

MACOLOGY 101

CERTIFICATE MANAGEMENT PROGRAM

Based on the book, *Ask Dr. Mac*, by Greg Giesen

We are pleased to offer an opportunity to partner with your organization in jointly presenting a certificate management program for your supervisors and managers.



OVERVIEW:

The Macology 101 Certificate Management Program provides quality soft skills training through a series of eight concise and impactful half-day programs. Candidates selected from your organization or association will go through the certificate series of classes together and will be required to complete deliverables for each class. This program can be customized to fit the needs of your organization.

THE UNIQUE BENEFITS TO THIS PROGRAM INCLUDE:

1. Quality training from Greg Giesen, an award-winning management consultant, trainer, facilitator, author and graduate school professor.
2. A series of bare-bones, cut-to-the-chase training sessions on the essentials of soft skills management.
3. Complimentary management coaching to participants during the duration of the program.
4. A two-way learning format complete with assignments, deliverables and the completion of pre-determined certificate requirements.
5. A number of built-in accountability factors designed to guarantee results.
6. An action-learning training format that is both fun and interactive.
7. An opportunity to bond with peers in a unique learning environment.
8. A comprehensive program that includes pre-and post-work, feedback sessions and an opportunity for each participant to deliver a commencement speech at graduation.
9. A copy of Greg's award-winning book, *Ask Dr. Mac*, plus the *Ask Dr. Mac Study Guide* and a class notebook, provided for each participant.
10. The opportunity to request and work with a mentor from senior management.

Macology 101

www.GregGiesenAssociates.com

THE CLASSES

The typical program consists of eight half-day sessions, including an opening session, six management training sessions, and a graduation session. The opening session and the graduation session are both critical bookend components that need to remain as foundational parts of the program. However, it is possible to add or subtract the amount of management sessions from the list below. Please know that each participant will also be asked to read Greg's award-winning management novel, *Ask Dr. Mac*, which will be incorporated into each session.



Each company/association may incorporate any of the following half-day management trainings sessions into their Macology 101 program:

- True Colors Personality Styles
- Eight Simple Rules to Managing Conflict and Improving Relationships
- Coaching Skills for Supervisors and Managers
- Introduction to Teambuilding
- Effective Presentation Skills (Part I)
- Effective Presentation Skills (Part II)
- Managing Team Dysfunction and Conflict
- Emotional Intelligence
- Leading High Performing Teams
- Interpersonal Communication Skills
- Authentic Leadership
- Leading Teams

** Individual outlines available upon request.*

CREATIVE ADAPTATIONS

One of our current clients, The Community Reach Center, created a twelve-week Macology 101 Certificate Management program and incorporated five different departmental presentations (introducing participants to the roles, responsibilities and personnel of that particular department), intermixed with the five management training sessions. This comprehensive approach created a very powerful program combining soft skills training with key organizational information.

FREQUENTLY ASKED QUESTIONS

Q: Why is the program called “Macology?”

A: *Macology* is a term from the book, *Ask Dr. Mac*. In the story, the main character, Dr. Mac, is known for his management advice (which has been coined *Macology*) which he disseminates through his newspaper column.

Q: Is a half-day format per class enough time to teach the essentials of managing others?

A: We believe that a little bit of knowledge can go a long way if it is taught in the right manner. Because we are talking about the soft skills side of management, all the topics overlap to some degree with each other. As a result, participants will not only grasp the fundamental soft skills fairly easily but they will equally be able to apply them to multiple situations.

In addition, there is tremendous value in experiencing a series of classes with the same classmates and instructor over a period of time. By maintaining the learning process on an ongoing basis, self-awareness and retention is at its highest level.



Q: Can the program be customized to fit the needs of our organization?

A: Of course. In fact, we’d prefer to create the program with you.

Q: What if someone misses a class?

A: Because we will be customizing this program with you, we can also determine at that time how to handle missed classes. Typically, a participant is allowed to miss one class but may be required to make up some parts of the class in order to achieve credit towards certification.

Q: How do you create accountability with the participants?

A: We do a number of things:

1. We ask all participants to meet with their immediate supervisor prior to the program in order to establish growth areas to work on during the program.

