

Training and Consulting for Professionals

Instead of hiring someone who read a book or bought a CD and learned a script, hire trainers who are experts at what they teach AND dynamic.

WHO WE ARE

The Digital Breakthroughs Institute is a small, woman-owned technology and productivity training and consulting firm located in the City of College Park (Atlanta), Georgia, five minutes from the airport. Companies who have sent their employees to our training include corporate giants, media powerhouses, educational institutions, government agencies, and small and medium businesses.

OUR WORK

We work with individuals and teams to help them develop faster, more streamlined ways to get things done. Our core training is hands-on, highly interactive, and designed to improve technology skills and boost productivity.

One Day Classes (Except as Noted)

Productivity

Business Writing (2 days)
Find Time to Lead
Make Work Easy: Get Organized
So You Can Think!
Spend Less Time Working but
Get More Done
And More...

Technology

Computer Magic! Finish Work Six
Times Quicker
Create Marketing Collateral w/PowerPoint
Manage Your Time with Outlook
PowerPoint All the Way (1 and 2 Days)
And More...

Web 2.0

Do-It-Yourself Search Engine Optimization
(2 Days)
Social Sessions: Facebook-LinkedIn-Twitter
WordPress Blogging
And More...

Other (We Have the Experts)

Communications

Listening Skills
Meeting Facilitation Skills
Photo Reading (2 Days)

Leadership

Diversity: Leading Through
Generational Differences
Leadership Skills

Management

Customer Service
Meeting Planning (Part 1)
Meeting Planning (Part 2)
New Manager Skills

Marketing

Media Training (2 Days)

Sales

Sales Skills (2 Days)
Presentation Skills (2
days)

Technology

Access (Beg to Adv, 3
days)
Excel (Beg-Int., 2 days)
Excel (Adv, 1 day)
Video Production for the
Internet (4 Days)
Website Analytics – Adv

And more... We'll Find an
Expert Who is Dynamic

Productivity

Find Time to Lead

You're concerned about improving your company's communications, employee morale, and other developmental issues, but you just don't have time to deal with it. You're too busy doing your own work, going to meetings, putting out fires, drowning in email ...you don't have time to think or plan. The irony is that if you could pull yourself together long enough to do it, everyone around you would work smarter and you could work less.

- Examine how you're spending the workday and eliminate time wasters.
- Organize everything around you so you can think and have more time to plan.
- Unclutter your mind with cues that will help you remember.
- Examine work you dread doing and figure out a better, quicker way to do it.
- Delegate everything you can and automate how you follow up later.
- Incorporate the right technology and finish work six times quicker.

Make Work Easy: Get Organized So You Can Think!

Being disorganized leads to a lot more problems than not being able to find something you just had. It makes you late, work late, and miss deadlines. And it lowers your self-esteem and the confidence others have in your commitments. You can turn this around and the results are immediate.

- Eliminate clutter one pile at a time.
- Distinguish between things to keep and things to trash.
- Create a system for files on your desk, computer, and Inbox.
- Beat deadlines every time with external cues that help you remember.

Polish Your Business Writing Skills (2 Days)

In today's work environment, 90% of what you do is communicated through the written word. The more effective you are as a writer, the more valuable you will be to three entities: your boss, the company, and yourself. Therefore, improving your writing skills is important for moving forward in your career.

- Pre-assess your writing strengths and weaknesses.
- Review and practice specific writing techniques based on assessment findings.
- Participate in meaningful learner-centered interactive activities.
- Discover software features and tools to help edit your document.
- Develop "eagle-eye" skills for producing error-free documents.

Time Management: Spend Less Time Working but Get More Done

You have to work as if you don't have seconds to spare, but you could be wasting hours. If you're experiencing more stress as your job responsibilities increase and time runs out long before your workload, you'll have to get organized so you can think. When you start thinking, you'll plan and prioritize better, becoming more effective and efficient. And once you use technology to pull it all together, more time happens.

- Examine how you're spending the workday and address time wasters.
- Organize everything around you so you can think.
- Create and streamline a process for anything you dread doing.
- Unclutter your mind with cues that help you remember.
- Explore powerful computer tips and finish work six times quicker (if time allows).

Technology

Computer Magic! Finish Work Six Times Quicker

So much to do, so little time! You can work smarter if you make better use of technology you already have. Word, Excel, Outlook, PowerPoint, and Adobe Acrobat can perform magic once you discover which buttons to click. Even if you've been using this software for years, you'll discover new ways to streamline how you work.

- Use tables to create paper and electronic forms.
- Develop templates and maintain consistency throughout the business.
- Automate tasks by recording macros that do the work with one click.
- Use a database and create mail-merge emails, letters, and labels.
- Create interesting art projects using software you already have.

