



An SSZI IACET COMPLIANT CEU COURSE

IMPRESSIONS IN 30 SECONDS - #BUS.220.1.30 - INSTRUCTOR: NYDA BITTMANN-NEVILLE

Name of Course:	IMPRESSIONS IN 30 SECONDS		
Course Number:	BUS.220.1.30: Session 2		
Instructor(s):	NYDA BITTMANN-NEVILLE, CEO, TNB Consulting Group, Inc.		
Hours/CEU Credit :	.3 (3 One-Hour Classes)		
Course Start Date:	Tuesday, January 19, 2010		
Course End Date:	Tuesday, February 2, 2010		
Pre-Requisite Course For:	1. Discover Your Strengths and the Style of Your Communications, Part I (It is required that you take the course Discover Your Strengths and the Style of Your Communications, Part I prior to taking this course.)		
Class Size:	Minimum: 8	Maximum: 12	
Course Registration Cut Off Date:	Course Cancellation Date: If a minimum of 8 students have not registered by 5:30 pm ET, Wed., Jan. 6, 2010 or the course will be cancelled.		
REQUIRED TEXT:	SSZI Courseware: Impressions in 30 Seconds		

Specific Course Dates – Please Mark Your Calendar

All Students

Classes	Month	Day of The Week	Class Dates	Class Begin and End Times (Select Your Time Zone Below)
Class # 1	Jan.	Tues.	1-19-10	5:30 to 6:30 pm Atlantic 4:30 to 5:30 pm Eastern
Class # 2	Jan.	Tues.	1-26-10	3:30 to 4:30 pm Central 2:30 to 3:30 pm Mountain
Class # 3	Feb.	Tues.	2-2-10	1:30 to 2:30 pm Pacific

A. Course Description

This interactive, fun and challenging course will explore the benefits and consequences of our impressions made on others. You will study “impression management”, design a 30 second commercial, assess your presentation style, and create your color palette or communications.

B. Course Purpose:

The purpose of this course is to assist SS and SSZ instructors to enhance the impressions made on others in the first 30 seconds to create interest, challenge and excitement.

C. Learning Objectives – The student will learn:

1. To create a 30 second commercial and how to deliver it effectively and efficiently
2. To gain an understanding of impression management and how to serve as manager
3. To understand their presentation style and how colors enhance it.

D. Expected Outcomes – at course completion, the student will:

1. Learners will create a 30 second commercial and deliver it effectively
2. Learners will become the manager of their impressions made to others in any venue
3. Learners will understand their presentation style and which colors they can use to enhance it
4. Learners will gain an understanding of the importance of their impression made on others in the first thirty seconds.



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E. Topics

1. The impact made in the first 30 seconds of an interaction
2. Impression Management and creating ICE (Interest, Challenge and Excitement)
3. The 30 Second Commercial
4. Presentation styles and color palettes

Key Learning Point(s)

1. Learn what is evaluated in the first 30 seconds of an interaction
2. Explore the benefits and consequences of the impressions made on others
3. Define and explore Impression Management
4. Learn how to create ICE
5. Understand why it is important to create a 30 second commercial and what are the four components of the commercial
6. Identify one's own presentation style and how to use colors to enhance your style

F. Class Structure:

Three 1-hour Teleconference Classes:

- Class # 1: 60% Class Leader Presentation – 40% of Student Discussion
- Class # 2: 50% Class Leader Presentation – 50% of Student Discussion
- Class #3: 40% Class Leader Presentation – 60% of Student Discussion

G. COURSE TELECONFERENCE CLASS HOURS (Important Class Preparation Notice)*

Total Hours Teleconference Class (Distance Learning): 3	Before Class 1: Reading/Preparation Appx. 30-45 min.	Total Class Hours: 3 + Assignments: Appx. 90 min.	Total Evaluation Time: Appx. 15 min.
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Important Note: Preparation prior to class required for successful class participation	Prior to Class:		Assignment(s) before Class One:	
	1. After your registration, Registrar will email to you the following: <ul style="list-style-type: none"> ▫ Pre Class Assignment (Self Assessment) ▫ Assigned Study Buddy/Assignment 		Fax (24/7, no cover sheet required) Fax Number: (866) 687-7585 <input type="checkbox"/> Fax Completed Pre-assignment to registrar by 5:00 pm EDT on Friday, 1-15-10	

H. For this class you will need the Following:

Hardware Requirements: Computer Email Telephone

Software Application Requirements: Everything Below Applies – You Must Have The Following

- I HAVE Acrobat Reader for My PDF (may be needed to access documents from recommended resource websites)
- I **DO NOT** have Acrobat Reader so I will download the latest version **free of charge** by visiting the official Adobe weblink <http://www.adobe.com/products/acrobat/readstep2.html>
- GoToMeeting is provided **free of charge** in conjunction with your class orientation appointment

Hardware Requirements: Conference Bridge Telephone - Land-based (best) Computer with system requirements below

System Requirements:

- Required: Internet Explorer 5+ or Netscape 6+
- Required: Cable modem, ISDN, DSL or better Internet connection.
- Recommended: Java Virtual Machine enabled
- Recommended: Minimum of Pentium 300 with 64 MB of RAM

Teleconference Course Number: TBA (Sent to you with your courseware)



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I. COURSE FEE – Does Not Include Course Materials
<input type="checkbox"/> Course Registration Fee: \$90 per student
Required Course Materials
<input type="checkbox"/> Courseware: \$20 (May be sent by mail or electronically)
<input type="checkbox"/> International Courseware and Handling: Email Registrar at registrar@superslowzone.com to confirm cost at the time of enrollment.
COURSEWARE TOTAL: \$110

