



TRAINING OVERVIEW 2025

CREATING YOUR ACTION
PLAN FOR SUCCESS

MBCUSTOMERCONTACT.ORG
MBTHINK.ORG

Making Training and Development Part of Your Corporate Landscape

THINK provides leading-edge training customized to meet your needs. In addition, numerous courses are available right now to upskill and reskill your workforce, including new workers.

Our unique advantage as a trusted training provider in Manitoba is that we work with you to clearly define your training requirements and customize solutions to fit your specific needs. We also provide instructors that have both academic and industry credentials, supplying your staff with immediately applicable, industry-specific skills.

Our process involves four phases for completion:

- Assessment – we will work with you to clearly define your specific training requirements
- Design – we have instructional designers and subject-matter experts design your customized training solutions
- Delivery – our subject-matter experts will deliver your training online or face to face, or a combination of both
- Evaluation – we frequently ask for feedback from you and your employees both during and after the training so that we can make adjustments to ensure subsequent deliveries of your training build on the quality of the initial training

How can we help?

MCCA will come to your workplace and host a focus group for your employees. We will assess gaps and conduct employee opinion surveys. In addition, we will meet with your training decision makers to find the best plan for your organization including:

- General training (customer service, communication, leadership development and more)
- Identify any certification options like the Certification in Applied Management: Customer Service Specialization
- Look at emerging leader options
- Conduct a Building Better Supervisors training in compliance with your organization's vision, values, and goals
- Host a company-wide training event – team building
- Provide follow-up support



We know that happy employees are happy customers

By using these tools and strategies, you will help demonstrate your long-term growth commitment to your employees. As you continue to incorporate training as part of your cultural landscape, you send the message that the company is looking to the future and that your employees are a huge part of that success.

Start the conversation

We are eager to start the dialogue on how we can best support your team.

Contact us today!

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Training Overview

On Demand Series

Train the Trainer – 5 part series

- **Introduction to Adult Learning – We have to train them?**
 - create training programs that allow the adult learner to be successful.
 - explore the fundamentals of adult learning to help ensure success.
- **Needs Assessment – What do they need to know?**
 - how to determine what needs to be included in new hire programs, refresher training, and new product, service or systems training
 - tools to determine if there is a training need
- **Designing Learning – Create engaging, effective learning experiences.**
 - learn how to put together a learning program that meets the needs of all stakeholders. The focus will be on designing a class and looking at different learning solutions
- **Evaluation – How do we know they got it? Are they using it?**
 - an introduction to Kirkpatrick's 4 levels of evaluation and the importance of each level. Time will be spent developing questionnaires and methodologies that can be used to gather information at each level.
- **Facilitation skills – Not just reading a PowerPoint presentation.....**
 - managing a classroom environment can be a challenge. Learn how to deliver training in a more productive and effective manner.

Building Better Supervisors – 6 part series

- **Coaching Workers to Peak Performance**
 - attributes of being an effective coach
 - establish performance benchmarks and the necessary supports
- **Decision Making**
 - criteria for delegating decision-making responsibilities
 - communicate decisions effectively to key stakeholders
- **Introduction to Effective Communication**
 - the importance of communicating in an accurate and concise manner
 - how to identify the elements in the communication process
- **Facilitating Teamwork**
 - define the characteristic of a team and the benefit of creating cohesive teams
 - identify the stages of team development and use a three-stage process to resolve conflicts
- **Problem Solving**
 - learn to articulate the importance of knowing how to solve problems and use tools and strategies to solve workplace issues
- **Qualities of an Effective Supervisor**
 - identify the key skills and attributes of an effective supervisor and be able to assess their strengths and areas that require development
 - define employee engagement and identify strategies for enhancing it

Building Better Leaders – 6 part series

- **Qualities of an Effective Leader**
 - learn how to use leadership behaviour to build trust and begin crafting your leadership vision to inspire others
- **The Emotionally Intelligent Leader**
 - gain an understanding of emotional intelligence and assess your skills in self-awareness, self-management, social awareness and relationship management. Through hands on activities develop self-control, adaptability, empathy and positive communication
- **Setting Priorities**
 - how to incorporate new practices to manage your time such as prioritizing tasks, extending your planning horizon and maintaining your momentum
- **Delegating Effectively**
 - learn how to select and delegate tasks ensuring three key components are addressed
 - Identify and overcome barriers that have prevented you from delegating
- **Managing Performance**
 - learn strategies to effectively conduct phases of performance management including setting expectations, assessing performance and providing ongoing coaching and feedback
- **Engaging Employees**
 - recognize signs of engagement and more importantly, disengagement

