
- 3) Describe the six steps to successfully sidelining stress
- 4) Explain the key coping strategies and why laughter is so important
- 5) Describe the process of keeping stress at a positive level

## 11. Successful Partnerships Make for Successful Service

- Description: One-Stop Centers, as well as workforce development and welfare agencies, are faced with an ever-increasing need to collaborate, build partnerships, and develop linkages. Whether you are currently a manager of a One-Stop Center, a front-line staff member, or a Workforce Professional, it is important that you understand how to build and maintain successful partnerships. Developing partnerships does not happen overnight, nor does it happen by chance. Successful partnerships are based on personal relationships, good communication, a "buy-in" by both the business and your agency, and hard work. This online training will provide you with information and real-life experiences that you will need to assist you in the identifying, developing, and maintaining partnerships.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain why partnerships are important
- 2) Identify your potential partners and the roles they can play
- 3) Describe how to build good partnerships
- 4) Explain how to maintain and evaluate partnerships

## 12. Targeting, Outreach and Recruitment

- Description: Targeting, outreach and recruitment is similar to a marketing plan. Targeting means looking at all of your current and potential customers and deciding who among them should be served. Your outreach efforts ask others in your community for help in identifying, or referring, customers to you. Recruitment means getting targeted customers into your agency so you can give them the help they want and need in obtaining gainful employment. In this course you will learn effective strategies for all three areas.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify with your agency's mission in order to most effectively identify and serve your customers.
- 2) Reach out to your community and form partnerships in order to identify customers
- 3) Recruit targeted customers into your agency so you can give them the help they want and need in obtaining gainful employment.



# Dynamic Works' Training & Certification Programs

## 13. Time Management

- Description: This course will take you on the road to better time management by learning about the benefits of managing your time and about working both effectively, (doing the right things), and efficiently, (doing things right). You will learn real "how-to" information including prioritizing skills and setting realistic expectations. It will help you choose appropriate tools for your particular work style preferences and use them to achieve your goals. You will discover that the discipline involved in managing your time does not take away your freedom, but indeed gives you the freedom to be your best. Don't you deserve freedom from the frantic scurrying around and the days that you work long and hard but accomplish little?
- Length: 3 hours

### Learning Objectives for this course:

- 1) Describe why Time Management is so important in our lives
- 2) Use tools to analyze how you currently use your time and assess your strengths and weaknesses
- 3) Use the SMART methodology for setting and achieving goals
- 4) Explain how to properly prioritize activities
- 5) Describe the most effective skills for managing mail, email, telephone calls, interruptions, and how to say 'NO'

## 14. Workforce Investment Act Advanced

- Description: This online training from Dynamic Works Institute is designed to supplement the on-line course In-Depth Look at the Workforce Investment Act. This training looks at the history and the future of the Workforce Investment Act, reviews the major points of Title I, and provides you with information on Titles II, III, IV, and V. This training will present you with necessary information about the various components of WIA and real life experiences on how this legislation is an integral part of your role as a Workforce Professional.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Integrate WIA into your role as a workforce professional
- 2) Speculate on the future of the Workforce Investment Act

## National Tier 3 Certification\* \$425.00

*\* Fulfills educational requirements for NAWDP's Core CWDP Credential & Management Services Endorsement*

*This program addresses general workforce development skills plus advanced administrative competencies. The National Tier Certification Programs do not build on one another but are designed to include general workforce development training with an emphasis on either career coaching, programmatic or administrative job duties. Please note that some courses in tiers 2 and three are the same.*



# Dynamic Works' Training & Certification Programs

## 1. Better Requests for Proposals for Better Projects

- Description: This course addresses all the essential things you need to know and do to issue successful Requests for Proposals which will help guide successful projects and programs. Provides an in-depth analysis of the common components of an RFP.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify the key components to a good Request-for-Proposal and how to plan, Write and format the RFP
- 2) Explain how to define the critically-important, selection criteria and qualitative scoring system
- 3) Describe the best methods for exchanging information through telephone calls, bidder's conferences and oral presentations
- 4) Explain how to choosing and train reviewers
- 5) Describe the debriefing Process, how to preventing bid protests and how to preparing for an audit

## 2. Conflict Management

- Description: This course will expand your ideas about conflict to include the positive benefits and ways to grow from it. Here you will learn techniques to manage conflict, just as you manage your time, your money and other needs.
  1. Explain the difference between conflict resolution and conflict management
  2. Describe the stages of conflict and how to prepare and plan for conflict before it happens
  3. Explain why it is important to understand how you react to and deal with conflict
  4. Explain the seven methods or strategies to use when faced with conflict
  5. Describe the roles mediation and negotiation can play in conflict management

