



Small Business Development Center
Bucknell University

Helping businesses start, grow, and prosper.



Hire the Right Person; Not a Resume! *Behavior-Based Interviewing* **3/28/2012, 9am – noon, SBDC Business Education Center**

Are you still hiring based on skill sets and resumes? Have your interview questions been around since the turn of the century?

Odds are if you are interviewing the same way you did five years ago, you aren't getting the type of information you need to make a good hiring choice.

Skills are important, but fit is equally important. Hiring someone who doesn't fit into your organization's culture or lacks critical business skills, may result in starting all over again.

And, no one has the time or money to waste repeatedly filling vacancies.

Join Rhonda Campbell, as she discusses...

- The difference between traditional and behavior-based interviewing.
- Determining what questions you should be asking potential employees.
- Creating scenario-based questions.
- Developing a system to incorporate behavior-based training.
- Analyzing the results of behavior-based interviewing.

Dealing with Difficult Behaviors **5/17/12, 9am – noon, SBDC Business Education Center**

Everyone has at least one person. You know, the person who drives you crazy with their negativity, whining, complaining. But, have you ever stopped to wonder why they behave the way they do? Knowing what drives difficult behavior is the key to managing it and overcoming it. Whether it is an employee, a customer, a manager, or a coworker, the key lies with understanding. And, you might just learn a little something about yourself in the process.

- How difficult people impact organizations and individuals
- Our role in encouraging or discouraging difficult behavior
- The dangers of labeling
- The common types of difficult behaviors and what fuels them
- What we can do to minimize difficult behavior and its impact



Marketing and Networking Strategies for Small Businesses **7/19/12, 9am – noon, SBDC Business Education Center**

You don't have to spend a lot of money or even an extraordinary amount of time focused on marketing to get results. Too many small business owners view marketing as a complex, time intensive activity that requires specialized knowledge. By making the most of existing contacts and clients, making the most of every interaction and making the most of your expertise, you can become adept at marketing.

You'll leave this seminar energized and empowered to market your business!

- The differences between marketing, advertising, and public relations
- The mindset shift necessary to effectively market your business
- The critical importance of relationship building
- Marketing as an integrated part of daily activities
- Strategies for marketing your business right now

Leading for Change **10/18/12, 8:30am – 4pm, SBDC Business Education Center**

The only constant is change. Change in our workplace, change in our responsibilities, change in management, change in programs. You name it, and there's a good chance it will change.

As a manager and/or leader responsible for implementing change learning where to focus is the key to achieving the desired results. Change isn't about processes or programs...it's about people.

You'll leave this seminar with a better understanding how to implement change and reduce the hassle!

- Determine the right focus for change.
- Understand change resistance — who and why.
- Understand what (or who) really matters when implementing change.
- Recognize the role of communications.
- Embrace the importance of understanding perception and perspective.



Registration is required. Complete the application today!

I plan to attend

_____ “Hire the Right Person...Not a Resume” *Behavior-Based Interviewing*
March 28, 2012, 9am – noon, SBDC Business Education Center, Lewisburg

The fee is \$35. Includes one year (12 issues) subscription (value \$10)to Inc. magazine.

_____ “Dealing with Difficult Behaviors”
May 17, 2012, 9am – noon, SBDC Business Education Center, Lewisburg

The fee is \$35. Includes one year (12 issues) subscription (value \$10)to Inc. magazine.

_____ “Marketing and Networking Strategies for Small Businesses”
July 19, 2012, 9am – noon, SBDC Business Education Center

The fee is \$35. Includes one year (12 issues) subscription (value \$10)to Inc. magazine.

_____ “Leading for Change” *One customer at a time*
October 18, 2012, 8:30am – 4pm, SBDC Business Education Center

The fee is \$50. Includes one year (12 issues) subscription (value \$10)to Inc. magazine.

Register online at <http://www.bucknell.edu/script/sbdc/seminars.asp>, or by calling (570)577-1249, or email SBDC@bucknell.edu. Remit a check for the seminar fees payable to Bucknell SBDC and mail to 112 Dana Engineering, Lewisburg, PA 17837.

Name _____ Business _____
Address _____
City, State, Zip _____ Phone _____ Cell _____
Email _____

Please check all that apply:

_____ Business Owner _____ SBA Loan Recipient _____ SBDC Client _____ Male _____ Female
_____ Veteran _____ Disabled _____ Minority Person _____ Unemployed _____ Student

Add to SBDC mailing list? _____ Yes _____ No

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact Shelley Gadoury at (570)577-1249

Any necessary changes to the seminar schedule due to weather or other emergencies may be viewed at <http://www.bucknell.edu/script/sbdc/seminars.asp> Registrants will be contacted by email or phone.





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**BUCKNELL SMALL BUSINESS DEVELOPMENT CENTER
An accredited affiliate of a
national network of
Small Business Development Centers**

The Bucknell SBDC was created in 1978 and is located in the Dana Engineering building on the university campus.

The purpose of the SBDC is to serve as an educational research resource for small businesses. We help small business owners enhance their knowledge of business management through individual consultations, seminars, and pre-business workshops. We also help small businesses obtain data and analysis that are generally unobtainable to them on their own.

With the exception of seminars, the counseling services provided by the SBDC are free. Funding is received from the U.S. Small Business Administration, the Commonwealth of Pennsylvania and Bucknell University.

In addition to SBDC staff consultants, Bucknell faculty and staff along with student interns are used to provide counseling services for small businesses.

Areas of assistance provided by the SBDC include:

- Accounting and recordkeeping
- Applied engineering services
- Business startup procedures
- Business plan development
- Financial analysis
- Human resources
- Marketing and sales

Request free and confidential consulting at <http://www.bucknell.edu/x8148.xml>.
View the complete seminar schedule at <http://www.bucknell.edu/script/sbdc/seminars.asp>

Bucknell SBDC Staff

Steve Stumbris: Interim Director
Maureen Hauck: Assistant Director, Business Consulting
Judy Christ: Administrator, Education & Finance
Shane Cohen: Manager, Engineering Development Services
Brenda Holdren: Business Analyst
Shelley Gadoury: Office Assistant

Co-sponsors of the Bucknell SBDC business education programs include the Commonwealth of PA; Brush Valley, Central PA, Greater Susquehanna Valley, Middlecreek Valley and Perry County Chambers of Commerce; Watsontown Area Business Association (WABA); The Daily Item and Standard-Journal; and Inc. magazine.

