

Consulting Services and Course Catalogue

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Saint John • New Brunswick

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Change is swift. Growth is essential.

About C. Doucette Training and Communications Inc.



Are you spending your training dollars without knowing the impact?

We deliver customized training that creates measurable change in people and organizations. Through classroom, one-on-one, and eLearning programs in strategic planning, business communications, leadership, and training for trainers, our

tailored programs take individuals and companies to new heights.

Clients love that we have experience working with diverse groups of people from a wide range of sectors and backgrounds. From executives to tradespeople, from professional communicators to people with low literacy, we believe everyone deserves training that works for them. They work in health care, information technology, professional services, supply chain management, industrial construction, economic development, and more

That's why our program design methodology accommodates all learning styles. While the subject matter and delivery method vary from course to course, Catherine's lively, authentic and engaging style as a speaker and facilitator is a constant.

Our training is engaging by design. With tailored strategies for the classroom or online, your team is fully involved during the training and then able to transfer their new skills to the workplace.

Your staff will love our interactive approach. You will love the results.

Training is not a spectator sport

The best training is experiential. Research proves people learn and retain the most when they are active participants, not passive recipients. Effective training design means learners participate. Content is focused on outcomes. Tasks are presented clearly. Learners practice – and then practice some more. Your customized training is based on proven adult education principles, including:

- Measurable learning goals
- Interactive environment where your team is working throughout the day
- Activities for all learning styles
- Training material and job aids at the appropriate reading level.
- Adequate practice and feedback before evaluation of new skills and knowledge

Change is swift. Growth is essential. We can help.

Contact us at 506.652.9915 or catherine@catherinedoucette.com



Meet Catherine Doucette, MEd, CTDP



Master trainer.
Lifelong learner.
Dog's human.
Proud Maritimer.

Catherine's passion is helping people and companies fulfill their potential.

A warm, witty, and focused speaker, she delivers transformational training that teaches organizations and individuals to embrace change and challenges as positive forces for growth.

Along with more than two decades of experience, Catherine has impeccable credentials, including a Master's in Adult Education and the professional designation of Certified Training and Development Professional (CTDP).

Catherine has completed training in both The Simplicity Thinking System (for Innovation, Strategic Planning, and Team Building) and Experiential Learning (David A. Kolb's model).

Catherine loves mentoring the next generation of leaders. She teaches Management Skills in the MBA program at the University of New Brunswick in Saint John, where students nominated her for an Excellence in Teaching award in 2015. She is the first Entrepreneur-in-Residence at the New Brunswick Community College in Saint John and a proud LearnSphere Canada associate, helping new businesses launch and existing organizations expand.

In 2015, she received the National Volunteer Award from the Institute for Performance and Learning for launching and then chairing its New Brunswick Chapter for five years.

We were very impressed with Catherine's workshop. She took the time to get to know our business.

*Mark Howes, President
Global Convention Services Ltd.*

I have worked with Catherine Doucette for the past five years. Her systematic application of instructional design techniques lead to impeccable results.

*Anne Higgins
Manager, Learning Management Solutions
Source Atlantic Limited*



Strategic Planning and Creative Problem-Solving



Are there new opportunities in your market?
Are you adapting to changing customer needs?
Do you need an action plan to move forward and align all staff activities?

Are you ready to make deliberate change in your organization?

Thinking strategically about your organization so you can move forward as an aligned team is critical to your success.

Whether you need to build that plan or need help solving a complex challenge blocking the way to meeting your goals, we can show you how.

Every person has his or her own style of thinking. The formula that leads to forward thinking and practical actions requires a problem owner and a mix of stakeholders, with different thinking styles facilitated through a proven process to create a bold and effective action plan.

Depending upon your needs, we have different tools to facilitate your organization's deliberate Change, including The Simplicity Thinking System or SOAR method.

Contact us to learn more about how we can help you make deliberate change for growth in your organization.

