

## 2009-2010 NAPO-Salt Lake CIF Meeting Presentations

DATE/LOCATION	NAME OF PRESENTER	CD/TOPIC
Friday, August 7, 2009 South Jordan Library	Marilyn Bohn <a href="http://www.marilynbohn.com">www.marilynbohn.com</a>	Discover Client Solutions with Processing Styles (see below for class description)
Friday, September 11, 2009 Salt Lake City Library	Debbye Cannon <a href="http://www.businessmommentor.com">www.businessmommentor.com</a>	Becoming a Blogging and Podcasting Genius (see below for class description)
Friday, October 2, 2009 South Jordan Library	Laurie Reeve <a href="http://www.SimpleInOrder.com">www.SimpleInOrder.com</a>	7 Proven Steps to Design Workshops Participants Will Love (see below for class description)
Friday, November 6, 2009 Sale Lake City Library	Vicki Winterton <a href="http://www.organize-utah.com">www.organize-utah.com</a>	Maximizing your Marketing Efforts (see below for class description)
Friday, December 4, 2009 South Jordan Library	Ruth Hadlock <a href="http://www.streamlined-space.com">www.streamlined-space.com</a>	How to Unpack and Organize a House in Three Days (see below for class description)
Friday, January 8, 2010 Salt Lake City Library	Marla Dee <a href="http://www.clearsimple.com">www.clearsimple.com</a>	Keynote: What Clients Really Want (see below for class description)
Friday, February 5, 2010 South Jordan Library	Marcia Warner <a href="http://www.abworganizing.com">www.abworganizing.com</a>	Time Management in the Age of Speed (see below for class description)
Friday, March 5, 2010 Salt Lake City Library	Laura Lawrence <a href="http://www.harmonywithin.com">www.harmonywithin.com</a>	Running a Clutter Support Group (see below for class description)
Friday, April 2, 2010 South Jordan Library	Camille VanAarle <a href="http://www.keepitsimplesolutions.biz">www.keepitsimplesolutions.biz</a>	Chronically Disorganized or Otherwise Challenging Clients (see below for class description)
Friday, May 7, 2010 Salt Lake City Library	Donna Harper <a href="http://www.clearsimple.com">www.clearsimple.com</a>	Maintenance Issues: They Keep Slipping Back (see below for class description)

## Detailed Class Descriptions - by original presenters from 2009 Napo Conference

### **7 Proven Steps to Design Workshops Participants Will Love - Karyn Greenstreet**

Detailed Description: Many organizers are looking to add training classes, teleclasses, and workshops to their service offerings for multiple streams of income. A good workshop design allows the student to learn with ease, by offering a holistic approach to learning using students intellect, body, and heart in an integrative experience. It allows us, the teacher and organizer, to speak with comfort and centeredness. It also gives us an opportunity to build a trusting relationship between ourselves and our students, who may be current or future organizing clients. In this workshop, you will learn a proven step-by-step approach to creating an effective learning experience, from designing lesson plans and objectives, to creating valuable exercises that cement learning. You'll also learn the psychology of how adults learn and how to price and market your workshop. Net result for you: satisfied students who can apply what you teach to their everyday lives and who talk about your classes to others. Spend 90 minutes and walk away with a plan!

### **Becoming a Blogging and Podcasting Genius - Sara Berreika**

Detailed Description: What's a blog? What's a podcast? Does all this technology have you wondering what you're missing? Believe it or not, blogging and podcasting can work wonders for your professional organizing business. And best of all, they are both low-cost marketing tools! You don't need to be a fabulous writer and you don't need to be a professional audio DJ. You just need a little computer know-how and something interesting to say. So what is there to know about these two so-called, amazing marketing tools? You'll learn: 1. What a blog and podcast are. 2. Who's reading blogs and downloading podcasts. 3. How these tools can become a steady revenue stream. 4. What specific software and equipment you can use to get started immediately. 5. How to market your blogs and podcasts. 6. Suggested topics for your blogs and podcasts. 7. Some Search Engine Optimization suggestions. 8. Tips to make your blogs and podcasts stand out. 9. List of resources to help you in your new endeavors.

### **Chronically Disorganized or Otherwise Challenging Clients - Panel Of All Stars**

Detailed Description: A panel of experts from the National Study Group on Chronic Disorganization (NSGCD) answers your questions about your most difficult clients. With hundreds of hours of education and thousands of clients behind them, the panelists share their experiences and learning about those clients we all encounter with special challenges. You'll learn things to use with all your clients, not just the chronically disorganized. Come hear the answers to questions such as: Is this client chronically disorganized (CD)? What special administrative tasks will help with a CD client? How can I help a client who has trouble staying focused? When is it safe for me to go into the home of a pack rat or a hoarder? What special needs might I have to consider with elderly clients? How can I help a client who experiences mood swings? What might I consider to help a client who has difficulty understanding written instructions, or who can't follow my verbal directions? Do you have any tips for working with students? Bring your client challenges to the session for answers you can use, or email them ahead of time to [president@nsgcd.org](mailto:president@nsgcd.org) for answers during the session.

