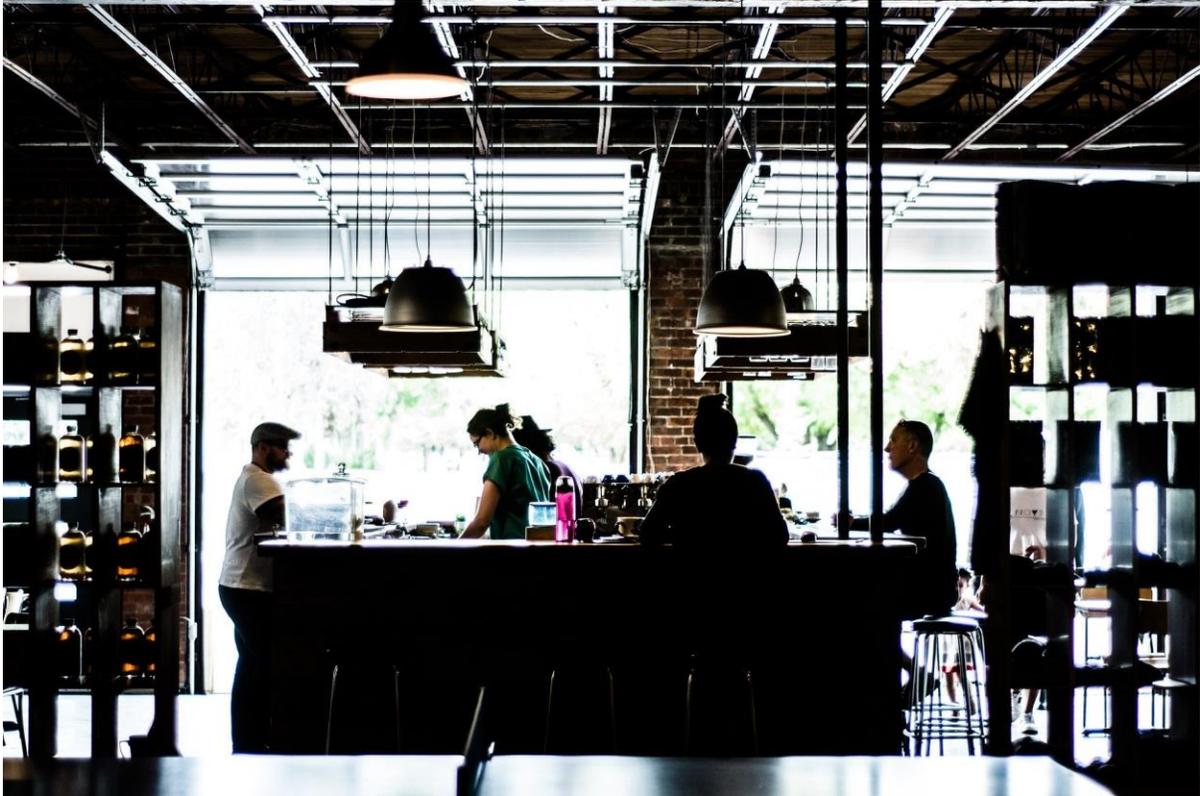


# Lead to Succeed

*in the Service/Tourism Sector*



A dynamic and interactive training program built specifically for supervisors and managers in the Service, Retail, and Tourism sectors

Brought to you by:

ROMAN **3** Operations

*A Division of Roman 3 Solutions Inc.*

## About Roman 3 Solutions:

### **W. Coby Milne** – *Partner*

Coby leads the Public Sector Innovations, which includes our Operations and Collaborations divisions, which support municipalities and NGOs in community and economic development as well as human resources. We provide community and economic development consulting services, strategic planning, leadership and HR training, workforce development, collaboration, and implementation strategies. Coby has been a visionary executive and community leader for over over 10 years. He has worked alongside people from all walks of life and has a track record for fostering success and engagement in everyone he works with. Coby is a workforce specialist who specializes in progressive HR and talent development. He has a master's degree from St. FX in Adult Education, focused on building essential workforce skills. Coby is also an industry expert in experiential learning and gamification. He has close to 10 years of experience building a highly engaging curriculum that successfully engages learners at all levels. These programs have proven successful with learners who have wide-ranging education levels, from pre-high school to post-doctoral, recent immigrants to lifelong residents, low skilled to highly specialized.

### **James Schofield** – *Partner*

With a background in the public sector offering strategic business services to Small and Medium Businesses (SMBs) and a degree in Human Resource Management and Labour Relations from Athabasca University, James Schofield has been reshaping the way municipal and provincial agencies engage with private business. James researched, developed and implemented a framework for a pilot project through Employment Nova Scotia. This project was the foundation of the Employer Engagement Specialist program that is now offered across the Province by Nova Scotia Works agencies to support small business workforce challenges. James continues to work to improve strategic supports for SMBs by redesigning and mentoring regional economic agencies in providing full-scale business services focused on business acceleration. James is also a skilled facilitator having run educational workshops for the Nova Scotia Government and General Employees Union (NSGEU) ranging from a single day to full week training.

### **Debbie Roza-Mercier** – *Tourism Projects Manager*

Debbie Roza-Mercier is a skilled communications and marketing professional who has experience in both regional and community-based tourism initiatives. She has managed a destination retail operation, owned her own accommodation business, and led teams in retail, food service, customer service, hospitality, and tourism businesses. She is experienced in training staff on the front lines of the service industry and has worked as a trainer for a number of ticketing companies helping organizations to grow their customer base and increase revenue. Debbie was also awarded a secondment to the Science Museum in London to work with their retail team in developing product and licensing opportunities. She has worked with tourism organizations whose objectives include increasing visitation and economic growth to a region improving tourist experiences and creating unique annual events and festivals to attract local, national, and international visitors.

