

>> Hello, and welcome to The Valley Today.

I am your host, Janet Michael.

It is LFCC day with a twist.

It is Workforce Solutions turn at the mic,

that means I am staring at a Zoom screen that had some fantastic people,

including Guy Curtis from Lord Fairfax Community Colleges Workforce Solutions.

Currently, Hurdle is also on the Zoom screen with us,

she is their corporate training director and a brand newbie to the show is Jay Foreman.

He is a John C. Maxwell certified trainer, coach,

bestselling author and we've got him today on the air.

Nice win, Guy Curtis.

>> Absolutely, the full lineup of all starts today,

the dynamic duo, so I'm glad to be here. Thank you for having us.

>> Absolutely. Of course, you are listening to this on our regularly scheduled Thursday,

we have pre-recorded it though on a Wednesday morning.

Guy, we're talking today about

the leadership excellence program and it's in its second year and I

missed it last year and I'm excited to get the details for what's going to be

happening this year and potentially get myself registered, so tell me about it.

>> Absolutely. This program couldn't be more

timely with the pandemic and the current crisis,

so we're evolving and then to that,

this leadership program really takes those best nuggets of the year and

best practices for area leaders wanting to develop and enhance their leadership vacuum.

It's a longer program,
about eight sessions that dives deep into
somebody's actionable items and
takeaways and best practices that leadership can really invoke,
develop, and focus on.

We're excited to announce that the areas that they're focusing
on are resiliency, adaptability, and communication.

These key items are most needed in many ways this year,
even more with the crisis and pandemic that we're in.

We're very excited to have Carlene Hurdle on on the air today.

She's our corporate training director,

as well as, Jay Foreman,

and he's our expert instructor leading

this cohort for us in this new program that's for the second year.

We're excited to have them on board and dive into deeper of some of
the topic areas and the key takeaway that leaders can be today.

>> Well, and I want to point out you mentioned that there are eight sessions,

they happen over the course of September, October,

November, and December, but each training session is only four hours long.

So this isn't a huge time commitment in a day,

even though it's spread out over several months.

>> Right. We've curated some very intentional content to address

the crisis that we know that leaders are in right now with disruptions to the economy,

disruptions to their business,

even disruptions to their personal lives.

We know that there's never been a greater need for the emergence of effective and agile leaders and leadership styles.

We took what we did last year and we really took a hard look at it and we went out and put ourselves in touch with a lot of the thought leaders that are out there today, and so we curated some new content that's really going to address the turbulent times and the leadership qualities that we know so many of our businesses in the area need.

We did some labor market data and we took a look at even just all of the current job openings in our service region to see the shift in the skills that are needed.

That's where we came up with the topics of resiliency, adaptability, and communication.

Those are really the top three domains that companies are looking for and it's a skill that can be developed.

So we decided to put it into our leadership excellence, which is a program for seasoned leaders and emerging leaders to be able to take and really practice those skills, and we dive in deep and share their experiences with others and have an opportunity to almost build muscle, to have an opportunity to go in and really exercise those types of traits.

>> Jay, Carlene gave us the overview.

I want to make sure people understand, this isn't just a fluff webinar.

We've seen tons of those popping up over Zoom in the last six or seven months.

I was looking through some of

the topics and what some of the conversations are going to be,

you really do get into the weeds and people are going to leave with

actionable items that they can put to use the minute they're done with this program.

>> Absolutely. I promise I'm not pandering here,

but I teach and I do these workshops all over.

I've been to a lot of them all over every year.

This is my favorite one to be a part of,

this is a second year we're doing this because it is by

far the most robust one I've ever been a part of.

Like you said earlier, we take our time,

it's eight different sessions,

four hours and a pop spread over four months,

but a lot of times you go to

these leadership seminars or you go to these these leadership trainings,

and you get excited and you learn the latest and greatest techniques that are out there,

but as soon as you get back in the real world,

it's like putting a square peg to a round hole.

What we do is we address all those issues with what we did that,

we also talk to the folks,

glean from the other folks that are in the classroom as well.

I always say, I think it's egotistical for any instructor to ever say,

"You're going to get everything you need to know for me."

When we all share our personal experiences,
what happens in the real world?

Because we all know it gets messy out there, especially with leadership.

It's a lot easier to know,

here's what we're gleaned from these classes and we have a lot of
great information this year to disseminate.

Also, it depends on the personalities of the folks we're dealing with,
the situations we're dealing with,
and nine personalities as well.

We take into account all of those factors, and hopefully,
send off people as the best leaders they can
possibly be when they're done with this class.

