

center for professional development



Strengthen your organization  
from the **INSIDE OUT.**

The Human Resources Institute  
for Talent Development & Retention



## As an HR professional, you need to take a leadership role in employee development and retention.

By taking individual seminars or completing the Certificate in Talent Development & Retention from the Human Resources Institute, you can enhance your own professional development and benefit your organization.

The seminars combine current information with practical methods that can help your organization avoid the high costs — both in dollars and debilitating “brain drain” — of losing talented, experienced employees.

The certification program is composed of 10 seminars — seven of which are required, and three are electives for you to choose. All seminars are approved for CEUs by HRCI and are conducted by expert facilitators who have years of corporate and training experience.

You can complete the certification program within one year or over several years — it’s your choice. The result? You’ll be ahead of the industry when it comes to talent development and retention.





**GET READY – 76 million Baby Boomers will retire within the next two decades... and only 45 million Generation X-ers are entering the workforce to take their place.**

**ARE YOU PREPARED FOR THIS SHIFT?**

It's time to alter your human resources strategies. Don't waste time and money focusing on recruitment. It's far more cost effective to retain and develop the employees you have.

Plan for the future by developing a long-term strategy for employee advancement and retention. Complete seminars and earn your Certificate in Talent Development & Retention at the Center for Professional Development, and strengthen your organization from the inside out.

# Take individual seminars, or complete a carefully planned program of seminars to earn the Certificate in Talent Development & Retention – it's up to you!

Each of the following seminars is approved for 2.75 CEUs by HRCI. For a more detailed look at each seminar, visit our Web site at [www.thecenterforprofessionaldevelopment.org](http://www.thecenterforprofessionaldevelopment.org) or call 860.768.5619.

## SEVEN SEMINARS REQUIRED FOR THE CERTIFICATE:

### FACILITATING CAREER DEVELOPMENT IN YOUR ORGANIZATION:

Human resources professionals provide important services that promote the growth and development of employees and match company needs with employee strengths and interests. This seminar covers career development in today's rapidly changing workplace; company initiatives that support employee career development; successful career development programs (best practices); design of the most effective career development program for your company; and strategies for "selling" career development services in your company.

### MAXIMIZING A CAREER DEVELOPMENT DISCUSSION:

Human resources professionals provide services to promote the growth and development of employees. They frequently talk with employees and deal with career development issues. To maximize employee development, satisfaction and retention, human resources staff need to know how to conduct an effective career development discussion and how to communicate with employees about various issues.

### ASSESSING AN EMPLOYEE'S STAGE OF DEVELOPMENT:

As they mature, individuals move through various stages of career and personal development. Human resources professionals, who understand how employees develop and how to work effectively with them at different stages, can significantly impact the success of a company's strategic plan for development and retention. This seminar reviews different approaches to the stages of adult career and life development as well as how to use stage theory in career planning with employees.

### STRATEGIES TO DEVELOP AND RETAIN EARLY CAREER EMPLOYEES:

Early career employees represent vital, fresh energy and ideas, and companies universally struggle with developing and retaining them. As Boomers retire, companies will find retaining early career employees becoming more critical. This seminar covers career issues of early career employees, the latest research about what motivates these employees and best practices for managing and retaining them.

**DEVELOPING EMPLOYEES AT MID-CAREER:** With their wealth of knowledge and experience, these employees often represent the backbone of a company. Helping them continue to develop can be critical for long-term business success. Employees at mid-career grapple with issues that may impact their productivity and satisfaction including "plateauing," changing career interests and work/life balance. This seminar covers the "maintenance" career phase; the phenomenon of plateauing; what motivates mid-career employees; and best practices for responding to their needs.

### MAXIMIZING EMPLOYEE EFFECTIVENESS AFTER AGE 50:

Employees in their later career years continue to have career planning and development issues. Often valued for their knowledge, historical perspective, experience and mentoring skills, older employees handle their final years of work in a variety of ways. Human resources professionals who understand the issues of older employees can work with them and their managers to maximize their satisfaction and keep them fully engaged.

**DEALING WITH "DIFFICULT" EMPLOYEES:** Human resources professionals are often approached by unhappy or disgruntled employees and by managers who want assistance with "difficult" employees. The reasons employees are labeled "difficult" range from social incompatibility and job performance issues to acute psychological problems that may affect employee safety. This seminar addresses topics such as identifying various types of "difficult" employees and questioning and listening for clues that reveal underlying behavioral problems. Options for helping employees resolve issues, ways to handle situations where employee safety may be an issue and strategies for diffusing angry situations are discussed.