## 3. Continuous Improvement Through Monitoring

- Description: This course will help you gain an understanding of the monitoring process in terms of how it relates to both compliance and successful continuous improvement strategies. Methods and forms for monitoring are provided to guide you in implementing your own monitoring strategies.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Differentiate between compliance and continuous improvement styles of monitoring, and understand the benefit of the latter.
- 2) Understand the importance of monitoring in the quest for continuous improvement.
- 3) Develop monitoring/continuous improvement programs for your organization.
- 4) Perform basic monitoring procedures using the forms and methods provided.
- 5) Summarize the results of basic monitoring/continuous improvement findings into an effective report format.



# Dynamic Works' Training & Certification Programs

## 4. Contracting

- Description: This course provides valuable information about contracting practices, program requirements, the differences between grants and contracts and provides sample contract formats.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain the differences between contracts and grants and why it is critical to develop contracts that contain all the necessary components
- 2) Describe the differences between Cost Reimbursement agreement and Fixed or Unit-Priced agreements.
- 3) Identify the different language clauses that should be part of a well written contract
- 4) Describe the standard list of prohibitions and requirements that are part of standard grant programs and the need for insurance clauses
- 5) Explain the need for monitoring and audit clauses in contracting

## 5. Developing Your Decision-Making Skills

- Description: Each day you are faced with - and make - hundreds of decisions. Your job and your life require constant decision-making. Most of your decisions affect other people, sometimes in a major and lasting way. You try hard to make the right choices. Probably some will be difficult for you. Many will be good decisions, but some could be better decisions. This online course provides the techniques to help you develop and refine Your Decision-Making Skills. You will be instructed in strategies that improve personal and team decision-making and learn ways to determine which strategy might deliver the best result.
- Length: 3 hours

### Learning Objectives for this course:

1. Explain the differences and similarities between problem solving and decision-making
2. Describe the 7 factors that drive our decision making process
3. Identify and explain the six steps involved in making good decisions
4. Explain three Mental Models for selecting the most advantageous decision outcome
5. Describe three methods for facilitating good group (team) decisions

## 6. Effective Business Presentations

- Description: Being a good presenter is an investment in your career. Not only will this skill allow you to put forth your ideas so that others can understand them, but you will also be able to excite people about your ideas! Whether you are a novice or an experienced presenter, this course will provide a review of good speaking techniques, and some new ideas, too. This course provides tips for overcoming fear, steps for preparing successful presentations, methods for effective delivery and audience communication and how to keep your audience engaged.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

1. Explain ways to overcome the fear of speaking in public.
2. Describe the ten steps for preparing a presentation that will increase your confidence and chances for a successful experience.
3. Determine the appropriate type and use of visual aids that support your topics and increase learning.
4. Explain how body language, pitch, speed, inflection, and pausing positively impact presentations and can be used to focus interest and keep listeners engaged.
5. Describe the dynamics of group management and how to keep your audience engaged.

## 7. One Stop Marketing and Communications

- Description: Under the Workforce Investment Act of 1998 (WIA), One-Stop Career Centers are responsible for providing universal access to job seeker and employer customers in order to serve as a clearinghouse for matching the two. In order to provide that access, however, it is critical that your employer and job seeker communities know that your One-Stop is there, and understand what services are available. As in any other business, marketing and communications play a critical role in the delivery of services in a One-Stop Career Center. This online training will provide you with information and techniques to apply in developing a marketing plan for your local workforce system. The training has been divided into three modules.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the terms marketing and target market
- 2) Explain the four P's of marketing.
- 3) Describe the seven components of a marketing plan.
- 4) Explain ways to implement crisis management tools to resolve customer or product problems
- 5) Explain where you can locate key marketing resources

## 8. Organizational Planning

- Description: This course is designed to dispel common myths and breathe life into the strategic organization-wide planning process. High quality strategic plans are grounded in a vision for the future. They are bold, dynamic and challenging. They are flexible in strategy but clear in outcome. They drive day-to-day efforts and form the basis for tactical plans. Strategic organization-wide planning is never ending.
- Length: 3 hours

## Learning Objectives for this course:

- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the difference between strategic and tactical planning
- 2) Explain Macnamara's and Goldstein's eight key principles of successful strategic planning.
- 3) Explain five common planning models.



