



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

Increase Your Ability To Communicate With Others ~ UNA Offers Relationship Strategies!

Registration is still underway for UNA's Relationship Strategies course offered by Continuing Studies and Outreach. You can register online at www.una.edu/continuing-studies (select Human Resources), or contact our office at 256-765-4862 to register by phone. We accept all major debit and credit cards. Please share this email with others who may be interested.

RELATIONSHIP STRATEGIES:

Would you like to substantially increase your ability to communicate with others? The Relationship Strategies program assembles a number of simple tools that can easily be adapted to improve both business and interpersonal relationships. This highly interactive program will introduce participants to the concepts they need to take their personal and business relationships to the next level.

PARTICIPANTS LEARN:

- How to practice the "Platinum Rule"
- Their own behavioral style and how to maximize its strengths and minimize its weaknesses
- How to "read" the behavioral style of others -- quickly and accurately
- The strengths/weaknesses and likes/dislikes of the four basic behavioral styles
- Strategies for creating instant rapport and better compatibility with each behavioral style (adaptability)

PROGRAM INCLUDES:

- Individual behavioral style evaluation
- Small group and individual exercises
- Workbook materials

This program is practical, accurate, and easily-remembered. 'Relationship Strategies' can be tailored to the unique demands of sales, management, customer service, or team-building environments.

"The Platinum Rule® is a registered trademark of Dr. Tony Alessandra. Used with permission."

Course Number: 11-HR102

April 11 & 18, 2011 * 4:00 pm - 7:00 pm * Price: \$69

Instructor: Mike Van Rensselaer, SPHR

Location: UNA East Campus, 1640 Tune Ave., Florence, AL

"The SBDC at University of North Alabama is a part of the Alabama SBDC Network. Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Phillip Marks, UNA-SBDC, 143 Keller Hall on the UNA Campus, UNA Box 5248, Florence, AL 35632, Phone: 256-765-4668."



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MEET YOUR INSTRUCTOR:

Mike Van Rensselaer, SPHR, is the Human Resources Officer for Bank Independent, a regional financial institution based in North Alabama. His professional background includes experience as the Human Resources Manager for a manufacturing company, staffing specialist for a Fortune 500 staffing firm, and owner of HR Advantage, an employee training and consulting organization. Mike is past President of the Shoals Chapter of Society of Human Resources Management (SHRM). He is a certified Senior Professional in Human Resources (SPHR). He received an M.B.A. and a B.S. in Finance from the University of North Alabama. In 2008 he became certified through The Institute for Personality and Ability Testing, Inc. (IPAT) to deliver and evaluate the 16-PF and other IPAT approved behavioral assessments. Mike is certified through the Platinum Rule Group to deliver Platinum Rule workshops and seminars. Mike is a member of the Society for Human Resources Management (SHRM), the Shoals Chapter - SHRM, The Center for Creative Leadership (CCL), and the American Society for Training and Development (ASTD). He has designed and delivered dozens of training programs for organizations such as Sunshine Mills, Walgreens Customer Care Center, Gold Kist, SCA Tissue, Essex Wire, Huntsville City Schools, Domco Tarkett, The University of North Alabama, Martin Supply Company, Southern Accounting Systems, and Buffalo River Service.

Please respond to this email or call 256-765-4862 if you wish to be removed from our email distribution list.

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