>> I think that's key too because knowing that I can take this class and come
in with specific issues that may be I'm facing in my organization as a leader and say,
"Hey, I'm running into problems, X, Y,
Z," and that that's potentially something I can get advice from the other class members
on that you can use as part of the actual teaching in program itself,
makes it so much more valuable to me
to give that time to be able to come in and participate.

>> Absolutely. What we typically find out is a lot of times we're dealing with
something when it comes to leadership and we feel like we're off
on an island trying to deal with this by ourselves,
and when we share that information and brainstorm and collaborate,
we find out really there's nothing new under the sun.

A lot of people have been dealing with this.

Here's how I got past this,

or here's how I kicked down that wall and got to the next level.

We learn from each other,

as well as what we have to offer from this course.

>> Carlene, Guy was telling me before we started recording for the radio show,

that this program is limited to just 20 people.

Who should be applying for it?

Who should be registering to be a part of this program?

>> Well, that's a great question,

and I would never frame this as a first leadership class.

This really is for folks who have been sitting in that leadership seat

for a while and want to improve their leadership skills,

or they're facing some brand new challenges that they've never faced before,

and they need to go through some case studies or they want to take a look at

some proven approaches and consider some things that maybe they've never tried before.

I use the analogy of building their muscles.

So we're looking really at professionals who maybe want to advance in their careers,

folks who are leading an organization and really struggling or having some difficulties,

folks that are doing a fantastic job and really want to share that information

and gather some new insights from other folks in the organization.

Then, we do have that introductory leadership cohort called leadership institute,

so we think it's a great opportunity for folks who are

alumni of that course to then take the next step.

Those are really who we've identified as the who should attend this class.

The other thing too, I think is,

we all have some leadership influence.

If there's an area that you've been leading where now you're facing brand new challenges, then I think those challenges can be very effectively taught some new skills within this context.

>> We're going to take a break in a second.

Before we do, Guy,

this show is airing on Thursday the 13th.

The first session starts on September 8th.

Is registration open now?

If during the commercial break somebody wants to run out and get more information, when can they register?

>> They can register today.

They can contact us directly.

You can get more details and information on our website,

lfccworkforce.com/le, short for leadership excellence.

If not, give us a call at our office 540-868-7021 and we can get you enrolled.

But yeah, there is a free nugget,

maybe we'll get into talking a little bit more about

that if you want to explore more into this program,

we have our excellent white paper that has condensed a lot of

this information as well as a few actionable items folks can take right now.

If anything, if they can download the white paper,

that they are showing some interest in this program,
if you want to take your leadership to the next level,
that nugget would help frame up the need for this program even further.

We highly recommend that as well as getting in
contact with us if they have any questions and want to register today.

>> As we go to break,

I will remind everyone listening that because we have pre-recorded this show,
all of the links that we're talking about today,
including the link to that white paper is already up on the river953.com.

Just choose the Podcast tab and you can go check it
out as we go to a couple of minutes of commercials.

When we come back, Jay,

can we get in the weeds a little bit about some of
these actual topics and what some of the key takeaways for each of them are going to be?

>> Absolutely.

>> We're going to do all of that in a couple of minutes.

Go download the white paper.

I'm Janet Michael. It's LFCC Day Workforce Solutions here on the Valley.

Today, we are chatting with Carlene Hurdle,

she is their Corporate Training Director,

and Jay Foreman, he's actually going to be the Leadership Excellence Program instructor.

We're going to come back and talk with all of them in just a couple of minutes.

>> Do you know anyone who is struggling with financial hardships because of coronavirus?

Our new webinar called Coping with the Money Crunch can help.

We'll talk about immediate options to consider,
revising or creating a spending plan and lots of community resources,
then we'll cover how to narrow your priorities,
contact creditors, and avoid scams and risky loans.

The webinar is free and you can either join by phone
or through Zoom on a smart phone, tablet, or computer.

You can find out more by visiting
the Northern Shenandoah Valley Financial Education Program on
Facebook or calling Karen Poff at 540-635-4549.

Let me show you how to make your own plan
or help someone you care about get through the crisis.

Call 635-4549 or visit at NSV Financial Education on Facebook today.

>> Welcome back to the Valley Today,

I am your host, Janet Michael.

It is LFCC Day on a Thursday as you're listening to the show.

We, however, have pre-recorded on a Wednesday morning.

We are chatting on the Zoom screen today with Guy Curtis from LFCC Workforce Solutions.

With him is Carlene Hurdle.

She is the Corporate Training Director,

along with Carlene is Jay Foreman.