Catherine worked well with staff, sawmill managers, and board members while facilitating a strategic planning session for the New Brunswick Forest Safety Association.

Landon Lee
Executive Director
New Brunswick Forest Safety Association

Catherine facilitated an excellent strategic planning session to enhance the Start-Up Community in Saint John. It was well organized, participants were engaged, and we left with measurable actions items.

Janet Scott
Director, Business & Community Development
Enterprise Saint John



Customized Training



Audience:

From executives to tradespeople, from professional communicators to people with low literacy. Depends upon the topic.

A highly skilled workforce is essential.

Many businesses invest in learning and development, but they fail to analyze the skills and knowledge their employees really need. Our training professionals work with your team to assess strengths and gaps. Then we design training that will have a

measurable impact on staff productivity and your bottom line.

A needs analysis and evaluation strategy will enable you to answer questions like:

- What percentage of downtime is due to employee error?
- What skills does your team already have? What more do they need?
- What are the barriers to training?
- Are the new skills being used on the job? Is it a training issue or a supervisory issue?
- What is the reading level and format of your manual, tip sheets and other job aids?

Measurable. Interactive. Creative. Respectful. Activities for different learning styles.

We create customized training with your subject matter expert resulting in an effective learning system for you. It will be results-focused, timely and tailored to your staff.

C. Doucette Training and Communications Inc. has built learning systems and training sessions for labourers, truck drivers, those with low income or low literacy, as well as office workers and executives. We have the diversity of experience to develop customized training for multiple audiences.

Customized One-on-One Leadership Training (see next page for description) is also available.

Your team will love the creative, hands-on approach to learning. You will love the results.

If you are looking for a top-notch, organized, professional, easy to understand facilitator for your group, Catherine is a must!

Clarissa Harris LeBreton

OASIS Program for Entrepreneurs and Students, New Brunswick Community College

I love Catherine's energy and insight! She kept my feet to the fire but in a pleasant way.

*Donna Mazerolle CMA, CPA
Mazerolle & Associates Ltd.*



Leadership and Communications



Audience:

Senior managers, entrepreneurs, community leaders, supervisors, future leaders

Customized One-on-One Leadership Training

Leaders are made, not born. Often, managers are put into leadership roles without the skills to engage and inspire their team. Leadership is, at its heart, about people. That means understanding different personalities and communication styles, and dealing effectively with conflict.

Leadership starts with understanding yourself. Our one-on-one process begins by analyzing your strengths and opportunities for growth as a leader. Working together, we develop measurable goals to build new skills and develop a strategy to meet those objectives. Regular sessions by phone or in person include learning activities so you can practice leadership skills. Session topics may include:

- Understanding self and others
- Understanding generations in the workplace
- Effective communication methods
- Conflict negotiation
- Power versus influence
- Constructive feedback (acceptance and providing to others)
- Facilitating groups and leading teams
- Motivating self and others

Empower Your Presentations

Fear of public speaking is common, but it can cripple your business. Whether you need to present to potential clients or speak up at a meeting, public speaking can be fun. Yes, fun! Build your skills and confidence by applying simple principles and formulas. Join us for this hands-on workshop where you will learn to:

- Apply the basics of effective public speaking
- Prevent Death by PowerPoint, and breathe life into your slide shows
- Develop a personal plan to improve your speaking skills

Empowered Women: A Leadership Course

Women face unique challenges in business and as leaders, including perceptions, communication, and balancing life's demands. In this training, participants identify their leadership style, confront their fears, learn how to build influence, apply communication techniques, and explore best practices to enhance management skills.



