



and



Invite you to a two-day course on

“Essential Leadership and Business Development Skills for Professionals”

When: Tuesday / Wednesday, November 12th and 13th, 2013

Where: Parktown Hotel, Saskatoon, SK

Instructor: Ralph Kison, Growth Through Learning Inc., Richmond, BC

Course Content:

The presentation will address essential skills for professionals:

- Leadership skills
- Communication skills
- Business development
- Personal branding

The seminar will provide attendees with timely and relevant content and material being presented to ASHRAE and related associations and firms in the engineering sector in North America. Opportunities for group interaction discussion and will be used to engage the attendees and provide maximum value and resources to apply immediately with their clients and project teams.

PURPOSE

The presentation will move beyond the technical skills of engineers and address the necessary “soft” skills for success in today’s competitive market. Most engineers excel in the technical aspects of designing and developing solutions but are often not comfortable, or are even ill equipped, to effectively and persuasively address issues relating to: uncovering new work, gaining commitment; presenting their brand and value proposition; networking and performing other business and relationship building activities.

The goal of this seminar is to provide attendees with practical techniques and skills to increase their confidence and competence levels and achieve greater personal and professional success.

PRESENTATION SUMMARY

The two day seminar will be customized to engage the participants and improve their leadership abilities, conduct business development and networking activities more effectively and present their personal brand in a more confident and professional manner.

Day One: Leadership & Communication Skills for Building Strong Relationships

- **Leadership**
 - The impact of values, culture and integrity to create willing followers
 - Becoming an internal change and growth agent
 - Emotional Intelligence (E.Q.)and its role in building relationships
 - Essential soft skills required to create trust

- **Communication**
 - The difference between communicating and talking
 - Verbal and non-verbal communication and its impact
 - Communication to inspire and connect clients and colleagues
 - Active listening – questions and rephrasing that achieve understanding
 - Assessing client body language or verbal clues to build trust
 - Personality styles –how to capitalize on them

Day Two: Business Development - Networking - Personal Branding

- **The Business Development Process for Selling Professional Services**
 - Connecting With the Decision Makers and Key Influencers
 - Defining Buyer Motivation – Needs/Wants/Desires/Fears
 - Create Understanding and Trust
 - Presenting a Customized Value-Based Solution
 - Confirming Trust and Understanding
 - Securing Commitment and Work
 - Strategies for Long Term Success Through Relationship

- **Networking**
 - Networking to build trust and relationships that lead to business
 - Six degrees of separation – the fast track to strategic introductions
 - The power of the referral – leveraging your network
 - Creating a network of centers of influence and decision makers

- **Personal Branding**
 - Developing a brand for personal and professional success
 - What constitutes a good brand for a value based engineer
 - Defining a personal Unique Value Proposition (UVP)

RALPH KISON

Ralph Kison, President of Kison Inc., Professional Development Specialists and Growth Through Learning Inc., an online business development / sales training company, works with organizations across North America in business-to-business and professional services environments.

Ralph assists organizations focusing on employee and organizational development in the areas of: Training and Development, Leadership and Management Coaching, Succession Planning, and Facilitating Planning and Partnering Sessions.

He brings passion, commitment and experience to each project. He leads and directs organizations and their employees to achieve their full potential by acquiring skills and applying proven business development processes and techniques.

Ralph's career spans over 25 years in sales, online learning, management and consulting with extensive experience in the engineering, architectural, construction, distribution and insurance industries. Ralph has taught professional sales courses at the British Columbia Institute of Technology (BCIT) and the VANSEC I program for Sales and Marketing Executives International of Vancouver (SMEI).

In 2010 Ralph launched myKISON, an online learning site to offer the Sales Diamond™ selling program to clients and individuals committed to professional development.

EDUCATION AND MEMBERSHIPS

Ralph is a graduate of the University of British Columbia Marketing and Sales Management Program. He is a Certified Marketing Executive (CME) and Certified Sales Executive (CSE).

Ralph is a member and past President (1993 - 1994) of SMEI Vancouver, member and past President (2003 – 2005) of the Canadian Society for Marketing Professional Services (CSMPS) and a member of ASHRAE.

Cost: \$350 for ASHRAE members, \$450 for non-members, or \$150 for students

The cost includes the two-day course, lunch both days, and attendance at the ASHRAE Saskatoon meeting, on Tuesday, November 12th, 2013. If you have questions, then please feel free to contact Ryan MacGillivray (ryan.macgillivray@dwel.com) or 306-477-0678 for more information.

To register, send the completed registration form and payment to Ryan MacGillivray (ASHRAE Saskatoon Chapter Technology Transfer Committee Chair).

Registration Form for ASHRAE Saskatoon’s “Essential Leadership and Business Development Skills for Professionals” Course on November 12 and 13, 2013

Name:	
Phone Number:	
Email Address:	
Mailing Address:	
City:	
Province:	
Postal Code:	
Preferred Contact Method:	
ASHRAE Member:	Yes / No
Student:	Yes / No
School (if Student):	
Dietary Restrictions (if any):	

ASHRAE Member Cost: \$350

Non-Member Cost: \$450

Student Cost: \$150

Please make cheques out to ASHRAE Saskatoon and send to:

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Note that space is limited and the course openings will be filled based on paid registrations.