2. We create accountability groups in the first session that last throughout the program. These groups are charged with holding each of their members accountable for the deliverables assigned throughout the program.
3. Each class member will be asked to present their “commencement speech” on the last class that identifies their key learning from the program along with an action plan to support it. Because this is a graduation ceremony, we will extend the invitations for this event to include each participant’s supervisor and staff members.
4. A follow up program will take place approximately six-to-eight weeks following the program.

PROGRAM COSTS

• The **Macology 101 Certificate Management Program** costs \$1,200/per participant for the eight half-day sessions. Travel expenses and any incurred off-site location fees would be additional. A minimum of eight participants is required.



RECENT FEEDBACK FROM ANHEUSER-BUSH

The program was excellent because the material was very relevant to the situations our mid level managers face every day. It was also important to have our managers in a class that lasted several months. This is more effective than a one time program. We have also used his book to reinforce the principles learned in the program, thus multiplying the effectiveness.

–Glenn Wilson, Sr. Plant Manager, Anheuser-Bush Fort Collins Brewery

Excellent teambuilding concepts! The Dr. Mac reference material was enlightening and entertaining.

–Alison Buekle, Area Manager

New creative approach to managing leadership and conflict for today’s managers thru interaction and communication activities.

–Doc Holliday, Area Manager

This program took real life managerial situations and applied them to our day to day lives. The interaction with other area managers was insightful.

–Kevin Smallenberger, Area Manager

I really enjoyed this program and have already noticed my thought process changing when faced with examples from the class.

–Blair Curley, Area Manager

Bringing this leadership course to my workplace was the best way to apply the skills I needed to succeed in my career. It was easier to apply to our real-life situations as opposed to being in a class with individuals from different organizations.

–Dana Miller, Area Manager



Best management class I've ever taken. The format is perfect with discussion and exercises. Really thought-provoking.

–Kellee Butler, Human Resources

Effective training for every manager that wants to find the leader in themselves.

–Michelle Dillard, Training Manager

ABOUT GREG GIESEN

Greg Giesen has been involved in management development and training since 1980. With a Masters degree in personnel services and counseling from Miami University, Greg worked for Washington University, the University of Redlands, and Toastmasters International before coming out to Colorado in 1990 where he joined the management development department at Mountain States Employers Council. During his tenure at MSEC, Greg designed and presented over twenty different training courses to member companies throughout the United States.

In 1998, Greg created Greg Giesen & Associates, Inc., a leadership and management development organization out of Highlands Ranch, Colorado. His company's specific focus areas include:

- **Keynote/Motivational Speaking**
- **Employee Conflict Resolution**
- **Management Training**
- **Team Building**
- **Management Coaching**
- ***Leading From Within* Workshop**



Some of Greg's most requested training workshops include: Eight Simple Rules to Managing Conflict and Improving Relationships, Coaching Skills for Supervisors & Managers, True Colors Personality Training, and Presentation Skills. GGA also offers a comprehensive Certificate Management Training Program called *Macology 101*.

Greg is also the architect and lead-facilitator for the workshop, **Leading From Within**; a highly successful three-day, two-night intensive leadership development workshop designed to help participants achieve optimal performance as a leader in both their personal and professional lives. Now in its eleventh year, Leading From Within was recently awarded *Best Practices in Training Programs* by the American Society for Training & Development. For more information, go to www.LeadingFromWithin.net.

In addition, Greg teaches graduate courses at the University of Denver and was honored with the distinction of Master Teacher. He has also written six books, including his latest book, *Ask Dr. Mac: Take the Journey to Authentic Leadership*, which recently won a bronze medal for best business fable from the 2008 Axiom Business Books Awards.

Some of Greg's most requested keynote presentations include:

- Conflict in the Workplace: Who's to Blame?
- Authentic Leadership: Five Keys to Living and Leading Life with Purpose & Passion.
- Eight Simple Rules to Resolving Conflict and Improving Relationships.
- Playing With Purpose: How to Create a Life Worth Living.
- Ask Dr. Mac: Answers to Today's Top Employee and Management Concerns.

Greg lives with his wife Tanya in Highlands Ranch, Colorado.

TO CONTACT GREG

Greg Giesen

Greg Giesen & Associates, Inc.

8991 Coyote Street, Highlands Ranch, CO 80126

303-346-0183, 720-596-5041 (fax)

866-322-7868 (toll free)

ggiesen@GregGiesenAssociates.com

www.GregGiesenAssociates.com

www.LeadngFromWithin.net

www.AskDrMac.com