- learn the drivers and select strategies for increasing employee engagement and enablement

Maximizing Your Investment – 6 part series

- **Maintaining a Healthy Environment**
 - best practices for maintaining a healthy environment
 - tips, tools and resources to use in the workplace
- **Diagnosing the Issues**
 - common causes of poor performance and methods to help diagnose the root cause of the issue
 - we will spend time in this module discussing conflict and its role in performance issues
- **Communicating with Purpose**
 - beyond the basics of active listening, we will look at how leaders can ensure that they avoid some common communication pitfalls
- **Coaching for Performance Improvement**
 - setting SMART goals, creating development plans, using coaching forms and a defining a process or holding “the meeting”
- **Crossing Your “T”s**
 - we will address proper documentation and the steps from verbal warning to termination
- **Dotting Your “I”s**
 - the legal aspects of termination.

Project Management – 4 part series

- Stages of the project planning process
- Project outputs vs outcomes
- 10 rules of successful project management
- 5 stages of the project planning process
- Clarity on relationships during the project – team, supervisor, manager, and etc.
- Risk-taking – define, explore, review of consequences
- Assessment of progress
- Evaluation of project goal, objectives, results

The 7 Sacred Teachings in Leadership Development – 4 part series

The 7 Sacred Teachings are a set of lessons on human behaviour.

This series is designed for leaders with a focus on incorporating cultural values into their workplace.

Each module will explore one of the 7 teachings and how to apply it in the context of leadership roles.

- Humility is a key characteristic of Leadership
- Wisdom in Communication and Accepting Accountability
- Respect in Navigating Conflict
- Courage through Emotional Intelligence
- Honesty foundational qualities to Building Trust as a Leader
- Truth never changes. Truth teaches us the ability to Adapt to Change.
- Love – The drive for stronger Employee Engagement and the invitation to be a better leader.

What you will learn:

- The meaning of the 7 Sacred Teachings
- How these teachings apply to leadership attributes
- The importance of leading with humility
- Effective strategies for overcoming communication barriers
- How to be an accountable leader and inspire personal accountability
- Your Emotional Intelligence strengths and weaknesses

What you will gain:

- Tools to assess your leadership style
- The ability to recognize conflict management styles and how to be fluid in choosing the style that best suits the situation
- Stronger relationships with the understanding of the 5 characteristics of Emotional Intelligence
- An appreciation of how cultural values can influence our workplaces in positive ways

Lunch & Learns

- **Working in Teams**
 - In this bite-size session we will discuss the value of teamwork vs working groups and understand the stages of team development. *"Teamwork: Simply stated, it is less me and more we."* ~ Anonymous
- **Emotional Intelligence**
 - Let's define emotional intelligence and explore the power of empathy with our internal and external customers. *"Empathy is... seeing with the eyes of another, listening with the ears of another, and feeling with the heart of another."* ~ Alfred Adler
- **Navigating Conflict**
 - Examine strategies for navigating conflict and explore symptoms of workplace conflict. *"Peace is not the absence of conflict; it is the ability to handle conflict by peaceful means."* ~ Ronald Reagan
- **Coaching & Feedback**
 - There is power in feedback! Here we discuss how to give praise and corrective feedback. *"We all need people who will give us feedback. That's how we improve."* ~ Bill Gates
- **Building Trust**
 - Understand how trust plays a pivotal role in communication and increasing productivity. *"Nothing is as fast as the speed of trust."* ~ Stephen Covey
- **Healthy Workplace with Yoga**
 - Grab a chair and settle in for a relaxing boardroom yoga session with meditation and strategies to maintain calm in stressful situations. *"A calm mind is the ultimate weapon against any challenge in life."* ~ Anonymous
- **Platinum Rule – Taking Communication to a higher level**
 - Most of us were taught the Golden Rule when we were young which states we should "Treat others the way we want to be treated". The only problem is that we don't all want to be treated the same. The Platinum Rule helps us to understand different communication styles so we can take our conversation to a higher level.
- **Dealing with Difficult People**
 - The truth is that people are unpredictable. When we come across people we find challenging to interact with we often find ourselves in a state of judgment. In this session we focus on approaching these interactions with curiosity instead of judgment. Learn strategies for interacting with those we find tricky to work with and take away new insights for maintaining control in uncomfortable communication.
- **Delegation**
 - In our fast-paced business and personal lives, most of us find ourselves faced with more work than time to do it. For organizational leaders, this trend is amplified as organizations struggle to do more with fewer resources. While there is a wide variety of

strategies we could discuss to manage this trend, this session puts the focus on how to use effective delegation.

