



2025

# Leadership Academy

Tier 1: Develop Yourself



Feb. 6 - March 27, 2025  
8 am-Noon

**Location: Town Clock Business Center,  
Dubuque**

**Cost: \$1,495**

## **Developing your Management Style**

What kind of manager are you? Can you articulate your leadership style? When did you last think about management and organizational development theories? Explore these concepts and shore up your leadership strengths with a practical assessment. The DiSC® Profile presents a framework to address three of the most common challenges to teamwork: motivation, conflict and communication. We will explore how the four different DiSC® temperaments approach these challenges and equip you with simple, intuitive strategies and insight that improve your leadership, team effectiveness and internal and external customer relationships.

**Date: Thursday, Feb. 6, 2025**

**Time: 8-10 am**

**Trainer: Kathie Rotz**



## **Learn More.**

**Bailey Kloft**

*Career Development & Business Partnership Lead*

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Business and Community Solutions

# 2025 Training

## Professionalism: Choosing Success

Perhaps nothing is more critical to an organization's success than its employees' work ethic and professionalism. The degree to which the workplace culture supports hard work and appropriate behavior can make or break a company's reputation with its customers, both internal and external. In this class, participants will explore the elements of a workplace that encourage employees to behave professionally, perform with integrity and work following an accepted internal code of ethics.

**Date: Thursday, Feb. 6, 2025**

**Time: 10 am-Noon**

**Trainer: Kathie Rotz**

## Business Email: Write it Right

Are your e-mail messages effective? Do they get the results that you want? Do you know how to contribute to your organization's success via e-mail? During this session, you will discover best practices for composing and writing, using this primary mode of communication, making it easier for your readers to read, understand and respond to your messages.

**Date: Thursday, Feb. 13, 2025**

**Time: 8-10 am**

**Trainer: Paulette Milewski**

## Team Development

Do you lead a team or a workgroup? What's the difference, you ask? A workgroup is a collection of people sharing space while pursuing individual task accomplishment. Conversely, a team is a group of individuals working together to achieve a precise and common purpose. High-performing teams make better decisions, serve customers better and faster and effectively resolve problems without intervention. Your efforts to create and nurture strong teams enhance employees' job satisfaction and increase retention.

During this class, you will:

- Establish a framework to ensure a successful team
- Learn to manage a team through its stages of development
- Understand situations that undermine team development
- Coach your team to deal with conflict in a positive way
- Review the importance of setting clear and shared goals toward measurable results

**Date: Thursday, Feb. 13, 2025**

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## Selling for the Non-Seller

"I'm not a salesperson." "I don't like to sell." "I don't want to sell." Have you ever said any of these things? If you're a leader, you are selling every day! And you're good at it! Let's talk about how you can empower your non-sales staff to help customers see added value in your products and services, even though they don't think of themselves as salespeople. It's a win-win; they don't feel like the stereotypical slick salesperson, but they are increasing your business using subtle selling techniques you can teach them.

**Date: Thursday, February 20, 2025**

**Time: 8-10 am**

**Trainer: Kathie Rotz**



## Presenting & Training

Throughout your career, you will be training people – the new person in the office, someone from a different department whom you've been assigned to work with on a project and maybe even groups of coworkers or external customers. Teaching is a part of work and life, yet we don't often acknowledge that adults learn differently than kids. In this class, we will explore adult learning styles, apply interactive examples of adult learning to instructional planning and presenting and practice using technology to engage and help adult learners retain content.

During this class, you will:

- Understand adult learning styles
- Practice planning practical learning sessions
- Apply interactive examples to your learning sessions
- Communicate effectively with your peers
- Understand presentation faux pas
- Practice presenting with technology

**Date: Thursday, February 20, 2025**

**Time: 10 am-Noon**

**Trainer: Kathie Rotz**

## LEADERSHIP ACADEMY TIER 1: DEVELOP YOURSELF

### Knowing Your Audience When Communicating

“Know your audience” is the primary advice given to presenters or trainers; the same principle applies to effective communication in today’s workplace. How does one tweak their message for the different audiences who will be listening? In addition to awareness and accommodation of the different learning styles and personalities that always exist in groups, it is also essential for any leader to understand the generational lens through which team members will view their message. In this class, we will discuss how adults learn, how to identify differences in generational and personality and good practices for effective communication in a team.

