Committed To Your Success: Doing Business Professionally

Mercedes Alfaro
President and Founder
Sensitivity Training

Leading organizations acknowledge that working successfully with others who don’t share the same background, beliefs or traditions is a top priority in our current workplace. It becomes an even greater challenge when you become aware of a particularly valuable employee (high-level executive, manager and employee) who has engaged in inappropriate workplace behavior. This employee may be too valuable to terminate or the behavior was mild enough that some response other than termination is appropriate at this time. We help you correct the problematic behavior and insulate your company from future liability.

Our training is targeted to help your employee assess their own behavior that is causing them problems, we address their attitude toward people who are different from themselves and encourage them to understand the benefits of changing negative attitudes and resistance into appreciation and cooperation. Because we allow your employee the time to process their experience and be heard, they emerge from the session better able to put the incident behind them and return to their workplace focused and ready to apply what they have learned.

Virtual Classroom Presentation Style

This program is conducted in the WebEx Training Center platform with Voice over Internet Protocol (VoIP) for the audio component. Special software is not required. The participant only needs a standard web browser and telephone or VoIP capability to participate.

The presentation style for this program is one-on-one with the instructor (at our location) and your employee (at your location) via the Internet and webcam on our side. The employee receives the same presentation as if they were in one of our general training sessions. Because it is private one-on-one training session we can customize the program to address the issues that made the training a necessity. The instructor interacts with the participant throughout the training and leaves room for discussions and questions where appropriate. A handout is provided as an aid for note taking and to give the participant concrete examples to take with them after the training.

What Others Are Saying

“

I retained Mercedes to conduct a one-on-one diversity coaching for one of my clients. We held the session via her webinar portal using video conference. Mercedes was well prepared, completely understood the nuances of the situation and incorporated specific, relevant, material into the session. Her expertise and experience were clearly appropriate for our needs. I would not hesitate to work with Mercedes again in the future.

March 27, 2012 Top qualities: Personable, Expert, Good Value

~ Pamela Ross Morgan, Founder, Atlantic Human Resource Advisors LLC, Celebrating 10 years supporting business with human resource compliance

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The following outline highlights some of this program’s key learning points. If you choose for us to customize your training, we will modify the content as needed to meet the needs of your employee and your business objectives.

Three Hours Course Outline

Module 1: Diversity Affects Us All

- Why are we here?
- Defining diversity
- Diversity sensitivity self-assessment (activity)
- What is expected from everyone at work?
- What are some of the effects of NOT respecting “the individual” in your organization?
- Why respecting diversity in the workplace is important to everyone
- Why did the nation need Title VII of the Civil Rights Act?
- Video clip of history of Title VII of the Civil Rights Act
- It’s important to follow the laws of the land
- Title VII of the Civil Rights Act of 1964
- Federal Laws protecting civil rights
- The responsibilities of the Equal Employment Opportunity Commission (EEOC)
- Review of company policies
- Questions?

Module 2: Creating a Harassment Free Workplace

- Court cases in the news!
- What not to say to anyone
- Things well intended people say that get them into trouble
- The respectful workplace starts with you
- What is harassment?
- What is a hostile work environment?
- What is bullying?
- Examples of bullying
- Respectful behavior and conduct is expected and a requirement at work – for everyone.
- Who said you should not sweat the small stuff?
- What is uncivil and unprofessional behavior at work?
- Using profanity at work?
- How to prevent conflict in the workplace
- Letting go of the belief that your way is the only way and always right
- Cost and reward to the organization when employees feel safe
- Questions?

“We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color.”

~ Maya Angelou
(American Poet, b.1928)
Module 3: Where do Stereotypes and Biases Come From?

- Where do biases come from?
- Identifying some of the biases people may have
- Key concepts of Unconscious biases
- Self-assessments: Uncovering My World View
- Nine Things you can do to manage Unconscious bias
- Where do stereotypes come from?
- Common ways in which stereotypes surface
- Should I speak up?
- How our perceptions may affect our decision making process
- Understanding that everyone has biases and prejudices
- Take the importance of diversity and civility seriously
- Conclusion
- Closing discussion on what changes employee commits to make in the future

Participants in the program may expect to:

- Explore the significance of their background, culture and unique experiences in defining their reactions in the workplace
- Examine their attitudes, experiences and decision making process as they relate to diversity
- Explore the impact of their behavior on others
- Address issues and concerns about diversity in their immediate work environment to help create a more harmonious community
- Discover their personal comfort level with people different from themselves
- Assess the accuracy of their knowledge about differences
- Examine the influence of stereotypes in their decision making process
- Explore ways of reducing conflict in the workplace
- Discover ways to transform knowledge into acceptance and empathy
- Explore different ways to use diversity as a source of organizational strength

This program addresses:

- Differences in communication style, group dynamics and work-related expectations among participants from different backgrounds.
- Expectations and perceptions of colleagues, managers and administrators.
- Discomfort and fears associated with differences and changes in the workplace.
- Problem identification and conflict resolution in a diverse work environment.
- Ways to become empowered to confront divisive issues related to diversity.
- How to convert knowledge and information into usable skills.
Years Of Experience With the Following Clients

