
The logo consists of the letters 'CPC.' in a bold, black, sans-serif font. The 'C' and 'P' are connected, and the 'C' has a thick stroke. The period is a solid black dot. The logo is centered within a horizontal blue band that spans the width of the page.

CPC.

EXECUTIVE
EDUCATION

CATALOGUE OF COURSES

OUR STORY

Since 1986, The CPC Team has empowered organizations and individuals to reach their highest potential with proven methods that enhance; Company Messaging, Business Strategy, Leadership, Communication, Sales, Process Improvement, Communication and overall Workforce Satisfaction.

OUR TEAM



EXECUTIVE EDUCATION

Executive Education refers to specialized training programs designed to enhance the skills of professionals. Using executive education for your employees helps develop their capabilities which will strengthen your team, making your company more adaptable and competitive.



Organizations investing in executive education experience a 10-20% increase in overall performance and employee engagement.

-The Conference Board



78% of participants of executive education programs saw improvements in their leadership effectiveness and decision-making abilities.

-American Council on Education



85% of companies seeing tangible improvements in leadership skills, innovation, and financial performance after their leaders participated in training.

-Harvard Business Review

AREAS OF TRAINING OFFERED BY THE CPC TEAM

COMMUNICATION

Message Creation, Delivery
and Reception



HUMAN RESOURCES

Managing, Developing and
Supporting Employees



LEADERSHIP AND MANAGEMENT

Guiding, Motivating and
Inspiring Individuals



PERSONAL DEVELOPMENT

Self-awareness, life-work
balance & mental health



SALES AND MARKETING

Enhancing skills, knowledge,
and career growth.



PROFESSIONAL DEVELOPMENT

Promoting products, sales
strategies, and growth.



COURSE CATALOGUE

Communication

- Effective Communication: Getting Along with Anyone

Human Resources

- Conducting Effective Employee Evaluations
- Give Constructive Feedback
- Managing Conflict
- Selection Interviewing

Leadership and Management

- Building High Performance Teams
- Creating a Motivational Environment
- Delegation
- Leading Effective Meetings
- Performance Management
- Situational Leadership
- The Extraordinary Leader
- The Role of a Manager

Personal Development

- Negotiations – Everyone Negotiates
- Planning – Problem Solving – Decision Making
- Prevent Burnout
- Time Management

Professional Development

- Accountability and Coaching
- Change Management
- Giving Instructions that Get Results

Sales and Marketing

- Customer Service Excellence



F

A

Q

FREQUENTLY ASKED QUESTIONS

What do employers gain from offering employees executive education?

- Employers benefit from increased employee productivity, loyalty, and innovation, leading to a more skilled and motivated workforce that drives company success.

What are my employees gaining by taking executive education courses?

- Employees gain valuable skills, knowledge, and career development opportunities through our offerings, enhancing both personal growth and professional performance.

Are the course offerings in person or online?

- Our courses are taught by instructors live either on location or over a virtual forum.

How long are the courses?

- Our courses are either half or full day offerings.

Is every course a stand alone or are they part of a package?

- Each course is stand alone; however depending on the need of the organization a curriculum can be compiled with complimentary courses to enforce and enhance the learning of the employees.

CPC.

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