**Date: Thursday, February 27, 2025**

**Time: 8-10 am**

**Trainer: Kathie Rotz**



### Time Management Via Habit Maintenance

Training can be so predictable – there is always someone offering a class on time management. We’re reframing that stale presentation topic (yawn) and approaching it as habit maintenance. Our goals and habits dictate how we use time, so this class will challenge you to define these terms, identify your goals and dissect your habitual tendencies. Only then can you move forward with concrete actions that will help you strengthen your productive habits and manage your time differently. Please come prepared with a list of your short- and long-term goals, good and bad habits and a time management tip or trick that works for you.

**Date: Thursday, February 27, 2025**

**Time: 10 am-Noon**

**Trainer: Kathie Rotz**

### Resolving Employee Conflicts

Supervisors must intervene promptly and effectively in troublesome interpersonal conflicts between employees in the workplace. Unresolved conflicts fester and grow, resulting in broken working relationships and significant performance losses. This class will help supervisors identify communication strategies and coping skills for common hot-button issues, practice resolving conflict with win-win outcomes and foster a work environment where employees can disagree without escalating into interpersonal conflict.

**Date: Thursday, March 6, 2025**

**Time: 8 am-Noon**

**Trainer: Lisa Schaefer**

### It’s Who You Know

Relationships are the keys to success in life, personally and professionally. For new managers, it is crucial to understand that successful results will only happen with others. Only exceptional occurs with a team of supporters. This class will address the fundamentals of developing and maintaining valuable professional relationships built on authentic connections. We will share strategies for connecting with others in virtual networks and through community and business functions. Then, we will help you create individualized plans that make networking and relationship-building the go-to tools in your leadership toolkit.

**Date: Thursday, March 13, 2025**

**Time: 8-10 am**

**Trainer: Kathie Rotz**







### **Appraising Performance**

Developing an effective performance review system and training managers to use it well will be among an organization's best investments. Let's face it - businesses can't afford to manage employee performance because turnover is costly, impedes productivity and impacts the bottom line. It is also essential to recognize that employee appraisals are opportunities to develop potential in those who meet expectations and to encourage high performers, not just to address poor performance.

During this class, you will:

- Identify performance elements to evaluate
- Acquire the tools and skills required to evaluate performance effectively
- Explore your current approach to holding employees accountable for performance and taking corrective action
- Identify when to terminate employment and how to do it with minimal risk to the organization

**Date: Thursday, March 13, 2025**

**Time: 10 am-Noon**

**Trainer: Kathie Rotz**

### **Drive: The Surprising Truth About What Motivates Us**

Based on the book of the same title, this two-hour class allows leaders to deconstruct Daniel Pink's packaging of the science behind motivation. Contrary to the carrot-and-stick approach is the undeniable evidence that intrinsic, internal motivators are far more effective in improving individual and group performance. Participants will discuss, debate, problem-solve and actively mind-map to a customized, concrete plan that promotes autonomy, mastery, and a sense of purpose. These three elements can transform their people and their organizations.

**Date: Thursday, March 20, 2025**

**Time: 8-10 am**

**Trainer: Lisa Schaefer**

### **From Friend to Boss**

Congratulations! You have recently become a supervisor. Transitioning into this new role will have challenges, but this class offers strategies to help you gracefully make that change. You are now responsible for the productivity and results of your department, although your former co-workers, either because of jealousy or out of habit, may not want to treat you as the boss. This class will remind you of what it means to be a manager: leading others to achieve results and not being popular with your employees. You may only win over some in the department, especially if one or two of them also applied for the position you ultimately received. No matter what happens, please focus on the work to be done, give it your best effort every day and treat everyone fairly ... respect will follow.

