

## Classes Now Open for Enrollment:



### Cultivate Your Leadership

**Zain Ali**  
UNT Cohort Faculty

Attain leadership skills specifically tailored for the residential contracting industry.

#### Learning Objectives:

- Understand what it means to be a leader and review the responsibilities that leadership demands
- Explore the values that define you as a leader
- Recognize how adherence to your values will allow you to be fulfilled in life
- Define your own mission, vision and annual goals that define success for you
- Build better relationships by understanding personality styles
- Understand the principles of negotiations to develop win-win situations



### Advertising & Media Strategy

**Vivian Unger**  
UNT Advertising Faculty

Learn the fundamentals and set the foundation for advertising for a residential contracting company.

#### Learning Objectives:

- Understand media and marketing terms and concepts
- Demonstrate utility of various media strategies & tactics including traditional media, digital media and alternative media channels
- Interpret ethical standards in advertising
- Learn media math (ratings, shares, CPP, net/gross rates and projections)
- Demonstrate media cost efficiencies



## REGISTER NOW:

<https://pdi.org/service-nation/>  
Deadline to Register is September 12, 2019

## Classes Coming Soon:

### MARKETING & SALES

Consultative Selling | Zain Ali, UNT Cohort Faculty  
Social Media Strategy | Stephanie Knight, UNT Advertising Faculty  
Negotiating to Yes | Zain Ali, UNT Cohort Faculty

### LEADERSHIP

Interpersonal Communications | Joseph McGlynn, UNT Communications Faculty  
Strategy and Valuation | Jonathon Fite, UNT Ops Mgmt Faculty  
Theories of Persuasion | Joseph McGlynn, UNT Communications Faculty

Contact [Bob.Viering@ServiceRoundtable.com](mailto:Bob.Viering@ServiceRoundtable.com) to pre-enroll for spring 2020.



## Certified College Classes for Contractors

Introducing the first and only accredited degree/certification program specifically tailored to the residential contracting industry. Take advantage of this unique program to recruit new co-workers, train your current staff, create more effective career paths, or enhance your own skills with a level of education that's not available anywhere else.

SERVICE NATION INC.

# School of Business



POWERED BY:



Register for classes at  
<https://pdi.org/service-nation/>



# SERVICE NATION INC. School of Business

## Portfolio

Service Nation and the Professional Development Institute at the University of North Texas have partnered to develop a service trades certification portfolio to help business owners recruit, retain and grow leaders on their team. Young people will no longer have to choose between pursuing a degree or entering the service trades, while experienced workers who've completed some college coursework will join your team knowing they can finish their degree on the job. Current co-workers can earn a Certification in a particular discipline, or take just the classes they need to move ahead in your company.

This portfolio includes certifications in Leadership, Sales and Marketing, Human Resources, Finance, and Operations. Certifications are earned upon completing all the classes in each domain. Each class is tailored to the unique requirements of service contractors. Participants who successfully complete a Certification will receive official recognition from the Professional Development Institute at the University of North Texas (UNT). The American Council on Education® has evaluated and recommended for college credit PDI's Service Nation courses which are fully-transferable toward a degree at UNT (or other colleges and universities).



## UNT's Bachelor of Applied Arts and Science degree with a focus on Service Operations

This degree plan is designed to meet you and your employees where you are. Bring your "shoe box" full of transcripts, military or technical school training, and work experience and we will design an accelerated pathway toward a degree. The new Service Nation School of Business will help you and your team reach your goal of a degree.

The American Council on Education's College Credit Recommendation Service (ACE Credit®) has evaluated PDI's courses. For more information, visit the ACE Credit website at [www.acenet.edu/credit](http://www.acenet.edu/credit)

### COST

The cost of each class is \$2250, which can be paid by the company, student, or some combination, and is eligible for Service Nation rebates upon completion. The total investment for each certification starts at \$9,000.

### REGISTRATION

Registration is open now for our fall classes which begin in September. Our Fall 2019 offerings include the *Cultivate Your Leadership* class within the Leadership domain and the *Advertising and Media Strategy* class in the in Marketing and Sales domain.

### TIME COMMITMENT

Each class meets 1 weekend a month (Friday afternoon + Saturday) for four months, enabling you and your team to take courses and pursue certifications while still driving results for the business. Students can participate in the classroom at the UNT campus, or virtually from a webcam enabled computer at their home or work. The session will be "live", but available to all Service Nation members around the country if they do not want to travel to the Denton, TX area.

### QUALIFICATIONS

This program is open to any team member of a Service Nation Alliance company in good standing. You do not need any other trade qualifications or previous college credit.

