

A six-week high-impact training course for Tech Valley's rising managers and leaders

eMerging Manager Training Program



- Effective
- Results-oriented
- Intense
- Practical
- Participatory
- Exciting
- High ROI
- Unconventional
- Progressive

A commitment to developing our business community



The eMerging Manager Training Program is an intense six-week training course for rising managers and leaders in New York's Tech Valley. The program, which is designed and presented by business executives, features a completely fresh approach with an unconventional and high-impact mix of practical instruction, business readings, guest speakers, roundtable discussions, movies and music. Each week we will explore a particular business discipline of which every rising

manager must have a solid understanding, and then have dinner with an area business leader who will share timely and practical perspectives on the topic. The business disciplines are Strategy, Marketing, Sales, Finance, People and Leadership. If you are a professional who wants to jump start your management and leadership skills or those of your team—the eMerging Manager Training Program will deliver immediate results.

Six sessions:
3PM - 8PM
September
12-19-26
October
3-10-17



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About the instructor:

Shaun Mahoney is the President and Chief Executive Officer of the Albany-based company NextRidge.

Shaun has served in a number of management and executive roles at private and public companies such as The Chase Manhattan Bank, Equifax, and Housecall Medical Resources.

Shaun has always been passionate about leadership development and is currently a Chairman of the Dean's Advisory Council for the College of Business at Siena College.

Mr. Mahoney is a graduate of Fordham University and is board member for the Center of Economic Growth. He is also a Chartered Financial Analyst (CFA).

For more information please contact:

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Week One Strategy

What is a corporate vision? A corporate mission? How do you analyze your market? How do you determine how your company can best compete in the market? In this session you will learn the practical fundamentals of corporate strategy.

- Values, beliefs, vision, mission
- Industry structure, company analysis
- Communicating strategy

Week Two Marketing

What is the difference between marketing and selling? How do you position your company or product in the market? What are the critical elements of a good marketing plan? In this session you will learn the practical fundamentals of business marketing.

- Competitive positioning
- Product, pricing, place, promotion
- Advertising, public relations

Week Three Sales

Sales is the lifeblood of every business. What is involved in sales? What is the role of the sales team? And how can you create a corporate culture centered around selling? In this session you will learn the practical fundamentals of sales.

- Sales channels, inside and outside sales
- Sales vs. operations and finance
- Hiring, evaluating, and managing salespeople

Week Four Finance

Every company must make money to survive. What is the role of the financial department? What does a professional need to know about how money is managed in business? In this session you will learn the practical fundamentals of business finance.

- Accounting, finance, risk management
- Profit and loss, balance sheet
- Managing cash, raising capital

Week Five People

The right people are your company's greatest asset. How do you attract, hire, and retain great people? How do you compensate your workforce? How do you organize your team to accomplish your corporate goals? In this session you will learn the practical fundamentals of managing people in business.

- Organizational structure
- Compensation
- Retaining and motivating your team

Week Six Leadership

Emerging managers are emerging leaders. What is the difference between management and leadership? What do you need to know to run an organization effectively? In this session you will learn the practical fundamentals of management and leadership.

- Management, leadership
- Your management system
- Your leadership style

Apply today!

Fee and Payment: \$1,648 per person. This fee includes tuition, course materials, meals, and certificate completion. Payment may accompany application or will be due upon receipt of invoice. We also accept payment by Visa and MasterCard.

Admission fee enclosed. Make check payable to Raize.

Send invoice to: _____

Charge to: Visa MasterCard

Card number: _____

Expiration Date: _____

Signature: _____

Cancellation Policy: Should participants need to reschedule or cancel an enrollment in a course, they are required to contact Raize Solutions immediately. Students that cancel on or more than thirty (30) days prior to the course start date will receive a full refund. Cancellations received eleven (11) to twenty-nine (29) days prior to the course start date will be charged a fifty percent (50%) cancellation fee. Cancellations received on or less than ten (10) days prior to the course start date will be charged a seventy-five percent (75%) cancellation fee. If, for any reason, Siena/Raize finds it necessary to cancel or reschedule a class, participants will be notified fourteen (14) business days before the scheduled start date. In this case, should a student not be available to attend, a full refund will be offered. Student substitutions are permitted, provided the substitute meets the course prerequisites and is approved by Siena/Raize.