## Program Overview

### **Are you an effective supervisor or manager?**

Effective managers are not born, they are created, and they invest time and energy into learning and developing the skills to be effective, productive, confident, and respected in their positions. Supervisors and managers are expected to act decisively, and to make important management decisions on behalf of the owners or General Managers but are often not provided with the necessary tools and training.

Effective managers are proficient communicators and motivators. Being able to inspire loyalty and trust in your workforce while maintaining high standards of productivity and service is not an easy thing. It involves knowing how to successfully lead teams, foster a motivated and engaged workforce, recruit and hire the right people, and then empower them to be successful.

When managers are not effective in these areas, productivity drops, morale suffers, customer service suffers, good staff leave and businesses struggle to recruit and retain staff.

*Are you looking to be more effective, productive, confident, and respected in your role as a people manager?*

### **The Path of Leading to Succeed**

Knowing what to do, is not the same as being able to do what needs to be done.

Success is measurable. It has a path and process that, if followed, will allow you to become a successful supervisor or manager. It requires time, training, and support to ensure that the skills that are learned can be applied in the workplace.

Leading to Succeed starts with strong Leadership and Human Resource Management practices. Success, is all about people, working with people, communicating with people, selling to people, and managing people. This is especially true in the Retail, Service, and Tourism sector where the customer experience is vital. A core element to achieving the desired business outcomes is to develop the skills to successfully manage people and fulfill that customer experience.

When you learn to effectively manage teams, business productivity will increase, staff will be motivated and stay longer, goals will be met, customer service will improve, all of which will lead to increased profit. The approach to skill development is focused on strategically building skills to strengthen your capacity as a leader.

*Leaders instill in their people a hope for success and a belief in themselves.*

*Positive leaders empower people to accomplish their goals.*

## Level #1.0 – Becoming an Effective Manager of People

The greatest challenges supervisors and managers often face is to engage, recruit, manage, and retain staff. By upgrading the human resource skills toolbox, any supervisor or manager will take a giant leap forward in their role and on the path to becoming a more effective, productive, confident, and respected manager. In this Level #1 course, learning is focused on: understanding people management; the different management styles; the key to successful employee engagement; creating accountability & performance frameworks; dealing with difficult people & difficult conversations; conflict management; and how to handle staffing challenges, all within the context of the Retail, Service and Tourism industries.

With these skills, you will become a more skilled & confident supervisor or manager that makes better decisions, builds a motivated team faster, and is more effective in leading the business to be more profitable in the future. The Level #1.0 learning focus is on the following core human resource management elements:

1. **Understanding human resources:** You begin by candidly assessing your own strengths and weaknesses managing others. Then you will learn what makes an effective manager and how you can become more successful in your role immediately.
2. **Management styles:** There is a difference in being a boss, versus being a leader. In management styles, you will learn how to unleash those dormant leadership skills to bring out the best in both you & your staff, to become more productive & united as a cohesive and motivated team.
3. **Employee engagement:** Keeping staff motivated, and engaged is critical to solving challenges with attendance, turnover, and morale. As societal priorities about work change, so too must our methods about motivating staff. If traditional methods no longer work, supervisors and managers need to make sure they know what does.
4. **Build accountability:** Establishing realistic expectations for you and your team is the first step in building a successful accountability framework and system. This includes developing assertiveness skills and learning to be comfortable saying no.
5. **Having hard conversations:** It is challenging dealing with difficult people and situations on your team. Achieving win/win outcomes is less challenging when you have the right tools and strategies in your toolbox. You will learn through conflict simulations on how to quickly manage difficult situations in a manner that builds team trust.
6. **Handling staffing challenges:** Success with leading teams and people comes much easier when you know how to handle challenging situations. Strong managers understand how to problem solve skill gaps and staffing shortages while keeping everything running smoothly.

The preferred delivery method is to provide the 7 training sessions once per week for 7 weeks. The in-class workshops are fast-paced, interactive, and engaging; full of group discussions and skill-building activities to ensure concepts are well understood. Simulations and activities are used to ensure that skills are not just learned but understood so the manager knows how to apply them in their workplace environment.

Group coaching sessions will be provided bi-weekly following the final training session. There are designed to provide the participants with relevant and practical opportunities to share and build off their existing experiences and provide a community to support their efforts after the program is over.

Each participant will also receive 10 hours of individualized training designed to be customized to the needs of each person, to allow each participant the freedom to improve their real concerns or place a deeper focus on opportunities or challenges they are experiencing today.

## Opportunities for Funding Support (Nova Scotia)

### ***WIPSI Funding***

The Province of Nova Scotia's Department of Labour and Advanced Education accepts applications for the Workplace Innovation and Productivity Skills Incentive (WIPSI) program that may be submitted by individual businesses or by an organization/association on behalf of a group of businesses.

### ***WIPSI Funding***

A small business in Nova Scotia with less than 50 employees - you may be eligible for up to 100% of your training costs to be covered up to \$10,000. For larger businesses, WIPSI provides up to 50% of direct training costs.

WIPSI may also cover other expenses such as travel, books for participants, and accommodation costs for persons with disabilities.

If you are an organization/association and you apply for WIPSI funding on behalf of member businesses, you may also be eligible for WIPSI to cover administration costs to host the training.

### ***How to Apply***

Contact the WIPSI team:

<https://novascotia.ca/programs/workplace-innovation-productivity-skills-incentive/>  
1-844-850-2030 (toll-free)

Be sure to ask about:

- Eligibility for the WIPSI Program
- Requirements/Responsibilities for Business Associations
- Administration costs and payment schedules