# Dynamic Works' Training & Certification Programs

- 4) Describe the roles Vision and Mission Statements play in creating a strategic plan.
- 5) Explain how to tie tactical plans to the corporate strategic plan.
- 6) Identify the three change agents that most impact if and how an organization will change.

## 9. Performance Measures and Standards - National

Description: How does Congress ensure that these goals are being met? This requires a complex process - a comprehensive performance reporting system. In order to develop a comprehensive reporting system, a process was developed that involved different partners working in a collaborative manner. In fact, you, as a Workforce Professional, are an integral part of meeting these goals and ensuring that accurate data is provided to Congress about your efforts at the local and state levels. This course explains how WIA's performance measures help improve the quality of the workforce, enhance the productivity and competitiveness of the nation and reduce welfare dependency and the role Workforce Professionals play in meeting these goals.

- Length: 3 hours

### Learning Objectives for this course:

1. Explain the role that the Department of Labor's Employment and Training Agency performs related to performance and accountability.
2. Explain the differences in federal, state, and local performance measures.
3. Explain why performance measures are part of WIA and how they can guide your organization
4. List and define the WIA, Wagner-Peyser and TANF performance measures
5. Explain how an organization can create and use it own performance measures to bring continuous improvement to the forefront
6. Describe the information found in quarterly and annual reports and how they are used by the workforce system

## 10. Procurement

- Description: Procurement rules are intended to ensure open and free competition when using federal and state funds to acquire goods and services. Competitive procurements should result in lower prices, while providing the general public with a fair and equal chance to bid. When properly conducted, a procurement serves to protect organizations from legal protests and charges of unfair practices. This course is intended to provide valuable information about procurement issues facing workforce professionals.
- Length: 3 hours

### Learning Objectives for this course:

By the end of this training component, you will understand:

- 1) Explain the key steps involved in a proper procurement process
- 2) Describe the four rules governing most procurements
- 3) List the OMB circulars that should be referenced when preparing procurements
- 4) Describe the different types of procurement
- 5) Explain cost reasonableness and cost price analysis
- 6) Explain why ethics is important in procurement



# Dynamic Works' Training & Certification Programs

## 11. Quality Management in a One-Stop

- Description: This online course will provide you with valuable information regarding implementing Quality Management in a One-Stop.
  - 1) Explain how to use collected customer satisfaction data as part of an organization's quality improvement initiatives.
  - 2) Describe the role written processes and procedures play in maintaining a quality organization.
  - 3) Describe the framework of a typical quality management system.
  - 4) Explain the "5 Yes" method of analyzing your organization's quality system.
  - 5) Explain how a quality system guides the daily activities of an organization towards desired outcomes.
  - 6) Describe the "Plan, Do, Check, Act" cycle and how it is used to achieve continuing quality improvement.
  - 7) Explain ISO 9000, the Malcom Baldrige National Quality Award, Six Sigma, and TQM quality initiatives.
  - 8) List and explain the eight principles of quality management.

## 12. Stress Management

- Description: When demands are high, time is short, and decisions are pressing, the stress level is likely to rise, tempers are likely to flare, and "situations" can escalate. If you aren't highly stressed, it is likely that some of your customers and co-workers are! So learning about the causes and effects of stress, as well as strategies for managing it, can help you achieve more, with less wear and tear on your body, mind and emotions. This online course will provide you with techniques to aid in stress management. Throughout this training you will learn to recognize things that cause stress, how to adapt to stressful situations and how to manage your stress levels.
- Length: 3 hours

### Learning Objectives for this course:

- 6) Explain some of the main causes of stress
- 7) List the self-destructive behaviors that contribute to stress
- 8) Describe the six steps to successfully sidelining stress
- 9) Explain the key coping strategies and why laughter is so important
- 10) Describe the process of keeping stress at a positive level

## 13. Successful Partnerships Make for Successful Service

- Description: One-Stop Centers, as well as workforce development and welfare agencies, are faced with an ever-increasing need to collaborate, build partnerships, and develop linkages. Whether you are currently a manager of a One-Stop Center, a front-line staff member, or a Workforce Professional, it is important that you understand how to build and maintain successful partnerships. Developing partnerships does not happen overnight, nor does it happen by chance. Successful partnerships are based on personal relationships, good communication, a "buy-in" by both the business and your agency, and hard work. This online training will provide you with information and real-life experiences that you will need to assist you in the identifying, developing, and maintaining partnerships.
- Length: 3 hours