**Date: Thursday, March 20, 2025**

**Time: 10 am-Noon**

**Trainer: Lisa Schaefer**

## LEADERSHIP ACADEMY TIER 1: DEVELOP YOURSELF

### Can You Hear Me Now?

Did you know that there is a difference between hearing and listening? There is! Most people have, at some point in their life, been told they don't listen. But the problem is that we are not born with good listening skills. Nor are we taught it in school. They are habits that we create, starting in our childhood, carried with us throughout adulthood. Your listening-skill habits can impact every area of your life, including your relationships and career. A good listener can earn you respect and appreciation and help you build stronger relationships in your social and business dealings.

This course explains the ins and outs of what good listening skills consist of, why they are important and how you can improve them. The course helps you determine what type of listener you are and provides basic listening skills, barriers to listening, listening habits, body language and activities to improve listening habits. You will learn the importance of physical attributes, active listening, attitude, perception, bias, language barriers, critical gestures and even how to take good notes.

**Date: Thursday, March 27, 2025**

**Time: 8-10 am**

**Trainer: Lisa Schaefer**

### Attitude & Accountability

Now more than ever, successful organizations need a highly motivated workforce. At the heart of that workforce are responsible, accountable individuals. We'd like to help you develop a culture of accountability in your employees using the S.M.A.R.T. goal model. We'll introduce the concept, practice writing practical goals and discuss how implementing S.M.A.R.T. goals can encourage and support employee performance. As we all know, high performers are the motivated, accountable and committed employees every manager or supervisor wants and needs.

**Date: Thursday, March 27, 2025**

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**Trainer: Lisa Schaefer**



# Meet Your Presenters



**Kathie Rotz**

Kathie is a John Maxwell certified Executive Coach, Speaker, Trainer and Human Behavior Consultant. She provides coaching for business professionals to excel in leadership, business building, confidence, communication and goal achievement. Kathie's focus is to empower people by challenging their habits; most importantly, their thinking and emotional habits. Kathie has over 25 years of experience working in corporate America in leadership and training roles and 19 years leading a growing sales team.



**Lisa Schaefer**

An NICC Business and Community Solutions trainer, teacher, counselor and small business owner with over 20 years of experience in education and sales. She is certified as a facilitator of the John Maxwell Leadership Curriculum and Daniel Pink Drive Curriculum. Lisa is an expert in employee engagement, organizational psychology and service success strategies and has served as a professor, staff development professional and counselor. Her experiences includes working for Walt Disney World, hosting on-air radio programs, as well as over 15 years of education, corporate training and executive coaching experience. She holds a Masters Degree in Counseling and is a Certified Counselor and John Maxwell Leadership Coach.



**Paulette Milwski**

Paulette brings energy and 25+ years of experience in leadership, sales, customer service and project management, making training workshops interactive and enjoyable. Through storytelling, real-life examples and thought-provoking dialogue, workshops provide participants practical application. Paulette has facilitated training with clients in insurance, healthcare, consumer products and services, utilities, college and universities, banking and manufacturing.

She earned her master's degree in Organizational Leadership from St. Ambrose University and has picked up other certifications along the way including Strategic Doing (an Agile method of strategic planning), Real Colors® Personality Profile, Mental Health First Aid, and Prime for Life® (drug and alcohol prevention).



# Schedule

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<b>Thursday, Feb. 6, 2025</b> 8-10 am 10 am-Noon	Developing Your Management Style Professionalism: Choosing Success	Kathie Rotz
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<b>Thursday, Feb. 20, 2025</b> 8-10 am 10 am-Noon	Selling for the Non-Seller Presenting & Training	Kathie Rotz
<b>Thursday, Feb. 27, 2025</b> 8-10 am 10 am-Noon	Knowing Your Audience When Communicating Time Management via Habit Maintenance	Kathie Rotz
<b>Thursday, March 6, 2025</b> 8 am - Noon	Resolving Employee Conflicts	Lisa Schaefer
<b>Thursday, March 13, 2025</b> 8-10 am 10 am-Noon	It's Who You Know Appraising Performance	Kathie Rotz
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