

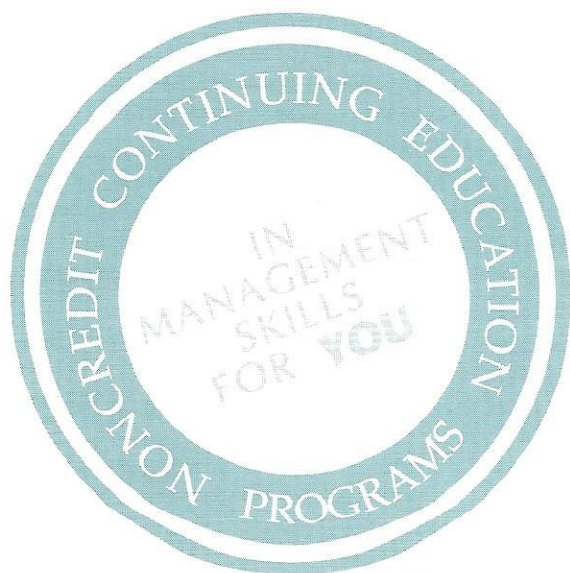


CREIGHTON  
UNIVERSITY

University College  
of Creighton

# Spring

# 93



## LEARN MORE ABOUT:

— EFFECTIVE PUBLIC RELATIONS

— ORGANIZING FOR SUCCESS

— BUSINESS WRITING

— MANAGING CORPORATE DIVERSITY

— FINDING THE PERFECT JOB

— SMART INVESTING

— AND MORE

## Authority, Confidence, and Results: Establishing Voice Through Writing

Rob Dornsife, Ph.D.

Assistant Professor, English Department



Many people who need to write lack confidence or control as they approach either small or large writing tasks. As a result, the written product often reflects this lack of authority, thus risking being less persuasive and less effective. Participants will learn:

- An awareness of "tones of voice" and how to apply them through writing
- How to control and project a confident voice through writing
- The relation between author and author-ity
- How to assess and respond to any rhetorical situation
- The primary significance of projecting a deliberate sense of the author's persona in relation to the task at hand

March 5 (Fri.)  
9 a.m.-4 p.m.

Westside Schools Community  
Education Center  
3534 S. 108 St.  
\$90

## Coaching for Results: Getting Improved Work Performance

Terese Lux, OSM, Ph.D.

Consultant in Community and  
Human Resource Development

Do you ever wonder what ELSE you can do to increase productivity and eliminate poor or mediocre performance? Through this seminar you will gain:

- Ways to increase collaboration and cooperation from employees
- A practical system for evaluating and managing unacceptable work performance
- An outline for planning and conducting face-to-face sessions with employees
- Specific motivational techniques
- Your own action plan for motivating employees and a schedule for increased productivity

March 12 (Fri.)  
9 a.m.-4 p.m.

Westside Schools Community  
Education Center  
3534 S. 108 St.  
\$90

## Getting Organized For Action!

Kathryn R. Bechen

Organizing Consultant



Want your business to really hum? Maximum productivity and a well-managed office can be achieved through implementing and coordinating simple, workable organizing systems for upper-management through staff level employees, enabling your business to function as a well-organized team. Packed with tips for the fast-paced, detail-oriented, multi-project, deadline-driven office.

March 13 (Sat.)  
9 a.m.-Noon

Westside Schools Community  
Education Center  
3534 S. 108 St.  
\$45

## Writing Well at Work

Robert D. Whipple, Ph.D.

Assistant Professor English and  
Director of Composition

Many employers complain that their employees cannot write. This course is designed to teach you how to be an effective communicator in the business world. Learn to write clear and effective memos, reports, letters, job descriptions and other assignments.

March 16-April 13 (5 Tues.)  
7-9 p.m.

Westside Schools Community  
Education Center  
3534 S. 108 St.  
\$110

## Everything You Wanted To Know About Financial Reporting But Were Afraid To Ask

Dr. Vasant Ravel, D.B.A.

Associate Prof. of Accounting and  
Associate Dean, College of Business Administration

Ginger Parker, C.M.A.

Adjunct Assistant Professor,  
College of Business Administration

At work and at home, the knowledge of how organizations and individuals keep track of their financial resources is a critical success factor. What matters is not just how many financial resources you have, but more importantly, how you manage what you have. You will learn the terminology of accounting, how the accounting process works, and how to budget and control financial resources. As users of financial information, you will learn the basics of how to interpret and evaluate financial statements included in corporate annual reports.

March 17-April 21 (6 Wed.)  
7-9 p.m.

Westside Schools Community  
Education Center  
3534 S. 108 St.  
\$120

## Personal Empowerment: How to Gain Power By Empowering Others

Cella Quinn

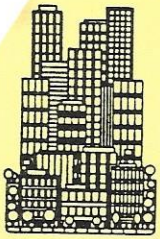
Investment Broker

Before you can empower others, you need to understand them...you need to know how they perceive you, how they think and what they really mean when they communicate with you. You'll learn about:

- Male/female differentiation, how our brains differ and how that affects the workplace and the home
- How genetic memory affects our behaviors and attitudes
- How to understand different ways of male/female bonding
- How women get caught up in the process (talking); how men get caught up in the goal
- How to use power talk
- Secret ways that we sabotage ourselves and give away our power

March 20 (Sat.)  
9 a.m.-Noon

CQ Enterprises Conference Center  
110th & Forrest Drive  
(one block south of 110th & Pacific)  
\$45



# Organized With Ease

Consultations/Presentations/Training

Kathryn R. Bechen

## Getting Organized For Action!

Kathryn R. Bechen  
Organizing Consultant

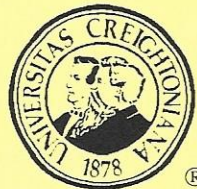


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March 13 (Sat.)  
9 a.m.-Noon

Westside Schools Community  
Education Center  
3534 S. 108 St.  
\$45

ORGANIZING FOR SUCCESS



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UNIVERSITY COLLEGE OF CREIGHTON  
NONCREDIT DIVISION  
COURSE-EVALUATION/STUDENT SURVEY

Please take a few minutes to answer the following questions.  
This evaluation/student survey form will help us serve you better.

NAME OF COURSE ORGANIZED FOR ACTION

DATE THIS FORM FILLED OUT 3-13-93

1. My objective for attending this class was to BECOME ORGANIZED FOR BUSINESS / PERSONAL

Was objective met?  Yes  No (WILL TAKE TIME TO CHANGE + PERSONAL EFFORT)

On a Scale of 1-5 (scale 1-5, 1 = low, 5 = high) What was your impression of the class in regard to: 5 being useful, 5 clear presentation of material, 5 material was motivating, 5 material was informative.

Suggestions for improvement - NONE

Positive feedback KATHRYN IS GREAT - HAS A SENSE OF HOW EMBARRASSING DISORGANIZATION CAN BE

2. What other noncredit courses, conferences, seminars, workshops or educational "events" would you like to see University College offer? NO RECOMMENDATIONS

3. Please suggest person(s) you would like to see present mini-courses, workshops, etc.

KATHRYN AGAIN -

IT WILL HELP US IN OUR PLANNING TO KNOW MORE ABOUT YOU:

4. I am  male  female

5. Highest level of education completed:  
 Grade School  High School  Some College  
 Bachelor's Degree  Master's Degree  Professional Degree  
(M.D., D.D.s., J.D., etc.)

SHE DOES NOT JUDGE HER STUDENTS BUT GIVES HELP AND UNDERSTANDING