# Dynamic Works' Training & Certification Programs

## Learning Objectives for this course:

- 5) Explain why partnerships are important
- 6) Identify your potential partners and the roles they can play
- 7) Describe how to build good partnerships
- 8) Explain how to maintain and evaluate partnerships

## 14. The Role of the Board in the Workforce System

- Description: In this course, you will gain an understanding of the important role the Workforce Board plays in the workforce system, requirements outlined in the primary law governing the industry, the make-up of the Board, and the role of Board Staff. You will also learn about many important resources that will help you gain a better understanding of the Role of the Board in the Workforce System.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the relationship between State and Local Workforce Boards
- 2) Explain the main roles of the local board
- 3) Explain the main roles of board staff
- 4) Explain why board members should focus on strategies rather than programs

## 15. The Role of the Workforce Professional in Economic Development Organizations

- Description: This online training from Dynamic Works Institute, Inc. will provide you with information on the role of economic development in your community, what economic development is and why it is important, the different types of economic development organizations, and your role as an integral partner in your local economy, both as a Workforce Professional and as a citizen. This training will present you with both necessary information and real life experiences on how economic development is a part of your role as a Workforce Professional.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain economic development in your community
- 2) Tell what economic development is
- 3) Describe why economic development is important
- 4) Explain the role of economic development organizations
- 5) Know how to create partnerships with EDOs

## 16. Time Management

- Description: This course will take you on the road to better time management by learning about the benefits of managing your time and about working both effectively, (doing the right things), and efficiently, (doing things right). You will learn real "how-to" information including prioritizing skills and setting realistic expectations. It will help you choose appropriate tools for your particular work style preferences and use them to achieve your goals. You will discover that the discipline involved in managing your time does not take away your freedom, but indeed gives you the freedom to be your



# Dynamic Works' Training & Certification Programs

best. Don't you deserve freedom from the frantic scurrying around and the days that you work long and hard but accomplish little?

- Length: 3 hours

## Learning Objectives for this course:

1. Describe why Time Management is so important in our lives
2. Use tools to analyze how you currently use your time and assess your strengths and weaknesses
3. Use the SMART methodology for setting and achieving goals
4. Explain how to properly prioritize activities
5. Describe the most effective skills for managing mail, email, telephone calls, interruptions, and how to say 'NO'

## 17. Writing Winning Grant Proposals

- Description: How to Win in Grant Competitions addresses all the essential things you need to know and do to capture highly competitive government grants. Foundation and corporate funding will also be addressed, but not to the same extent, since they hold less interest for workforce development professionals. The course will describe the fundamental principles governing the grant-making procedure, recommend ways to position your organization as attractive to potential funders, and provide methods for locating funding opportunities. You will see how the realities of the grants world suggest that you create a grants system. Applying for grants is a perpetual process, beginning before, and continuing during and after a grant competition. This course will provide in-depth analysis of common components applicants are required to address in grant proposals. You will be given tools to master two pivotal factors: measurable objectives and the budget. Most importantly, you will learn how to format and write proposals to please the individuals who will have the most influence over whether or not you are funded: the grant review panel.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Explain the purposes for getting and giving grants
- 2) Describe grantor perspectives and procedures
- 3) Describe the components of a well designed proposal
- 4) Explain how to use the steps of evaluation, continuation and dissemination of results
- 5) Describe how to establish the budget
- 6) List the key steps for successful grant-seeking



# Dynamic Works' Training & Certification Programs

## NFJP Farmworker Grantee Workforce Professional - Tier 1\* \$375.00

\* *Fulfills educational requirements for NAWDP's Core CWDP Credential & Management Services Endorsement*

*This program addresses 13 nationally recognized workforce development competencies that all front-line National Farmworker Jobs Program (NFJP) professionals should have.*

### 1. Career Development

- Description: Nothing remains the same. With the changing nature of the workplace, concerns can be heard about the future by individuals preparing to start a career as well as those who have to adjust to job changes or losses. Managing one's career is indeed a lifelong process. As a Workforce Development Professional (WDP), you will face the challenging task of helping your job seeker customers be proactive in their own process of career development.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Define the process and skills needed to identify, set, and reach career goals.
- 2) Assess different career assessment tools.
- 3) Identify and locate information job seekers need to make career decisions.
- 4) Evaluate job seekers' employability skills.

