

**Hartsfield-Jackson Atlanta International Airport
Behind the Scenes Webinars**

Title	Description	Date
Business Assessment	Attendees will be introduced to a business assessment tool that will help assess and diagnose the health of their business, gain clarity of pain points and identify opportunities and strategies to grow.	08/18/22
Business Operations Management	Concepts on four essential areas of operations management (process analysis and management, service operations, quality assurance and inventory management) will be discussed.	10/20/22
Change Readiness	Methods on how to prepare an organization to adapt to changes a project or initiative may bring will be presented. Roles on how to lead and manage change will be described, and ways to identify change impacts and manage change resistors will also be shared.	12/08/22
Managing Costs in a Small Business Environment	Topics on what cost control is, how it differs from cost management and what measures can be taken to better control cost and increase profits will be discussed. Attendees will also have the opportunity to complete exercises on to how to plan, estimate and budget for resources.	01/19/23
Managing Customer Expectations	Strategies for exceeding customer expectations and ways to earn and hold customer trust will be explored. Examples of how to implement simple, cost-effective solutions to help manage customer expectations effectively will be shared.	04/20/23
Managing Your Sales Pipeline	Techniques on sales pipeline development, capture management, cultivating opportunities, forecasting outcomes, and closing sales will be presented to the audience.	06/15/23