He's a John C. Maxwell-certified trainer, coach,

bestselling author and instructor of the Leadership Excellence Program.

That's what we've been talking about for most of the show today.

It does start on September 8th.

The classes are 8:00 AM to noon throughout the rest of the year.

It is an in-person class limited to 20 people.

Registration is open on the lfccworkforce.com website right now.

Jay, when we went to break,

I said I wanted to get into the weeds a little bit on

the different topics for each of the sessions.

There's three core competencies that you're

talking about: resiliency, communication, and adaptability.

Talk to me about resiliency.

What does that look like when you're sitting in this class?

>> Well, resiliency, we have two classes that are going to focus on nothing,

but the characteristics of resiliency and what's [inaudible] leader.

Today, especially with what's happened the last six months where virus has changed,

[inaudible] leaders have to be resilient.

If you've seen anything, we've seen that they would things changing,

not by the day but by the hour.

We need to change as well.

We know that moving forward,

we're all going to have false starts as we have bumps on the road.

That's natural, that should be expected at this point.

What we would want to cover here, that's okay.

It's okay to meet those bumps on the road,

it's going to happen out there,

the real world was a messy place.

Leadership can get very messy.

But when we do that,

how do we take a step back and say,

okay, we need to recalibrate,

we need to go to a different direction.

How do we take what we've learned here,

what we've gleaned here,

and apply it so that we're moving forward in a better direction,

for us, for organization,

the people around us?

These are brass tacks,

things we're going to learn so we can go out and apply directly to our lives.

>> Then what about adaptability?

Because that's probably been even a bigger issue in the last six months.

I cannot tell you the number of people and guests that I've talked to that are not doing

anything the way they used to do things in today's world.

>> Exactly, adaptability is huge with what were going on right now,

but believe it or not,

adaptability was something that was

a motion of movement going on before COVID even hit us in the leadership world.

Because we're starting to see, hey,

there's a lot of tried and true leadership techniques out there that work.

But times change, and we live in this instant gratification world now,

decisions need to be made faster,

people want things now.

We also will touch on adapting to different communication styles,

not to get ahead of ourselves with communication piece,

but with Gen X, with baby boomers,

with Millennials, we have different kind of communication styles.

How do we adapt to reach and connect with each person we're dealing with there,

also with COVID going on?

The adaptability is off the charts.

A lot of people have done a complete 180.

What I'm doing now was not what I was doing six months ago.

Now, how do we embrace that?

How do we get good at that, and as leaders,

how do we help the folks around us do a better job with us?

>> I just want to add to that too.

I think a lot of these leaders in the current times are dealing

with is this tug of war between becoming fully dynamic and innovative,

and trying to remain fully stable as an organization at the same time.

I think a lot of the content here,

particularly some of the coursework directed around,

how do you lead through uncertainty,

and how do you have the right mindset to

handle unexpected occurrences within your organization?

I think Jay does a fantastic job of facilitating and leading groups through talking

about just exactly those kinds of dichotomous situations that they find themselves in.

>> I think that one thing that maybe COVID has had the greatest impact on a lot of business owners now is the ability to recognize a situation that they need to pivot and adapt to, instead of just grabbing a hold of how it was in the before times and being determined that they're not going to do anything different, they're going to wait it out.

You can't wait it out anymore.

That's not how it works.

You have to adapt now.

>> What we're seeing, some of the best leaders out there and we're sharing this information of how to do this as well.

The best leaders out there are looking for and finding and seizing the opportunities in the midst of this crisis and moving forward and saying, "Hey, you know what?

We're going to come out of this better than we ever were before we went into this."

We're going to share how you create that mindset and how you turn that into a real game plan for yourself and your organization.

>> Carlene, you were telling me during the break when you guys were putting together these core competencies that communication scored off the chart from local business leaders and people as the greatest need or the greatest thing that they felt like they needed more information and more education on is communicating, not always with their staff, but with their customers,

with their suppliers, with their vendors,

with everybody across the board.

>> Absolutely. We looked at labor market data.

We actually studied current job openings within the seven county Loud Fairfax footprint

and found that communication was by and

large the number one soft skill that employers are looking for.

I mean, it runs the gamut of positions that they're hiring for,

from entry level all the way up through managerial positions.

So we really felt like that was a key focus.

I know one of my favorite authors, Pat Lencioni,

talks about being exceedingly human during a crisis and over communicating,

but not just sheer volume of email and messaging,

but really communicating the what and the why,

so that folks understand what matters most right now.

I think that's really a key focus of the way

the content has been curated for this course.

