

Winter/Spring 2013

guide

to Business Continuing Education



learning that fits you!

Invest in your future with Professional Development
... in-class and online

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Paula Goebel, Corporate trainer



STRAIGHT TALK

MacEwan Corporate trainer Paula Goebel keeps lines of communications clear

What's the principle trait of all great leaders? It's not toughness or determination. It's not vision either. According to corporate trainer Paula Goebel, it's effective communication.

After all, what good is your vision when you don't have the proper means to persuade people of its virtues? *"Great leaders know when to listen, know when to speak and know which channels to use when they're communicating,"* says Goebel who has been training MacEwan Business Continuing Education students for over a decade.

She insists it's not just up to leaders to possess these qualities because employees who can't properly articulate, whether verbally or non-verbally, are at a huge disadvantage. *"Poor communication leads to miscommunication, which leads to confusion, which leads to conflict."* And, often, it's the company that suffers for it.

Since 2000, the Portuguese-born, Edmonton-raised professional speaker has taught various courses and workshops for MacEwan University Business Corporate Learning and Continuing Education spread across the communications spectrum, from Effective Business Writing to Presentation Skills.

She even teaches a course on e-mail etiquette. Are you listening block-paragraph writers? Or maybe you're guilty of sending clients emoticon-riddled messages, or ignoring basic punctuation skills. *"People take it very casually,"* she says, *"like, 'Oh, it's just an e-mail'."* But, she points out, *"it's a representation of your company and your professionalism."*

The charismatic Goebel turns the lectern into a stage. *"I'm very high energy,"* she says, *"and I have tremendous enthusiasm for my topic because I love what I do."* When students leave her classroom, she wants them to walk away with practical tips and strategies they can implement immediately. She engages them through true stories so they can see themselves in her tales. Her students find her teaching style dynamic and appreciate her ability to make it relevant to their lives.

Goebel is the first to point out that today's corporate world has become so much more complex. *"The trick is to know how and when to best deliver your message,"* and that is at the core of her expertise. She adds, *"The way we communicate has changed so dramatically that some people just don't know what's appropriate."*

"I've taught thousands of people over the years, so I've heard so many different scenarios."

Increasingly, those challenges have to do with the multigenerational milieu of the modern workforce. She sees a major difference between the ways Boomers and outspoken Millennials view input. *"They're our leaders of the future, but they just have a different style of communicating."*

Since her days in human resources when she recruited talent for a variety of companies, companies that still employ her as a trainer today, she has seen the world of communications evolve rapidly — so fast that she takes professional development courses herself to stay on top of it. *"I just love being a student,"* she says. When working with new clients, she carefully takes the time to understand their unique situation in order to incorporate their values and objectives into her programs. *"I try to get a clear picture of each company's corporate culture."*

Continuous learning and communication is at the heart of success for employees, leaders and organizations alike. Communication skills, whether written or verbal, can be learned and honed. *"If a company is going to successfully manage the transition of leadership to the younger generation,"* she says *"it needs to equip its people with the necessary tools to communicate effectively with all audiences across a wide range of mediums."*

As that transition takes effect, professionals like Paula Goebel help us enhance our communication skills while creating a dynamic and fun learning environment.

To discuss corporate training on communications or other business skills, contact us at (780) 497-5207, or CorporateLearning@MacEwan.ca