### 2. Customer Service

- Description: As a Workforce Development Professional, you are surrounded by customers every day. They come from many different segments of society and include job seekers, business partners, co-workers and other community agencies.
- Length: 3 hours

#### Learning Objectives for this course:

- 1) Identify the principal customers of the workforce development system and their needs.
- 2) Match appropriate services to customer needs to attain "positive customer service".
- 3) Demonstrate communication strategies to improve customer service.
- 4) Understand why customer satisfaction is important to your organization.

### 3. Diversity

- Description: Awareness of cultural (racial, ethnic, linguistic) diversity is growing. In the workplace, in government, in social services, and in educational institutions, cultural diversity is a topic of ongoing discussion and concern. What approaches to diversity are best? Which are appropriate? What are the most effective strategies for organizations to use to respond to issues of racism, sexism, and ethnocentrism? This course will help address these issues in a variety of contexts and in response to a number of issues so that you will be able to understand and be prepared to respond to issues of



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race, class, gender, ethnicity, language, nationality, and sexual orientation in your day-to-day operations.

- Length: 3 hours

## Learning Objectives for this course:

- 1) Demonstrate an understanding of the types of diversity, key terms used, and the components of cultural competence.
- 2) Use assessment instruments to meet the employment needs of diverse populations.
- 3) Apply basic strategies to improve communication skills.
- 4) Explain methods to address cultural barriers to work, such as training, networking, and mentoring.

## 4. General Helping Skills

- Description: In your job as a Workforce Professional, you model behavior from which your customers will learn. No matter what you say, your customers will be watching what you do. "Walking the talk" is always the most effective form of teaching. You may not think that one of your job responsibilities is teaching - but it is. Every day when you work with customers, you are helping them learn something new. That something new may be about them, the career choices they want to make - or, through the example that you set - the way that they should function on the job.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Understand the benefits of mutual respect and how staff satisfaction contributes to quality customer services
- 2) Develop an awareness of the positive aspects of diversity in the workplace
- 3) Identify what is needed to establish trust with coworkers
- 4) Practice the basics of writing for the workplace
- 5) Recognize effective strategies for conflict resolution, diplomacy, and compromise
- 6) Recognize and plan for appropriate occasions for celebrating success with coworkers and clients

## 5. History and Structure of the Workforce Development System

- Description: The role of the workforce development system has evolved over time and today plays a very important role in helping individuals define their career goals and seek education and training opportunities that can shape their careers as well as their lives. The system also plays an important role in helping the employer access and retain a workforce that enables them to maintain and improve their economic competitiveness. To understand where the system is today, it is helpful to look back at the changes that have occurred over time as workforce development has shaped and been shaped by many factors.
- Length: 3 hours



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## Learning Objectives for this course:

- 1) Demonstrate an understanding of the history of the workforce development system and its impact on the current system.
- 2) Explain the purpose and structure of the Workforce Investment Act of 1998 (WIA) and how it relates to your work.
- 3) Identify the funding streams authorized by WIA and the components of core services and intensive services.
- 4) Differentiate between a "Work First" and "Training First" model.

## 6. In-depth Look at the Workforce Investment Act

- Description: This online training will provide you with an in-depth look into the Workforce Investment Act of 1998. Keep in mind that all federal law is subject to interpretation through Federal Regulations and policy. WIA is no exception. Though this training is designed simply to reiterate the law, we have included a link to the Federal Regulations related to WIA at the top of each page of training. You can also access a "Definitions" page from the top of any page of this training.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe the organizations and roles they play at the federal, state, and local levels.
- 2) Define the structure and roles of state and local workforce boards.
- 3) Describe the responsibilities of One-Stop partners.
- 4) Describe the core services delivered through a One-Stop.
- 5) Describe the intensive services delivered through a One-Stop.
- 6) Explain core performance indicators and how performance in those indicators impacts funding, incentive grants, and sanctions.

