

RPCN Areas of Interest

Topical Programs & Workshops

The Business of Business

- Strategy
 - Vision
 - Mission
- Business Plan
- Product/Service Discovery
- Identifying the Customer
- Other? Explain_____

Consulting Fundamentals

- Client Engagement
- Relationship Building
- Interactive Exchange
- Active Listening
- Establishing/Achieving Goals
- Planning the Project
 - Requirements gathering
 - Resource requirements
 - Task planning
 - Task Tracking
- Coaching
 - Being a coach
 - Working with a coach
- Speed Consulting
- Inspire/Be inspired for the rest of your life
- Other? Explain_____

Marketing & Selling

- Marketing Strategy
- Planning
- The Pitch
- Proposal Writing
- Media Strategy
- Social Media How-to
 - Twitter
 - LinkedIn
 - Blogging
 - Facebook
- Other? Explain_____

Economic Opportunity

- Economic Development & Forecasting
- Rochester and surrounding areas Economic Status and Outlook
- Industrial Strategies
- TrendTalk Business Sectors
 - High tech
 - Human services
 - Medical
 - Governmental
 - Etc.
- Other? Explain_____