## **ELECTIVE SEMINARS (COMPLETE THREE FOR THE CERTIFICATE):**

**LEVERAGING DIVERSITY IN YOUR ORGANIZATION:** The increasing diversity of the Connecticut workforce creates a competitive advantage in a global economy, yet it is not without challenges for human resource managers. Often, managers and supervisors are unsure how to respond to diversity-related issues and conflicts and are not familiar with state and federal laws on discrimination and hate crimes. Similarly, employees may not be comfortable or skilled in relating to people of different identity groups. This seminar provides the following critical knowledge and tools: awareness of the changing demographics in the CT workforce; understanding of the dynamics of a diverse workforce; information about state and federal laws; and practice in intervening in diversity-related situations.

### **UNDERSTANDING CAREER DEVELOPMENT**

**ASSESSMENT TOOLS:** There are many standardized assessment inventories to help people with career planning and decision-making. Although they may not administer these inventories, human resources staff familiar with the different tools and how to access them will be able to assist managers and employees with career development more effectively. This seminar reviews the general use and purpose of standardized career assessment inventories and introduces five inventories: Strong Interest Inventory®; Campbell Interest and Skill Survey; Self-Directed Search; Myers-Briggs Type Indicator® and Schein's "Career Anchors." Case studies enhance understanding about the usefulness of these tools.

### **ENGAGING EMPLOYEES IN DEVELOPMENT AND**

**PERFORMANCE DISCUSSIONS:** In many companies, employees participate in performance appraisal discussions. In some companies, managers also hold development discussions with their employees. Many employees simply "show up" at such discussions and respond to the situation "off the cuff." Preferable for employees is being prepared for the discussion and being able to present their work, skills and career aspirations in a positive and productive manner. In this seminar, participants learn about the components of effective performance appraisal and development discussions. Strategies for preparing for discussions (both from the employee's and manager's points of view) are reviewed. Participants learn about two tools that employees can use to present themselves effectively – the Career Portfolio and Skills Assessment. Strategies used to engage employees and strengthen the quality of performance reviews and development discussions are discussed.

**HELPING EMPLOYEES AND MANAGERS HANDLE "TOXIC" WORK SITUATIONS:** The workplace presents significant challenges for human resources staff responding to the concerns of employees. Challenges in the workplace that may cause employees to seek assistance include workplace toxicity, stress, office politics and "survivor guilt/anxiety" after a period of downsizing. Participants will review these challenges and discuss strategies to help employees alleviate and respond to these issues in effective ways. Strategies employees can use to stay focused and productive despite these situations are discussed.

### **ESTABLISHING MENTORING AND NETWORKING**

**PROGRAMS IN YOUR ORGANIZATION:** Mentoring and networking programs, for the purpose of employee integration and development, can be key to attracting and retaining talent. Such programs can boost recruitment and retention, shrink the learning curve for new hires, facilitate cross-training, improve communication, enhance employee loyalty, improve productivity, prepare leaders, support the career development of diverse populations and help employees reach their highest potential. This seminar examines the use of internal mentoring and networking as effective ways to retain and develop workers. Practical strategies for implementing such programs are discussed.

### **HELPING EMPLOYEES AND MANAGERS TACKLE CHANGE:**

Managers and employees expect continuous change in the workplace, but are often unaware of its personal effects and haven't learned to deal with it effectively. Human resources professionals can facilitate change by helping individuals and work groups effectively anticipate and respond. This seminar identifies a process for helping individuals recognize unique personal strengths and potential blind spots and see positive possibilities and opportunities in new situations. Participants will learn principles and strategies that enable individuals to build perspectives and resilience that nurture personal and organizational success.

### **AVOID EMPLOYEE CAREER DERAILMENT BY FORESEEING**

**BLIND SPOTS:** Often the careers of talented employees and managers are stymied by habits they just can't see but that get in the way of their relationships with bosses, peers and customers. To increase employee retention and decrease turnover, human resource professionals can help these employees see and overcome these potential derailers. This seminar provides specific principles and strategies used to turn these troublesome habits into strengths.

**Contact the Center for Professional Development today, and gain the industry insight you need for human resource management success in the future. Call 860.768.5619 to register for seminars.**

The Center for Professional Development (formerly The Career Counseling Center) has been a leading provider of expert professional career development services since 1968. A community outreach service of the University of Hartford, it provides high-quality programs and services that meet the career development, educational and training needs of individual adults, organizations and employers throughout Connecticut.



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