### **Discover Client Solutions with Processing Styles - Denslow Brown**

Detailed Description: Each person depends on certain processing styles -- or preferred ways of perceiving and interpreting the information, surroundings, interactions, and tasks they face each day. Visual, auditory, kinesthetic, tactile, verbal, cognitive, emotional, and intuitive--these different styles (or modalities) are easy to understand. While clients blame themselves for disorganization and being over-stressed with life's chores, they are often simply not using techniques built on their preferred modalities. Popular organizing systems, strategies, and products can be seen to work beautifully with specific processing styles (typically visual and cognitive). Creative organizing innovations will accommodate a broader range of processing strengths. When a client explains which parts of his/her life work well and why, you are being given examples and explanations of their preferred styles in action. Learn to introduce the list of processing styles to clients; it will demystify the workability of different solutions and engage a clients curiosity. Motivated to embrace the systems developed with and for them, clients are empowered to work with their strengths. A commitment to enlightening and sustainable solutions creates bonds between clients and their organizer, and adds to reports of organizer expertise. (Client worksheets and organizing solutions for each processing style will be provided.)

**How to Unpack and Organize a House in 3 Days - Kim Cossette, Melinda Anderson**

Detailed Description: How do you respond to an opportunity to unpack and organize 40,000 lbs of household goods? Are you equipped to evaluate the scope of such a project? Learn practical how-to skills for unpacking and organizing any size home confidently, proficiently, and quickly. This course covers how to handle the enormity of resettling clients into their new homes. You will learn how to build your team, unpack efficiently, and learn how to quickly assess what goes where. In addition, you'll receive practical tips and techniques to enable you to get in on the growing relocation organizing market. ability. This accountability phase is important, as we all know how easy it is to leave a presentation and then not take action. By facilitating a buddy system, the participants are more motivated to act on their intentions.

**Keynote: What Clients Really Want - Scott McCain**

Detailed Description: Based upon Scott's #1 bestselling business book, this program addresses the disconnections between what customers crave versus what most organizations offer. Through his research--first into Scott's own 19 companies where he serves as Vice Chairman of a \$100+ million organization and other top clients of international renown--he discovered extensive gulfs between client desires and company delivery. A few of the disconnections Scott addresses in this program are: 1. The customers desire for a compelling experience, versus the organization's offerings of customer service. 2. The clients search for reciprocal loyalty, and its conflict with the company's endless prospecting. 3. The customer's personal focus is in opposition to the organization's product focus. As Scott details in this powerful presentation, the organizations and professionals who can bridge these ever-expanding gaps can create the kinds of relationships and experiences for customers that develop intense loyalty and enhanced profitability.

**Maintenance Issues: They Keep Slipping Back - Sandra Felton**

Detailed Description: Professional organizers are called upon, not only to organize with and for their clients, but also to transfer those organizing skills. As organizers work with clients, many teach skills both verbally and by example with the goal that they will be transferred to the clients life in the organizer's absence. However, many a conscientious and hard working organizer has been frustrated to return to a clients organized area the next week or later to find that the client had either not continued the effort or has returned to the previous disarray. Often learning skills is not enough. Successful maintenance is not based primarily on the skills one knows but on what one does with what one knows. The client needs to be stimulated, aroused, and awakened, to apply the skills through a variety of motivational and inspirational methods. How to do this is the topic of this workshop.

**Maximize Your Marketing Efforts When You're Short of Cash - Margaret McIntosh**

Detailed Description: 1. Do you have consulting work, workshops, and products to offer, but not enough clients? 2. Do you have a service that others need but people don't know you offer it? 3. Do you have lots of potential clients, but not an unlimited budget for reaching them? If the answer is 'Yes' to at least one question, then come to this session! This workshop is for those who don't have an unlimited budget yet want to have a broader reach and more faithful following. This briskly-paced session will offer no-cost and low-cost strategies that will serve to bring in more of the people you want in your programs (i.e., if you implement the ideas!) In the workshop, participants will learn to: Define your market. Discover what motivates. Determine your message. Delineate the method. Decide on the momentum. Design your materials. Extensive handouts will be available to the participants so that they can begin creating their marketing efforts' while in the workshop. Participants will be so energized with the practical information they receive that they will work on their ideas throughout the rest of the conference -- and then get their plan in motion right away.

**Running a Clutter Support Group - Sheila Delson**

Detailed Description: Have you hit the glass ceiling or are you experiencing burn out? Are you frustrated about reaching people who cannot afford your one-on-one services or advertising and gasoline costs? Are you sensing a need for more diversification to your organizing services? Are you bored? For the more experienced organizer, this workshop is a necessity for business expansion, renewed effectiveness and influence, as well as industry visibility. It will allow you to teach (skill transfer) from your years as an experienced organizer, while reaching and addressing the needs of multiple people with one event. Operating and providing a (clutter) support group service can be a very rewarding experience, yet it is a very underutilized opportunity. It can create a multi-layered 'win-win' for both the organizer and student! Get known as your community's organizing expert! Class will discuss what pitfalls to avoid, how to choose a location, group structure, materials to consider, charges and costs, and more.

### **Time Management in the Age of Speed - Harold Taylor**

Detailed Description: Personal productivity has changed very little in the past 20 years in spite of technology. The net result of technology has been to speed up the pace of life. We are working faster, driving faster, communicating faster, eating faster--in short, living faster. The time savings gained by technology have been offset by increases in complexity, choices, interruptions, expectations, stress, delays, and errors. Our bodies are not designed to operate at warp speed and we are faced with a variety of ailments to the point that getting well has become another time consumer. We are living longer but remembering less of it. In this fast-paced environment, many traditional strategies are losing their impact or simply no longer work. Many time-management leaders continue to play by the same old rules using the same old strategies. As a result, more and more people are spinning out of control. In this advanced time-management program, Harold Taylor will review how times have changed during the 30 years that he has been involved in the field of time management. He will tell you what still works and what doesn't, where technology helps, and where it hinders, and share some strategies in tune with the times.