- **Problem Solving 6 Hats Thinking**

- Six Thinking Hats is a simple, but powerful, thinking process that helps people be more productive, focused, and mindfully involved. Each hat represents a different way of thinking which provides an opportunity to look at a problem from these six different ways. In this bite size learning, we take a look at a real problem and put it to practice the 6 Hats Thinking for solutions.

- **Being Present at Work**

- As leaders we may be concerned with absenteeism. Have you considered "presenteeism" to be just as alarming? "Presenteeism" happens when our team member is physically in their seat but not engaged. We explore strategies to help us stay present at work despite the ongoing distractions we face and how we can recognize those who need to be re-engaged.

- **Exploring Culture and Diversity**

- "When employees respect each other and get along in the workplace, it's amazing how productivity increases, morale increases and employees are more courteous to customers." – Maureen Wild.
- Look at what culture and diversity mean and how creating a corporate climate of respect and understanding can improve your bottom line.

- **Facilitation Skills**

- One of the most important set of skills for team leaders, managers, trainers, indeed anyone who has a need to present information or host a meeting, are facilitation skills. These are the "process" skills we use to guide and direct key parts of our work with groups of people. Take your next meeting to a more engaging level with this session.

On Demand Training

- **Customer Service Professional**
 - We are passionate about customer service. Our Customer Service Professional Training has been developed to provide the tools you need in customer facing roles. This three-part training looks at the role customer service providers have in delivering exceptional service, using emotional intelligence, savvy communication and in dealing with difficult customers. Improve your business performance and sales revenue.
- **Emotional Intelligence**
 - Emotional Intelligence is the ability to manage ourselves and our relationships effectively by identifying, assessing, and managing the emotions of one's self, others, and groups. In this workshop, we explore the key components of emotional intelligence: Self-Awareness, Self-Management, Social Awareness, Internal Motivation and Social Skills
- **Platinum Rule – Taking Communication to a higher level**
 - Most of us were taught the Golden Rule when we were young which states we should “Treat others the way we want to be treated”. The only problem is that we don’t all want to be treated the same. The Platinum Rule helps us to understand different communication styles so we can take our conversation to a higher level. Learn strategies for creating clearer communication and how to handle those ‘difficult’ people while building trust.
- **Fishy Business – Employee and Customer Engagement**
 - Dive in with us and swim your way to higher retention and improved customer service excellence through these interactive and engaging sessions. The FISH! Philosophy helps make the ordinary extraordinary through the practices of Choose Your Attitude, Play, Make Their Day, and Be There.
- **Handling Difficult Customers**
 - Many of us deal with angry or unhappy clients. Knowing how to deal with these difficult customers will put us at an advantage and help grow the business. In this workshop we highlight techniques on how to diffuse a situation and help your customers feel satisfied.
- **Time Management**
 - Learn effective strategies for managing yourself better. Understand the importance of priorities and structuring your tasks lists according with what is urgent and important. Time management, it’s not just about time.
- **Effective Communication**
 - We know that high trust organizations have lower costs and higher productivity. In order to build trust, we need effective communication. Expressing our wants, feelings, and opinions is just one part of communication; using active listening skills is another. Learn how to be a savvy communicator while empowering the people in your organization.