J. CEU Course Policies and Procedures

1. What if I need to cancel taking this course?	If you are unable to take a CEU Course that you have registered and paid for, then you must cancel 2 weeks (14 calendar days) before the first class or forfeit the entire class fee.
2. How to cancel taking this course – What to do:	1. Email: registrar@superslowzone.com 2. The following information must be included: Your Name, Your Telephone Number, Your e-mail Address, Date Course Begins, Name of Course, Course Instructor.
3. Confirmation of your Course Cancellation	You will receive a confirmation by email or regular mail that your cancellation has been received, and you will be asked to acknowledge that you have received this notice. ▪ If sent by email, we will use the email address that we have on file for you when you registered unless otherwise indicated.
4. Administrative Fee (for your course registration, un-registration, class logistics, coordination with instructor, etc):	There is a non-refundable \$35 administrative fee for each course that is cancelled regardless of when the cancellation is made.
5. Rescheduling Fee (rescheduling from one to another, logistics, coordination with instructor, etc.)	If you reschedule a substitute course at the time you cancel your course, you will pay only the rescheduling fee (\$25) and <u>not</u> incur the Administrative Fee above.
6. Refund Policy: This course is refundable – See Refund Terms	Refund Terms: If a refunded course fee is applicable, you will receive your refund within 30 calendar days of your cancellation notice. Not all courses are refundable.

K. CEU Course Evaluation REQUIRED

In compliance with IACET guidelines, prior to issuing your Continuing Education Units (CEUs), the SuperSlow Zone Institute (SSZI) is required to receive your completed assessment of the course you registered for and participated in. Your evaluation will be placed in your student file and a copy will be sent to Dr. Scott Preissler, Compliance Officer. Additionally your assessment will be used to give each instructor feedback on how registrants perceive him/her in teaching excellence. The confidential results of all evaluations will be tabulated and made available to faculty, through Continuing Education and Compliance (CECI) division of SSZI to help monitor the quality and outcomes of this instructional experience.



CEU COURSE DESCRIPTION & ENROLLMENT

SuperSlow Zone Institute



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ENROLLMENT FORM

Send Pages 4 & 5 Only for Enrollment Purposes

Fax To: (866) 687-7585 (No Cover Sheet Required-Fax Available 24 Hours a Day)


If you prefer to e-mail your enrollment print, complete and scan it or create a PDF and e-mail to: registrar@superslowzone.com

A. Your Name: Please print legibly ** ** REQUIRED	
B. Today's Date ** REQUIRED	
C. Phone # where we can easily reach you about this course ** REQUIRED	
D. Your Email Address ** REQUIRED	
E. Name of Course	IMPRESSIONS IN 30 SECONDS
F. Course Number	BUS.220.1.30: Session 2
G. Instructor(s)	Nyda Bittmann-Neville, CEO, TNB Consulting Group, Inc.
H. CEU Credits	.3 (3 One-Hour Classes)
I. Course Start/End Date	Start: Tues., January 19, 2010 End: Tues., February 2, 2010
J. Class Size Requirements	▪ Minimum: 8 Students ▪ Maximum 12 Students (If a minimum of 8 students have not registered by 5:30 pm ET Wed., Jan 6, 2010 or the course will be cancelled.)
K. Pre-Requisite Course:	Important: Check below <input type="checkbox"/> I have already taken the pre-requisite course Discover Your Strengths & Style of Your Communications, Part I
L. Tele-class Schedule	<input type="checkbox"/> I have reviewed and recorded my teleconference dates into my schedule.
M. Tele-class Conference Bridge and Pin #	TBA Conference Bridge and PIN number will be included with course material
Go To Meeting – Please Check:	<input type="checkbox"/> I need to make arrangements to do a “test drive” of the Go To Meeting <input type="checkbox"/> I have already done a Go To Meeting and do not need a “test drive”
N. COURSE FEE & MATERIALS	
1. Course Fee	<input type="checkbox"/> Registration Fee USD \$90 per student
2. Required Courseware Cost:	<input type="checkbox"/> Courseware: \$20 USD (May be sent by mail or electronically)
3. Total Cost For Registration + Courseware	<input type="checkbox"/> Registration + Courseware \$110 USD ▪ Includes: U.S. postage
4. International Cost For Registration + Courseware	<input type="checkbox"/> Registration + Courseware - International \$110.00 USD Exclusive of International Shipping*. (International Registration Courseware and Handling: Email Registrar at registrar@superslowzone.com to confirm cost at the time of enrollment.)
5. ENTER TOTAL:	\$
6. If You Pay By Check: <input type="checkbox"/> Check Here	Make your check PAYABLE to: SuperSlow Zone, LLC
Please Note That This Process Takes Longer Thus Delaying Enrollment Confirmation	Please mail your check to: SuperSlow Zone, LLC 1326 Palmetto Avenue, Winter Park, FL 32789



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7. If You Pay By Credit Card (AmX, Discover, Visa, MasterCard)	List your credit card number below:		
8. Expiration Date			
9. Security Code			
10. Name as it appears on the credit card			
11. Billing Address (where your credit card statement is sent) <i>Please print legibly!</i>	Street:		
	City:	State:	Zip:
12. If Courseware is to be mailed to an address other than the one provided above, please indicate:	Street:		
	City:	State:	Zip:
15. Your Signature – <u>Required</u> <i>My signature also acknowledges that I will be prepared for the course by completing my course pre-assignments and evaluation as indicated. Failure to do so will result in forfeiture of class with no refund.</i>	<input type="checkbox"/> Yes! Enroll me:  _____ <p style="text-align: right;">Your Signature Required Above</p>		

Enrollment Form Return Instruction Options:

- Fax To: (866) 687-7585 (24/7) – No cover sheet required
- If you prefer to e-mail your enrollment print, complete and scan it or create a PDF and e-mail to: registrar@superslowzone.com