- Aflac
- Abbott Laboratories
- Alabama Dept of Rehabilitation Services
- AmericasMart-Atlanta
- Anheuser-Busch
- Argy, Wiltse & Robinson, P.C.
- Assurant Solutions
- Astralloy Steel Products
- AT&T, Dallas, TX
- Barclay Bank
- Biltmore Hotel, Coral Gables, FL
- Beckman Coulter
- Blue Cross Blue Shield of CA
- BOMA International
- Cendant
- Cenveo
- CNA Insurance
- Centers for Disease Control and Prevention (CDC)
- City of New York Design & Construction
- Conroe, TX ISD
- Deloitte & Touche
- DeVry University
- Diaz Foods
- Edison Mission
- Emory University
- Fidelity Investment
- Fireman’s Fund Insurance
- Florida Hospital
- Florida Legislature
- Florida Office of State Legislature
- Food for Thought-Chicago
- Ft. Lauderdale Chamber of Commerce
- Haworth Inc.
- Health Care Convention & Exhibitors Association
- Heery International
- Hillwood, Dallas, TX
- Hispanic Realtors, Houston, TX
- Hyatt Hotels
- Infor Global Solutions
- International Law Group
- Jewel Osco
- Johnson & Johnson
- Johnson Lambert & Company
- Kennesaw State University
- LAN Associates
- Lighthouse Mortgage
- Lockheed Martin
- Lackland Air Force Base
- Marriott Waterside Hotel (Tampa, FL)
- Mayor Motivational
- McGraw-Hill
- Mexican American Chamber of Commerce
- Millennium Engineering & Integration Company
- Mississippi Power Company
- Motorola
- National Association of Hispanic Realtors
  Houston Chapter
- Native American Alaska Native Coalition of FAA
- NCH Corporation
- New Century Title
- Norfolk Southern
- Oracle
- PCV/Murcur Real Estate
- Perennils Strategy Group
- Projection Presentation Technology
- Protective Life Insurance
- RW Armstrong
- Relational LLC
- SBC Texas
- Siemens
- Social Security Office
- Solvay Pharmaceuticals
- Standard Parking
- Stetson University Law School
- Summit Financial Resources
- Supervalu
- TAP Pharmaceutical
- The Biltmore Hotel
- The Clinic (Virginia)
- The City of Tallahassee, FL
- UBS
- Uline
- UPS
- US Attorney’s Office NYC
- US Wildlife, Texas
- Veris Consulting
- Verizon Wireless
- Vesta Strategies
- Washington State Governor’s Office
- Wellpoint
- Wells Fargo
- Western University
- WJ Deutsch & Sons
## Basic Program

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Included</th>
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<tbody>
<tr>
<td>Telephone consultation with company representative to review issues</td>
<td></td>
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<tr>
<td>Outlined training delivered (Pages 3 - 4)</td>
<td></td>
</tr>
<tr>
<td>Scheduled Monday – Friday from 9:00 AM through 5:00 PM Eastern Time</td>
<td></td>
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<tr>
<td>Handouts/Workbook (PDF file sent to client)</td>
<td></td>
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<tr>
<td>Setup of video training program</td>
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<tr>
<td>Certificate of Completion sent via mail to HR office</td>
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</tr>
<tr>
<td>After training <em>conference call</em> with HR representative for feedback</td>
<td></td>
</tr>
<tr>
<td>Your Investment</td>
<td>$799.00/person</td>
</tr>
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**Please Note:** Written reports are not included in the Basic Package.

## Customized Program

This program includes all items listed above plus we will *customize your programs to meet the unique needs of the company and your employee.*

<table>
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<th>Service Description</th>
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</thead>
<tbody>
<tr>
<td>Telephone consultations with company representative to review issues</td>
<td></td>
</tr>
<tr>
<td><em>Customization of the training program to ensure client’s issues are covered</em></td>
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<tr>
<td><em>Scheduled Monday – Sunday from 8:00 AM through 10:00 PM EST (See Note Below)</em></td>
<td></td>
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<tr>
<td>Customization of handouts/workbook (PDF file sent to client)</td>
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<tr>
<td>After training <em>conference call</em> with HR representative for feedback</td>
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<tr>
<td><em>Written report from trainer</em> with feedback on participant’s attitude toward the training, their understanding of the concepts, their participation and perceived willingness to change inappropriate behavior in the work*</td>
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<tr>
<td>Your Investment</td>
<td>$1,200.00/person</td>
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**Note:** Clients can generally have their choice of training days Monday – Sunday, with a 3 week notice. If training is needed sooner, please let us know and we will do our best to accommodate your request; earlier dates can be arranged based on availability.
About Us

**Mercedes Alfaro** is a speaker, trainer, seminar leader, consultant and coach who speaks on topics including Management, Leadership, Communication, Diversity Sensitivity and Creating an Inclusive Work Environment. Through her writings, speaking and national network, she brings her message to countless organizations including: Abbott Laboratories, AT&T, Barclay Bank, UPS, Johnson & Johnson and others. She is the author of the upcoming book, “What the CEOs Know: The Nine Timeless Principles of Personal Branding.”

As an entrepreneur she founded First Impression Management and then restructured it into **Alfaro Enterprises**. In her corporate career she spent two decades working for IBM (including management, project management, customer service and training). She also traveled internationally representing IBM in European and Latin American countries.

In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Change Management Specialist. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro-Linguistic Programming (NLP).

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications (to read: [www.firstimpressionmanagement.com/Press_page.html](http://www.firstimpressionmanagement.com/Press_page.html)) and has appeared as an expert business etiquette adviser on various television networks including: ABC, CBS, UPN, FOX and prime TV SHOWTIME. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by the following national newspapers: The New York Times, the Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution, the Miami-Herald and USA Today.

**Our Mission:**
To provide high-quality professional development programs for organizations looking to enhance the performance of their employees.

**Our Passion:**
Our driving passion is helping individuals realize their full potential for extraordinary performance with a high return on your investment.

**Our Promise to You:**
- We take great pride in the professional quality of our work.
- We are determined to achieve excellence in everything we do.
- We make a concerted effort to be the best in our industry.

Thank you for considering Alfaro Enterprises for your training needs.