

Fresno Pacific University
School of Business & Continuing Education
Corporate Training Modules
October 2008

Communication and Management

Cross-Cultural Communication Exercise

Learn about the importance of appreciating cultural diversity via three cadres.

Restorative Justice in Conflict Resolution

Explore the process of how to reconcile injustices in conflict situations during this seminar. Many people have heard of the reconciling interest's process, made famous in *Getting to Yes*, but few know about the equally important reconciling of injustices where feelings are the key component.

Ethics

To Be or Not To Be Ethical, That is the Question!

Learn how to create and sustain an ethical corporate culture, while meeting the challenges of conducting business and pursuing profits.

Finance and Budgeting

Custom design your workshop based on your company's needs.

Marketing

Strengthen Your Brand

Customer loyalty, market penetration, product visibility, and branding are crucial for your business. Explore marketing methodology, analysis, and strategies regarding branding in today's market.

The ROI of Customer Service

Identify effective return-on-investment strategies for your company utilizing current marketing techniques.

Management

Team Building: Desert Survival

Take a journey towards synergy and team building during a desert survival simulation (group experience).

Power In Organizations: Starpower

An informative simulation regarding power and how it is easily abused by leaders (group exercise).

Trust: Disarmament Game Simulation

Create win-win scenarios instead of destructive intergroup conflict based on mistrust. Engage two groups in a series of interpersonal exchanges and test their ability to develop trust. This simulation demonstrates the importance of groups identifying superordinate goals.

Conflict Styles & "Who Gets the Money?"

Participants learn about different conflict styles and which styles they tend to naturally lean on in conflict situations. This exercise concludes in five-person group exercise meant to generate options of either working together to reach a goal or creating conflict among participants.

Male-Female Issues in Work Relationships Exercise

Explore stereotypical ways men and women view each other in work relationships. Participants are divided into gender groups during this exercise.

International Management: Energy International Simulation

Test group participants on their ability to achieve group synergy. This is a timed exercise to assess skills among group participants. Groups of five carry out roles of international managers to solve a problem and fill an open managerial position.

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Organizational Needs Assessment

Qualitative Studies & Quantitative Studies

Focus: Short and long term customized assessment and action planning

Target Audience: Individuals and organizations in transition

Hermeneutics and Management

Create a renewed sense of self and others in the workplace. Address the value of dialogue, language and how to negotiate meaning in the workplace.

Group Dynamics and Roles Within Groups

Understand group processes and roles in new ways. Diagnose and facilitate group decision-making with new focus. Facilitate a group to produce results. Learn strategies to produce "value" for participants in work relationships. Choose the best means of communicating a message in the workplace.

Focus on Leader/Follower with Communication and Time Management

Gain an appreciation of the role of management/leadership within an organization. Enhance the ability to work with others by focusing on effectiveness and efficiency. Understand the role of adaptability and flexibility. Re-evaluate concepts of effective communication and time management skills.

Strategy and Management

Know Your Business!

Develop a sustainable competitive advantage by making the most of strategic management techniques, implementing options, and promoting products to exploit core competencies.

Efficiency is the Key: Supply-Chain Management

Create an efficient and effective supply chain by implementing logistical processes and strategies.