We do go back to servant leadership,

but we take a different approach to servant leadership.

Talking about trust and cooperation as being

foundational for the communications that you have.

We also talk about listening because a huge part of communicating is being

a very effective listener and really understanding maybe

what's not being said or understanding the context of what people are communicating.

Then we talk about how you get results from your communication.

So I think all of those become very important ways

that when everything paused and we all went basically home to work,

this is what we've been working on.

So we're super excited to be able to take all of

the really concentrated efforts that we all put into curating this new content and

delivering it back out to folks who really right now may truly be looking for

some key answers and some aha moments in their leadership style to,

as Jay said, come out of this better for it.

>> Jay, to be clear,

this is not a session where they're going to show up at 8:00 AM and until noon,

they just listen to you talk.

This isn't a lecture series,

this is an interactive learning experience.

>> Nobody wants to hear me talk for four hours.

This is interactive.

This is as interactive as it gets.

I tell the class here before every session,

"Hey, we're here for four hours.

My job is to make it feel like about 30 minutes."

While leadership is not always fun,

it's not always popular,

it doesn't have to be the case for leadership training.

It's our job to make this fun.

If we're having fun, if we're laughing,

if our guard's down a little bit,
we're going to learn more,
we're going to retain more,
we're going to be able to bring that out into the real world.

So our goal is to make this a safe place,
a fun place, an exciting place.

We want people to look forward to the next lesson,
and I can't wait to show up at 8:00 AM for
the next class and then find out what's going to happen. That's our goal.

Just to piggyback off what Carlene said,

I get super excited about

the communication piece because for me I think that's synonymous with leadership.

I think it's so important and obviously the surveys that they send out show that,

but to steal a phrase from John Maxwell,

what we really focus on with

communication piece is not just communicating with other folks,

but connecting with other folks and understanding

where they're coming from in order to have that influence with them.

>> Guy, give me the quick rundown on where I can get more information,

how I can register,

when these things start,

how long they run for. Give me all the deets

>> Sure. Sure. Well they could register now.

It is limited to 20 seats.

So please get your registration in as soon as you can,
but visiting our website is a great first place to start,
lfccworkforce.com/le, short for leadership excellence.

There you can download the white paper to get more details and information
about some of these key topics and areas that Jay and Carlene are speaking to.
It gives you an overview of why the need is there
for this level of leadership excellence.

So there's that start as well too.

You can also reach out to our corporate training manager, Larry Baker.

Larry's a great guy that has been working in our area for
many years and knows a lot of our leaders who are needing additional support
or reach out to him too as well for that moment effort or
any other questions you have about the topics that are being shared today in the program.

So that's a great place to start.

Plus you can also visit our YouTube page.

Jay's got a wonderful little promotional video on
why even more leadership excellence is needed.

Janet can do anything to promote that little video.

It was a great way to highlight the need for this program coming in September.

So we're hoping to see all leaders out there and any
alumni from the Leadership Institute program who wish to participate,
I would love to see you out there and take your leadership to the next level.

>> You mentioned this is limited to 20 participants and this is
an in-person session that will happen at

the Middletown Campus of Lord Fairfax Community College, right?

>> Yes. That's right. Our college has

gone extensively to make sure our students are safe,
staff and our instructors.

So we have some safety guidelines as

well to acknowledge as you get ready to enroll and participate in the program.

So we also have many other programs also in person as well too.

So students can feel confident that they're safe and

they're in a protected environment as well as a place to be

open and be honest with Jay and others that are in the classroom to

learn more from them and from our instructor, our expert, Jay.

>> Fantastic. Well thank you guys.

I appreciate you taking some time out of

your Wednesday morning to have this conversation with me.

>> Thank you.

>> Thank you.

>> Thank you, Janet.

>> We are going to wrap up today's conversation.

It has been LFCC day on a Thursday as you're listening to this week.

Of course, I've pre-recorded it on a Wednesday.

We have been chatting with Guy Curtis from LFCC Workforce Solutions.

Carlene Hurdle is their corporate training director along with Jay Foreman, he is there.

I've run through the list of all of the accomplishments that Jay Foreman has done.

We're going to talk when we're done with the radio show, Jay,

about how you can hook me up to be as diverse as you are in my skillset.

But Jay is their instructor for

corporate training of the upcoming Leadership Excellence program.

All the information already up on theriver953.com.

You can find it under the podcast tab.

Tomorrow is a conversation with Lieutenant Michael Fiedler.

He is the new Lieutenant for the front oil Salvation Army.

So meet me back here tomorrow a few minutes after noon

and I will have that conversation ready to go for you.