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Fall Professional Development Course Descriptions

Human Resources Essentials

Instructor: Lisette Jones

This course is for those who need an entry level knowledge of the Human Resources function and looking to feel confident in handling HR issues on a day-to-day bases. Topic could include:

- Change and Different Personalities
- Recruitment
- Selection and Interviewing
- Employee Development
- Performance Appraisal
- Compensation
- Labor Relations and Laws

Coaching and Mentoring

Instructor: Lisette Jones

Ensuring your staff have the right skills to train, cross train and/or upskill your workforce is key to effective knowledge transfer. Having the skills and awareness of learning styles, generational differences and means to ensure your training time has been leveraged to its fullest will ensure both the coach/mentor and the trainee have a positive learning experience. Topics could include:

- Introduction to Coaching and Mentoring
- Role of communication in coaching and mentoring
- Leadership development
- Transferring knowledge
- Growing your skills as a coach/mentor

Social Media for Beginners

Instructor: Michaela Deveau

Students who take this course will leave with a strong understanding as to what to post on Social Media, when to post it, how to schedule it to save time, how to design it, and how to read the data to ensure you're maximizing your efforts. Topic could include:

- What type of content works (per industry in the class)
- Establishing your brand image (colors/fonts)
- Graphic design using Canva
- Ad copy – what to write with your posts
- Social Media contests & how to run one
- How to create a content calendar
- Instagram



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Marketing 101

Instructor: Rick McMullen

This is a very collaborative program and requires active involvement from the participant. The delivery of the program is illustrated with current examples from businesses and how they managed to achieve the success they enjoy. The course will explore the consistent principles of successful marketing and apply those principles to achieve measurable goals for each business represented in the classroom. Learning outcomes include;

- Define and maintain their position in the marketplace
- Identify their direct and indirect competition
- Recognize their limits and when to outsource
- Understand marketing channels and options
- React and respond to the Voice of the Customer (VoC)
- Develop a cross media marketing campaign
- Implement a campaign and stay within budget
- Convert contacts and leads to sales

Change Management

Instructor: Rick McMullen

The human side of implementing change in any organization requires that all stakeholders understand and embrace the purpose and the why of the proposed change. A lack of understanding and buy-in is the single largest obstacle that arises in the process of moving from 'A' to 'B'. This course will help you understand the core methodologies and give you the tools and confidence to lead change in the workplace. Topics covered include:

- Change Models
- Principles of Change
- Change Management Tools
- Effective Meeting Strategies
- Environmental Culture
- Roles in Change Management



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