

## 2010 World at Work Certification Courses in Cincinnati

***GCCBA is excited to announce the World at Work courses offered in Cincinnati during 2010.***

- Each is a two day course. Exams are no longer held on the third day, but are scheduled by the individual at a local testing center.
- Julie Elliott, Vice President of Compensation and Benefits for Scripps Networks Interactive will be our instructor for the T3 Course
- ***Receive a discount with your new or renewed membership.*** The timing is right to join GCCBA and benefit from the discount on courses. It just makes sense to join GCCBA and receive a discount of \$110 dollars off of the World at Work price for each course.

### April 19 and 20, 2010

#### ***Quantitative Methods Certification Course: T3 Understand HR Statistics***

This basic-level course focuses on general quantitative concepts, basic statistical tools, the mathematics of total compensation design and administration, mathematical modeling, and regression analysis.

- Learn basic quantitative concepts and the four levels of measurement
- Understand how to define and compare percents, market index and compa-ratios
- Study the time value of money—including compound interest and the compound salary growth rate
- Find out how to collect, analyze and accurately display statistical data
- Learn how to determine central tendency and measures of central location
- Discuss measures of variability
- Gain an understanding of modeling and regression analysis

#### **Who Should Attend**

This course is intended for those individuals who are relatively new to the field as well as experienced practitioners who seek a basic treatment for applying statistics in total compensation management. It is assumed that they have had no formal exposure to statistics, but have taken a basic algebra course.

### October 18 and 19, 2010

#### ***Strategic Communication in Total Rewards Certification Course: T4 Make Sure Employees 'Get It'***

This course provides an introduction to strategic communication, focusing on total rewards communication.

- Learn the rationale for strategically planning a communication campaign.
- Obtain an understanding of the eight steps of the communication process.
- Identify the appropriate communication channel to deliver the message.
- Review specific total rewards communications considerations and special situations.
- Find out how to effectively and efficiently manage your communication campaign.

#### **Who Should Attend**

This course is designed for those experienced in the employee compensation and benefits fields or for those who would like to broaden their total rewards perspective. This course is strategic in nature and is designed for participants who need to focus primarily on the design and direction of communication.

**Registration:** Through World at Work, please visit [www.worldatwork.org](http://www.worldatwork.org)

**GCCBA Contact:** [laura.pearson@cchmc.org](mailto:laura.pearson@cchmc.org)

#### **Course Pricing:**

GCCBA Member Price \$1015\*

World at Work Member Price \$1125

Non-Member Price \$1665

*\*Join GCCBA now to take advantage of the Certification Course discount plus relevant compensation and benefit programs at [www.gccba.com](http://www.gccba.com).*

#### **Course and Hotel Location:**

Marriott Kingsgate Conference Hotel

University of Cincinnati Campus

151 Goodman Dr, Cincinnati, OH 45219

Phone: (513) 487-3858

*Mention World at Work for the discounted rate*