PATRICIA HADDOCK WEBINAR PROGRAMS

Thank you for your interest in my webinar training programs for professional and organizational development and excellence.

All programs are delivered live via Zoom, using either my Zoom platform or the client's Zoom platform.

Program duration is based on the client's needs and budget from a 60-minute overview program up to a maximum of 3.5 hours for an in-depth course. One hour of customization is provided free of charge, and full customization is available, as quoted.

Change Management
Course name: Leading Your Employees Through Change
- Minimum/Maximum capacity: 12/40
- Description: This program gives leaders the skills they need to anticipate and respond to employees' reactions to change. It provides a framework for:
  - Understanding the change curve
  - Identifying and enlisting early adopters
  - Handling fear, anxiety, and resistance
  - Creating a communication playbook for ensuring consistent messaging throughout the change process

Customer Service
Course name: The CARE Approach to Customer Service
- Maximum capacity: 12/40
- Description: This program focuses on the differences between delivering customer service, which is solving problems, and delivering customer care, which is managing each customer's perception of having received value from the interaction. Employees gain skills for:
  - Maintaining a positive, supportive attitude
  - Communicating with a variety of personalities
  - Listening with curiosity and the intention to learn
  - Using and communicating empathy with customers

Team Development and Collaboration
Course name: Building Effective Workplace Relationships
- Maximum capacity: 12/40
- Description: This webinar helps employees:
  - Understand the dynamics of workplace relationships
  - Experience stronger, more effective interactions with coworkers
  - Easily create and maintain rapport with others
  - Communicate with emotional intelligence

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Career Development
Course name: Developing a Growth Mindset
- Maximum capacity: 12/40
- Description: This webinar:
  - Introduces mindset theory, based on the research by Stanford University professor Dr. Carol Dweck and her team
  - Explains the importance of mindset for career advancement and satisfaction
  - Explores the characteristics of fixed and growth mindsets
  - Provides practical strategies for strengthening an existing growth mindset and transitioning from a fixed to a growth mindset for professional and personal development

Leadership Skills
Course name: Developing the Right Mindset for Leadership
- Maximum capacity: 12/40
- Description: This webinar:
  - Introduces mindset theory, based on the research by Stanford University professor Dr. Carol Dweck and her team
  - Explores the characteristics of fixed, growth, benefit, global, and leadership mindsets
  - Explains how each mindset affects leadership abilities
  - Provides practical strategies for maximizing mindset strengths to develop and strengthen leadership capabilities

Productivity Skills
Course name: Time Management and Organization
- Maximum capacity: 12/40
- Description: In this course, participants will learn how to manage priorities, be more productive, organize for peak efficiency, and take control of those things that derail workplace productivity. They will gain skills to:
  - Plan actions to achieve results
  - Set priorities and focus on what is most important
  - Manage projects and assignments
  - Identify and remove obstacles to productivity

Course name: Project Management for Non-Project Managers
- Maximum capacity: 12/40
- Description: This webinar takes employees through the project management process from planning to completion and evaluation. They learn how to:
  - Identify and structure support teams
  - Make assignments
  - Negotiate priorities
  - Create and use Gantt and Pert charts
  - Manage stakeholders
  - Use status reports to stay on top of project deadlines and deliverables

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Self-Care

Course name: Manage Your Mood to Reduce Stress and Improve Well-being
- Maximum capacity: 12/40
- Description: This webinar:
  - Explores the factors that influence mood
  - Shows participants how to monitor and manage triggers that trigger mood swings
  - Explains how to use the body, mind, and emotions to regulate mood and modify behavior, such as recognizing and defusing knee-jerk reactions to respond appropriately

Business Writing

Course name: Business Writing for Today's Professional
- Maximum capacity: 12/40
- Description: This program gives participants the skills they need to:
  - Create focused, well-written communications that are clear, concise, and correct
  - Organize relevant information in a logical, strategic way
  - Get to and stay on point
  - Write for readability and comprehension
  - Recognize and eliminate extraneous and irrelevant information

Course name: Editing and Proofreading
- Maximum capacity: 12/40
- Description: This webinar explains the writing process from planning through proofreading and teaches best practices for organizational communications including:
  - Clarifying the roles editing and proofreading play in creating clear, concise, correct business documents
  - Editing strategically and thoroughly for readers
  - Assessing and managing appropriate reading levels for comprehension, based on audience and type of document

Course name: Writing Workplace-Specific Documents
- Maximum capacity: 12/40
- Description: This webinar focuses on specific types of business documents usually completed by participants. It covers the industry-recognized elements and formats for each type of document. Small-group breakout activities allow participants to apply the information. It covers writing standards for::
  - Short-form communications (email, text, etc.)
  - Policies and procedures
  - Reports, recommendations, and reasons for recommendations
  - Backgrounds
  - Note-taking
  - Summaries
- It includes information on how to conform to any applicable style guides.

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Course name: Proofreading for Greater Accuracy and Clarity
- Maximum capacity: 12/40
- Description: This webinar focuses on techniques that professional proofreaders use to:
    - Find and avoid pitfalls common in proofreading
    - Recognize problems in their own and others' writing
    - Understand how to correct errors in structure, grammar, and punctuation
- The program uses multiple small-group breakout practice sessions with in-depth instruction from the instructor to explain grammar and punctuation rules applicable to each activity.

Course name: Grammar and Punctuation Refresher
- Maximum capacity: 12/40
- Description: This webinar is a review of grammar and punctuation rules that many readers find challenging or have forgotten.
    - It focuses on common English-writing mistakes that are easy to miss when editing and proofreading.
    - Attention is paid to rules for sentence structure and clarity, subject/verb agreement, gender-identify and non-binary pronoun usage, and more.
    - It uses small-group, breakout activities to help participants recognize mistakes and know how to correct them.
    - Additional materials in the form of abbreviated grammar and word usage tables are provided in addition to the workbook.

Firm Qualifications

Patricia Haddock provides training and communication services to organizations via Zoom. She is licensed by and located in the City and County of San Francisco. A published author and editor, Patricia brings more than 25 years of experience in organizational training and communications with a focus on public sector organizations. Her programs are highly interactive and are regularly updated to reflect relevant feedback and current, state-of-the-art, best practices for organizational training within government. She delivers teaches approximately 50 webinars per year.

Current Client List

- San Mateo County
- Regional Training & Development Consortium for Public Agencies
- Economic Development and Human Resources Departments of the City of Newark
- Learning and Employee Development, Finance, and Parks Departments of Santa Clara County
- Midpeninsula Regional Open Space District
- San Mateo County Libraries

Patricia is registered and is in good standing with https://www.sam.gov/content/home.