## 7. Interpersonal Relations

- Description: This course covers how to participate as an effective team member, the attitudes and skills necessary for successfully working with others and how to deal with conflict. To achieve your maximum potential, you must learn to communicate in a positive manner with other people, regardless of their attitude, appearance, background, culture, race, gender, or religion.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Identify the stages in effective team building
- 2) Explain the key components of positive communication
- 3) Describe the process of conflict resolution
- 4) Develop a personal action plan to improve communication on the job



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## 8. Job Keeping Skills

- Description: This course describes the skills and work ethic required to keep a job and hopefully advance within the workplace. The focus is on continual skill development, personal growth and the necessary skills for keeping one's job and what to do in cases of crisis in the workplace.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Describe potential barriers or challenges to job retention and your role in assisting customers with job retention and advancement
- 2) Explain the workforce retention services you can make available to your customers
- 3) Coach your customers in the 'rules of work' to assure a good transition when they start a new job
- 4) Explain to your customer the importance of following workplace ethics, safety rules, dress codes, and proper communication with peers and supervisors
- 5) Explain the soft skills necessary for retaining and advancing in the workplace and your role in helping the customer learn those skills

## 9. Job Preparation Skills

- Description: In your role as a Workforce Professional, one of the most important and long-lasting things that you do is to help customers prepare for employment. Appropriate job preparation is the key to long-term employment in a career of choice. Unfortunately, there are many customers who will walk through your doors who have had no career development opportunities, have no idea how to conduct a job search, and have little if any real preparation for full-time lasting employment. Local Workforce Boards work with many customers who cannot obtain or retain substantive employment.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify specific training needs through the use of Labor Market Information (LMI)
- 2) Help employers identify training that will improve employee performance
- 3) Identify learning styles of job seeker customers
- 4) Establish Individual Employment Plans with customers
- 5) Help employers understand the value of continued education and training for job retention and career advancement

## 10. Job Search Skills

- Description: The most effective means of obtaining the job of one's dreams is to plan, prepare, and then conduct a successful public relations campaign. Job searching is indeed a form of public relations. It's promoting oneself! The product is the job; the objective is to obtain the job; and the outcome is for the job seeker customer to become gainfully employed. This course will provide you with the skills and tools to help customers successfully obtain employment.
- Length: 3 hours

### Learning Objectives for this course:



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- 1) Assess the local labor market
- 2) Identify personal skills and how they relate to the labor market openings
- 3) Identify key elements of successful resumes, cover letters, thank-you letters and applications
- 4) Set the stage for successful interviews and interview for success
- 5) Identify effective networking techniques in the industry and the community
- 6) Understand how local labor market data can assist the job seeker customer
- 7) Access a wide variety of employment market information using the Internet

## 11. Labor Market Information

- Description: This course is designed to give students an understanding of the kinds of labor market information available and the uses for such information. You will learn how to access and analyze local, state, and national LMI delivery systems as well as how to use the data within those systems to serve your job seeker and business customers.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Identify the types of labor market information available.
- 2) Access LMI resources and obtain data relevant to your job as a workforce professional.
- 3) Apply LMI data in ways that support job seekers, businesses, and local partners.

## 12. National Farmworker Jobs Program Overview

- Description: This course reviews NFJP services with specific focus on delivery to migrant and seasonal farmworkers.
- Length: 3 hours

### Learning Objectives for this course:

- 1) Explain the history of Workforce Programs for Migrant and Seasonal Farmworkers.
- 2) Describe the key elements of Section 167 in the Workforce Investment Act of 1998.
- 3) Explain how to determine the diverse needs of migrant and seasonal farmworkers and then match appropriate services to those needs.
- 4) List eligibility requirements.
- 5) Describe effective outreach and recruitment methods.
- 6) Explain skill analysis and development tools and how to use them in a career development approach.
- 7) Develop Job Preparation and Job Keeping skills that will assist your customers in successfully advancing their career.

## 13. Program Management

- Description: Regardless of the role you play in the workforce system, it is important that you have a basic understanding of program management. The skills included in program management can enable you to do a better job no matter what your position.
- Length: 3 hours



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## Learning Objectives for this course:

- 1) Identify effective partnerships and ways to gain information from stakeholders.
- 2) Use program design strategies and indicators to improve performance and meet performance goals.
- 3) Describe the budgeting process and how program costs are tracked.
- 4) Explain how to find and use available resources to improve delivery of services.
- 5) Apply human resources to the role of program management Apply human resources to the role of program management.

## 14. Technology

- Description: Understand the key technologies that are used in workforce development. Be able to describe the main computer software and internet applications that are used to support workforce development activities.
- Length: 3 hours

## Learning Objectives for this course:

- 1) Describe basic office technologies and explain how they help you in your job.
- 2) Explain the role of databases and search engines and why accurate data is important in your job.
- 3) Identify main software applications and explain their role in workforce development activities.
- 4) Classify the key roles the internet plays in workforce development activities.