



The College Connection

January 13, 2012

Brenda Orders
Director, Small Business Center
Southeastern Community College

Are you interested in improving your leadership and management skills for your current job or to make yourself more competitive for future career opportunities? Do you own or manage a business and want to prepare personnel for increased responsibility? Are you unemployed or underemployed and need to strengthen your resume?

If you answered yes to any of those questions, the Leadership and Management Certification presented by the Small Business Center (SBC) at Southeastern Community College can help you accomplish your goals. The certification will be offered in the coming months at no cost to participants.

To receive the certification, individuals must attend five of the following six seminars:

Making Leadership Magical! The Positive Approach to Leading and Winning with People, Jan. 24 from 9 a.m.-noon, will provide valuable tools to get employees excited, motivated and committed to excellence.

Separating the Snails from the Superstars: How to Recruit, Interview and Hire, Jan. 30 from 1-3 p.m., will offer a proven four-step hiring process, as well as strategies regarding pre-screening, reference checking, salary negotiation and more.

Motivating Your Staff: 7 Keys to Peak Performance, Feb. 17 from 9 a.m.-noon, will cover successful approaches that can increase company morale and performance.

Overcoming the Fear of Public Speaking, March 6 from 1-4 p.m., is a step-by-step participatory class that will offer techniques to strengthen self-confidence.

The Experience of a Lifetime: Customer Service that Works, March 12 from 1-4 p.m., will teach participants how to deal with difficult people more professionally, work more efficiently and get along with co-workers more effectively.

How to be an Effective Leader, April 3 from 1-4 p.m., will discuss the qualities of a good leader and help attendees identify and utilize their unique leadership abilities.

All seminars will be held in T-Building, room 122 on the SCC campus. Participants must pre-register by calling (910) 642-7141, ext. 397.

If earning the Leadership and Management Certification is not your goal, you may still attend any of the six seminars that are part of the program or any of the 18 additional seminars that the SBC will offer in the coming months. In addition to the core curriculum of how to start, finance, and market a small business, the SBC offers educational programs designed to address the specific and unique management needs of current and prospective small business owners. All seminars are offered at no cost to participants, and the schedule is available at www.sccnc.edu.

Providing high quality seminars is just one of the ways that the SBC meets its objective of increasing the success rate and the number of viable small businesses in Columbus County.

The SBC also provides confidential, experienced counseling to businesses. Available at no charge on an as-needed basis, business counselors act as a sounding board for new ideas and or concerns that entrepreneurs and managers encounter.

For more information about the Leadership and Management Certification or other offerings and services available at the SCC Small Business Center, please contact me at (910) 642-7141, ext. 419 or borders@sccnc.edu.