Create Marketing Collateral and Promote Events with PowerPoint

Make your event stand out from the rest! Use your eye for design and promote your next event or campaign with flair on a sensible budget. Using software you already have, you can build attendance with eye-catching designs that include images, verbiage, movies, and sound. Whether it's a personalized email campaign, Web banner, Twitter background, or postcard, you can do it all in PowerPoint.

- Create artwork templates for ads, Web banners, DVD labels, and more.
- Enhance your email campaign with high-impact graphics that build excitement.
- Capture the memories with an eclectic photo gallery and multimedia treasure.

Manage Your Time with Outlook

With so many things going on in your fast-paced, hectic environment, you need a way to keep track of it all. Microsoft Outlook will help. It's like the cockpit of an airplane, and from it, you can do almost anything you need to do. In this session, you will discover new strategies for getting organized and managing your time using this powerful software. You will revolutionize how you manage email, important projects, your business or personal contacts, appointments, and everyday tasks.

- Organize everything around you and find anything you need.
- Turbo-charge Outlook with powerful, little-known tips and tricks.
- Develop a routine for keeping the Inbox clear and email under control.
- Track appointments, contacts, and due dates, and tie them all together.
- Build and maintain a database and improve business communications.

PowerPoint All the Way (1 and 2 Day Classes)

It's easy to get started with PowerPoint if all you want to do is use a built-in theme, type a few bullets, and show up looking like everyone else. But if you want to create a powerful, memorable message and save time doing it, you'll have to dig deeper.

- Design and create templates for your master slide, title slide, and handouts.
- Change bullet shapes, colors, and animation to match your design and messages.
- Create charts and graphs and then animate them.
- Create action buttons and hyperlinks that make navigation a breeze!
- Insert pictures, sound, and movies to create a multimedia powerhouse!

Web 2.0

Do-It-Yourself Search Engine Optimization and Publicity (2 Days)

Turn your organization into a magnet, promote your events, and get the media to write about you without spending one, red cent. Learn how to use free Web technologies that will boost your organic search engine rankings when customers and the media look for what you do. Learn how to shamelessly promote what you know and spread the word about your organization for free. If you want to get found online without knowing the technical intricacies of search engine optimization, these do-it-yourself ideas will get you there.

- Receive international publicity without paying one red cent.
- Boost your organic search engine rankings without learning the intricacies of search engine optimization.
- Use free Web 2.0 tools and offline tactics to build your reputation and revenue.

Social Sessions (Facebook, LinkedIn, Twitter)

Social media is everywhere. It can help you connect with your customers, colleagues, friends, and family. It can also become a time sink if you let it. This session explores smart uses of *Twitter*, *LinkedIn*, and *Facebook* to expand your brand and open communications.

- Develop a social media strategy that will keep you focused on your goals.
- **Facebook:** Take this all the way with a full profile, other applications, connections to Twitter, your blog, presentations, and more. Build a fan page for your business and promote your services to an expanding group of followers.
- **LinkedIn:** Expand your profile with this online resume and start interacting with your network.
- **Twitter:** Learn how to Tweet, Retweet, follow other users, and send links. Also learn what not to do.

WordPress Blogging

With over 72 percent of people finding what they need online, you must get found. A blog gives you the opportunity to promote what you know and become the known expert, describe and build your brand that stands out from the pack, boost your search engine rankings and get found online, and get known throughout the world with less effort and money.

- Choose a theme that fits your brand and install it.
- Add open source plugins that extend the functionality of your blog.
- Add articles (posts), pages, hyperlinks, graphics, and videos.
- Optimize your blog for search engines using popular plugins.

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PEGGY DUNCAN



Peggy Duncan is a personal productivity expert and founder of The Digital Breakthroughs Institute, an Atlanta technology and productivity training center (www.DigitalBreakThroughs.com). She travels internationally speaking to audiences on organization, time management, and technology tips, tricks, and strategies. She's also a consultant and coach and helps her clients develop faster, smarter ways to get things done. She was formally trained at IBM and was recognized by the chairman for streamlining processes that saved the company close to a million dollars a year.

Peggy is an award-winning technology blogger (<http://www.SUITEMinute.com>), a corporate spokesperson for the AT&T Cordless Headset, and author of several books (*Conquer Email Overload with Outlook*, *The Time Management Memory Jogger™*, *Just Show Me Which Button to Click! in PowerPoint 2003*, and *Shameless Self-Promotion: Do-It-Yourself PR*, an ebook). She has appeared on CNN, TODAY, Black Enterprise Business Report, and the US Virgin Islands PBS affiliate. Her expertise has been cited in Fortune Small Business, O-The Oprah Magazine, Real Simple, Essence, Fitness, Self, Black Enterprise, Entrepreneur, the New York Times, Wall Street Journal, and Washington Post.

Peggy received a BBA in marketing and a train the trainer certification from Georgia State University in Atlanta. She received a distinguished service award as a SCORE volunteer and is listed in Who's Who in Black Atlanta.