- **Conflict Navigation**
 - Learn how to navigate turbulent times and explore the symptoms and causes of team conflict using social awareness and emotional intelligence. Explore conflict management styles and learn how to strategically use these styles. “Peace is not the absence of conflict; it is the ability to handle conflict by peaceful means.” – Ronald Reagan
- **Negotiation**
 - Negotiation is not something to be avoided or feared – it’s an everyday part of life. Any time people are communicating and there are different goals in mind negotiation is happening. Understand negotiation behaviours and learn strategies to create value in your interactions.
- **Problem Solving and Decision Making**
 - Albert Einstein said, “If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.” In this 3-part course, we create opportunities to explore real life problems and help develop an action plan to see it through.
- **Sales**
 - We know that the keys to being a successful salesperson is understanding the customer, have great product knowledge, and be a savvy communicator. In this 3-part series, learn the various approaches to selling, understand how connected our customers are, and overcome obstacles while building trust.
- **Effective Emails**
 - Have you noticed that in this great epoch of technology and communication we are lacking communication and especially etiquette? Learn tips and tricks on how to get what you need from your email conversations. We provide the essential rules for more effective communication in your emails and texts. “Are *your* elbows on the table?”
- **Telephone Etiquette**
 - Increasingly business communications are done through chat, email, and text. Your customers love to have options when it comes to contacting you and many still choose the telephone. Having great telephone etiquette sets you apart and lets your customers know that they are heard. In this session, we examine the techniques for great telephone communication including the importance of words, tone, and even body language.
- **Performance Management**
 - Your employees need to clearly understand what you expect of them. Create an engaged workforce by helping employees meet organizational goals through performance expectations, coaching, and appraisals. Define how you communicate work instructions, monitor progress, provide feedback, and guide employee career development in this program.

- **Creating a Healthy Environment**
 - We know that happy employees create happy customers. Providing the skills for work life balance and creating an environment that is safe, empowering, and satisfying will keep your staff happy, present, and engaged. We are thrilled to offer strategies for maintaining control through simple chair yoga exercises and mindful meditations.
- **Employee Engagement**
 - We know that the key to happy customers is happy employees. Creating employee engagement in your organization is the key to the retention of your customers and the success of your business. Discover our many training options that will develop your team professionally and keep them engaged.
- **Delegation**
 - Delegation is learning how to empower our employees by creating a course of continuous learning. Examine how delegating creates trust, empowers your employees, and can lighten your load. As a strong leader, delegating is a core concept to your success.
- **Leadership Boot camp**
 - With nearly 80% of people working from home, its more important than ever to establish a focus on resilience and the well being of your staff. Learn to create an employee recovery plan, how to motivate remote teams, building mental fortitude and other skills that will improve your at home workforce.

Webinars

- **Facilitation Skills**
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- **Coaching & Feedback**
 - Emotional Intelligence and social awareness are keys to a cohesive work environment. Explore the power of empathy, in this webinar, and how to use emotional intelligence with our internal and external customers. *"Empathy is... seeing with the eyes of another, listening with the ears of another, and feeling with the heart of another."* ~ Alfred Adler
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- **Building Trust**
 - Nothing is as fast as the speed of trust. Building trust in your organization will allow you to see higher productivity while lowering costs. Examine the power of trust with your employees and customers in this webinar.
- **Platinum Rule – Taking Communication to a higher level**
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- **Qualities of an Effective Leader**
 - In this webinar we take a look at the qualities that make a great leader. Research shows that integrity is one of the top things employees want from a leader. Learn how to better support your team and build their trust while looking to the future.
- **How Workplace Culture Relates to Performance and Results**
 - If you don't have the right corporate culture in place you won't achieve your performance goals, no matter how much time and money you spend. Join us as we discuss the importance of culture and how it relates to performance and results.
- **3Ms – Change, Performance & Time Management**
 - This webinar is a blended approach of performance, change and time management. See how you and your team can improve organizational effectiveness with the 3Ms.
- **Leadership Styles**
 - Building on Qualities of an Effective Leader, this webinar takes a closer look at different leadership styles. We will address situational leadership in team development and provide an opportunity for you to assess your style!
- **Employee Enablement**
 - Take employee engagement to the next level! Some organizations will focus on employee engagement without giving emphasis to employee enablement. Develop your team by empowering them with the right tools and opportunities to deliver quality results. This webinar talks about the 'how' with Employee Enablement.
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at work despite the ongoing distractions we face and how we can recognize those who need to be re-engaged.

- **Exploring Culture and Diversity**

- "When employees respect each other and get along in the workplace, it's amazing how productivity increases, morale increases and employees are more courteous to customers." – Maureen Wild.
- Take a look at what culture and diversity mean and how creating a corporate climate of respect and understanding can improve your bottom line.

- **Vision, Mission and Values**

- Every company has vision, mission and values statements. Learn how to connect these statements with your role while helping your team understand their vital part in the success of your organization.

- **Creating a Healthy Work Environment**

- We know that happy employees make happy customers! A healthy workplace environment increases productivity and morale while reducing costs related to absenteeism and turnover. In this session we take a look at workplace culture, physical environment and occupational health and how these contribute to the wellness of your team.