Goal Setting for Your Vision 101

Goals need to be measurable, and that can be scary. But setting specific goals with a reasonable strategy can bring your business vision and your professional dreams to life. Attend this workshop to learn how to:

- Define your professional, personal, or business vision
- Set and plan achievable goals
- Develop a personal plan so you can make daily decisions that align with your vision

Harmony in Stressful Times

Behind every smooth, successful project is a great team. But juggling long hours and multiple assignments depletes even the best professionals over time. Join us for this hands-on leadership training where you will:

- Identify the causes of communication breakdowns
- Recognize personal triggers that block clear communication
- Employ assertive communication techniques in problem-solving
- Develop a self-care plan for everyday life and stressful times

Mentoring on the Job: Building a Successful Relationship

Mentoring is an amazing opportunity to empower employees to manage their own learning and become the kind of professionals they want to be. Join us for this hands-on workshop to:

- Examine the mentor/mentee relationship
- Implement practical goal-setting strategies
- Practice real-life scenarios
- Develop a personalized strategy to enhance your mentoring skills

What's Your Style? The Pathway to Team Productivity

Most problem-solving today occurs in teams. Understanding how different people process information is central to shaping diverse teams that build solutions together in a respectful, creative environment. Why should business care? Those are the teams that do the best work. Team learning accounts for as much as 20% of the financial performance of your business (Kayes & Yoon, 2016). Participants will learn to:

- Identify your own style of processing information and making decisions
- Recognize your style's strengths and weaknesses
- Detect other styles and increase your ability to adapt to working with other styles
- Foster constructive conflict
- Create diverse, respectful teams that produce successful solutions

Write Like a Leader

Do you want to present a professional image when you write? Have you ever sent an email that led to a misunderstanding? Become an effective writer by using simple, clear language and applying basic rules. Roll up your sleeves for this hands-on workshop to:

- Apply clear business writing and layout principles
- Follow proper email etiquette and reframe your writing to focus on solutions
- Create a measurable personal plan to improve your writing skills



Business Training



Audience:

Leaders, managers, entrepreneurs, non-profit staff

Blog Writing Fundamentals

Are you new to blogging? Have you started a blog but struggle to maintain it? Not sure what to write about next? Or are you spending too much time on each blog post? This hands-on workshop help you overcome blogging barriers to get writing. You will:

- Align your blog with your brand
- Apply writing best practices
- Avoid common grammar and spelling errors
- Identify ways to overcome writers' block
- Prepare your next blog post
- Create a blogging schedule

Build Your Brand. Build Your Business.

Are you at a loss for words to explain what you do? Is your business getting lost in the shuffle? This workshop guides you through the fundamentals of building your brand and promoting your business. But this isn't just about gaining new skills – it's a work day! You will focus on your business during training to:

- Create a branding plan, including values, bios, mission, and brand guidelines.
- Apply writing and design skills to tell your story in media, websites and more.

Business Research: Get the Right Data for your Business

Whether you need marketing info from potential clients, feedback from customers or industry research, you must ask the right questions to gather the information you need. By knowing how and what to ask, you can understand your clients, and, most importantly, improve your sales. Roll up your sleeves for this hands-on workshop where you will:

- Identify different question models and appropriate uses
- Select the important questions and phrase questions for objective results
- Balance the answer options to include all possibilities without overlap



Business Plan Basics

Whether you're starting or expanding a business, planning helps you to gather the answers you need, avoid costly mistakes, set measurable goals, and provide potential lenders and partners with a clear picture of your business. Come prepared to work because you will:

- Create a vision
- Recognize the sections of a business plan
- Brainstorm information sources
- Identify your supporting documents
- Outline your strategy and assess what you need to do to complete your plan

Less Pressure, More Productivity

The relentless pressure of running a business can lead to burnout. Being your best depends on the choices you make every day. Learn how to work smarter to increase your productivity, which in turn can strengthen your bottom line. You will:

- Recognize the difference between pressure and stress
- Identify strategies to work smarter in your own business
- Learn how to delegate work effectively
- Define ways to fill up your tank so you can do your best work
- Develop a personalized plan to perform better at work

