

NORTHEAST PUBLIC POWER ASSOCIATION

CUSTOMER SERVICE LEADERSHIP PROGRAM

*MARCH 22, 2022
LITTLETON, MA*

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www.neppa.org



CUSTOMER SERVICE LEADERSHIP PROGRAM: SUCCESSFUL COMMUNICATIONS SKILLS & THE ART OF LEADERSHIP

Recommended 6 CPEs

Every person in an organization has the ability to make a positive impact on customer relations. This Program will help train yourself, your staff, and your organization to rise to a level of service excellence through leadership.

Upon completion of the Program, participants are awarded a Certificate of Completion.

WHO SHOULD ATTEND

This interactive Program is designed for anyone who interacts with external and internal customers, especially:

- Receptionists
- Customer Service Representatives
- Technical Support Staff
- Sales & Marketing Staff
- Supervisors & Managers

COURSE TOPICS & KEY LEARNING POINTS

- How to “communicate like a leader” with vitality, integrity and confidence
- Avoiding common mistakes, pitfalls and blunders
- Identify new opportunities and learn to devise smart business strategies from trends and innovations
- The art of active listening
- Remaining professional during emotionally charged confrontations.
- How to correct recurring problems in an organization’s communication chain.



AGENDA

March 22, 2022

8:00 am – 4:00 pm

Communication Basics: The Who, What and Why of Successful Communications

Learn how to do it right the first time by asking and answering questions the right way.

- *Learn the innovative four step communication cycle that will enable you to communicate with anyone, anytime.*
- *Learn how to turn disagreement into a positive dialogue.*

The Art of Listening: How to Hear and Understand Others

Use the “whole brain” approach to communicating.

- *Learn how five essential listening viewpoints help you hear even the subtlest communications.*
- *Use practical steps to deal with the “speaking/hearing mismatch.”*
- *Discover eight quick tips that help you listen to angry, agitated speakers in highly charged pressure situations.*

Sending Your Message: How to Communicate with Anyone and Be Understood

Identify the signals of body language and discover unintentional messages you may be sending.

- *Understand negative, neutral and positive talk and use the right tone in every conversation.*
- *Learn powerful methods to communicate negative information without sugarcoating the truth.*

Inspiring, rewarding and motivating...

Effective leaders excel at helping others reach their full potential. It’s up to you to offer support, encouragement, “cheerleading” and rewards to ensure optimistic, strong commitment and a high energy workplace.

- *Creative (and cost-effective!) techniques for rewarding teams and individuals, and celebrating success*
- *How to embrace failure as a part of risk-taking and show your team how to learn from it*
- *How to develop a vision and get others to “see” it just as clearly as you do*
- *Motivational techniques to keep everyone involved and energized, day in and day out*



AGENDA (Continued)

March 22, 2022

8:00 am – 4:00 pm

The leader within you ...

Although all leaders share certain characteristics, every leader has a personal leadership style. Discover how best to tap into your leadership strengths, downplay your weaknesses and grow into your role as leader.

- *Five traps that most managers fall into that prevent them from becoming good leaders*
- *Surprising differences between managers and leaders — how to get out of the “manager’s mindset” and think more like a leader*
- *Overcoming self-limiting behaviors that may be holding you back as a leader*

Creativity — how to nurture and support it in others as well as in yourself

Good leaders are creative thinkers who encourage resourceful, inventive thinking in others as well. Discover simple ways to turn tried-and-true thinking upside down, look at problems from a fresh viewpoint and elicit creative thinking.

- *Recognize and reward innovation — even outlandish ideas and “out-there” thinking*
- *How to get past “ownership” of your ideas and be willing to work with others to improve them*
- *Get out of the day-to-day grind and think outside the box . . . creative thinking techniques that will expand your company’s horizons*

Communication — a critical component of good leadership

Communication is the foundation of strong, solid leadership.

- *Expert communication: The #1 skill all successful leaders share*
- *How to speak so others listen . . . and listen so others speak*
- *Managing your mouth: Do’s and don’ts of “leader speak”*
- *How to give up on always being right and learn to just “let it go”*



PREREQUISITES

There are no prerequisites to attend this program.

SUPPLEMENTAL MATERIALS

There are no supplemental materials provided for this program, aside from a printed student manual.

TESTING

Participants will engage in role-playing scenarios to encourage the use and practice of skills. There is no formal testing.

REGISTRATION FEES

To register, please complete a form online at www.neppa.org.

Registration fees include lunch and breaks, student manuals and any supplemental materials:

NEPPA Members:	\$565
Non-Members:	\$1,225

ABOUT THE INSTRUCTOR

Deborah Wilson is an internationally recognized trainer, coach, consultant and motivational speaker who has been in the training profession for over fifteen years. She has traveled extensively throughout the United States presenting to organizations and corporations with a diverse set of occupational, cultural, educational and situational needs. Deborah employs a dynamic and interactive training style that pairs content-rich information with practical application to help attendees excel in both their professional and personal lives. She has a B.A. in Psychology from Central Connecticut State University.





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