- **Turning Around Undesirable Behaviour**

- Bad behaviour at work can be costly to the company as well as the other team members. Learn to identify, prevent and release toxic workplace behaviours. See how you can take undesirable situations and turn them in to learning opportunities.

- **Achieving Better Customer Service**

- It's not always WHAT we do that sets us apart when it comes to customer service but HOW we do it. Learn how to ramp up your customer service skills as we explore different types of customers and how to reach them while minimizing objections.

HR Development

Certification in Applied Management: Customer Service Specialization

The program consists of 216 contact hours. 108 course hours from University of Manitoba and 108 courses from MCCA. Students enrolled are required to complete 2 required courses and 1 elective with MCCA and 2 required courses and 1 elective with the University of Manitoba.

MCCA Required Courses

- **Operations**
 - Fundamental concepts, theories, and practices related to the operation of a centre
 - Key concepts such as forecasting, scheduling, service management, marketing and technology
- **Customer Relationship Management**
 - Understanding how CRM is used as a strategy in contact centres
 - Aligning human resources, business processes, and technology to assure a positive customer experience

MCCA Elective Courses

- **Leadership for Customer Service Managers**
 - Skills and tools to enhance leadership capabilities
 - Demonstrate an understanding of leadership styles, emotional intelligence, communication, delegation, conflict, and time management
- **Skills for Managing Customer Service Performance**
 - Creating a healthy environment and manage the ongoing performance of your employees
 - SMART goals, communication expectations, hold employees accountable, root cause of poor employee performance

U of M Required Courses

- **Canadian Business: An Introduction**
- **Introductory Accounting for Business**

U of M Elective Courses

- **Managing the Human Resource Function**
- **Organizational Behaviour**

HR Fundamentals

Recognizing that many organizations cannot afford to hire designated human resources managers, this program is designed to help leaders provide more effective human resource management within their organizations.

The program consists of 18 contact hours.

Modules (high level overview)

- **The Legal Requirements** (Employment Standards, Human Rights, Workplace Safety and Health, etc.)
 - What applies to workplaces under legislation
 - Importance of following the legislation
- **Recruitment & Selection Overview**
 - Job analysis
 - Creating a job description
 - Screening resumes
 - Interview questions
 - Conducting the interview
 - Reference checks
- **Training & Development**
 - On boarding new employees
 - Training to create engagement and retention
 - Training sources
 - Career planning
- **Managing Diversity & Conflict Resolution**
 - Importance of diversity in the workplace
 - How to deal with interpersonal conflict
- **Managing Performance & Employee Relations**
 - Beyond performance appraisals
 - Discipline process
 - Listening skills for success
 - Developing policies for good employee relations
- **Working in a Unionized Environment** (optional)
 - How do workplaces become unionized
 - Collective agreements
 - Union relations
 - Working together – management and the union

For further information contact:

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Manitoba Customer Contact Association

Celebrating 28 years of customer contact in Manitoba!

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Who We Are

The Manitoba Customer Contact Association (MCCA) was established in 1997 with the primary objective of fostering and supporting the growth and development of the contact centre Industry within the province of Manitoba. Since its inception, the association has played a pivotal role in uniting various stakeholders involved in the contact centre sector, including businesses, service providers, and industry professionals.

By creating a collaborative environment, the MCCA aims to enhance the overall standards and practices within the Industry, ensuring that both employees and employers benefit from shared knowledge and resources.

MCCA Divisions –

***Think** was established to meet the growing demands of our customers. Over twenty years ago, we began delivering quality training for the Customer Contact Centre Industry. Our reputation for developing engaging and effective training is recognized by a variety of industries and the demand for our services continues to grow. We believe all organizations benefit from investing in continuing professional and personal development opportunities.*



Let us help you and your team - connect with knowledge.

***Manitoba Customer Service**, a division of Manitoba Customer Contact, was established with the primary objective of significantly enhancing customer service education across a diverse range of businesses operating within the province. This initiative recognizes the critical role that exceptional customer service plays in fostering strong relationships between businesses and their customers, ultimately leading to increased customer loyalty and satisfaction.*

By providing tailored training programs, workshops, and resources, Manitoba Customer Service aims to equip employees at all levels with the essential skills and knowledge necessary to deliver outstanding service experiences.



Manitoba Customer Service is committed to cultivating a culture of service excellence that permeates all sectors of the economy, ultimately contributing to the overall growth and prosperity of Manitoba's business landscape.

MCS - empowering your growth.