Managing the Customer-Focused Experience

Do you know how satisfied your customers are? Do you know how to keep them coming back? It is easier to keep a customer satisfied than find a new one. Happy customers are excellent sources of referrals for new business and easier to upsell. Join this hands-on workshop where you will:

- Identify the touchpoints (phone, email, web, store, etc.) in the three stages of your customer relationships
- Develop your customer service message and style
- Define the experience you want your clients to have
- Align your processes to ensure excellent customer service and more sales

Write the Winning Proposal

Are you winning all the business you want? Do you waste time wondering what to include in your proposals? Do decision-makers understand why to choose you? You are not alone. Whether you are responding to a formal request for proposal (RFP) or preparing an estimate, you need a clear, concise document that offers an exceptional first impression. In this session, you will:

- Describe the information required in each part of a proposal
- Save time by using a template approach
- Identify the steps in preparing a winning proposal
- Apply effective writing principles
- Create a measurable plan to improve your proposals



Training for Trainers



Audience:

Subject matter experts, emerging trainers, instructors, corporate trainers, instructional designers, training and development managers

Dealing with Challenging Teaching Situations

Training is rewarding. The thrill of mastering a new skill. The joy of helping. The pleasure of proving training worked. But it's challenging. People may be anxious. Their jobs may depend upon your test. Maybe they don't want to be there. Perhaps they think they know more. Or they may not want to ask for help. You will learn strategies to help you handle:

- Know It Alls, Noisemakers, Oversharers, Outside Surprises
- Cultural differences of training Executives/Office Staff and Construction/Manufacturing Workers

Hone Your Facilitation Skills

Develop the skills and confidence you need to teach, lead meetings and make presentations. Together we will explore the role of the facilitator in different situations, recognize challenges and use simple strategies to bring everyone into the conversation. In this workshop, you will:

- Identify public speaking principles
- Develop a talk or presentation
- Learn how to prepare to facilitate or speak
- Engage participants by using group discussion techniques
- Co-facilitate using best practices
- Manage challenging participants
- Apply best practices for handouts, slides, and other visuals
- Develop a personal plan to improve your skills

Teaching Strategies That Make Learning Stick

When people train adults, they often prepare a lecture and a PowerPoint. But only one-quarter of adults learn effectively from lectures, and even they can't do it all the time. Adults learn better through practice and feedback. Luckily, any subject can move from lecture to interactive. Your training will be more fun and more successful, and your learners will thank you. In this workshop, you will:

- Redesign lectures into learning activities
- Apply adult education principles
- Practice writing easy to understand activity instructions
- Create a personalized plan to enhance training



Training is Not a Spectator Sport: A Practical Process for Designing Training

Have you attended training where you were distracted during the lecture? Dreaming about lunch? Quietly checking emails on your smart phone? You are not alone. Effective design means learners participate. Content is focused on outcomes. Tasks are presented clearly. Learners practice and then practice some more. Regardless of topic, you will learn to design training that:

- Has measurable objectives
- Applies a four-step process to develop effective, hands-on sessions
- Works for various learning styles
- Has measurable results

Training Research: Tools for Evaluating Skills Gaps and Training Programs

Training specialists need to craft effective questions to define skills gaps, gather feedback or evaluate training systems. Yet often surveys and interviews use the wrong types of questions, ask too many, have the wrong order or don't provide balanced answer options. These common mistakes invalidate your research. In this hands-on workshop, you will:

- Identify different question models and appropriate uses
- Select the important questions
- Phrase questions for objective results
- Balance the answer options to include all possibilities and without overlap

What's Their Style? Teaching for All Learning Styles

Learning styles describe how people gain skills, solve problems and process information. How we learn is part of our personality. Whether you are training someone on the job, designing training, or facilitating workshops, you must adjust for learning styles or risk disengaging one-quarter of your audience. Learn through this hands-on workshop how to:

- Identify different learning styles and activities for each
- Redesign lessons for specific styles
- Create a plan to adapt your training program

