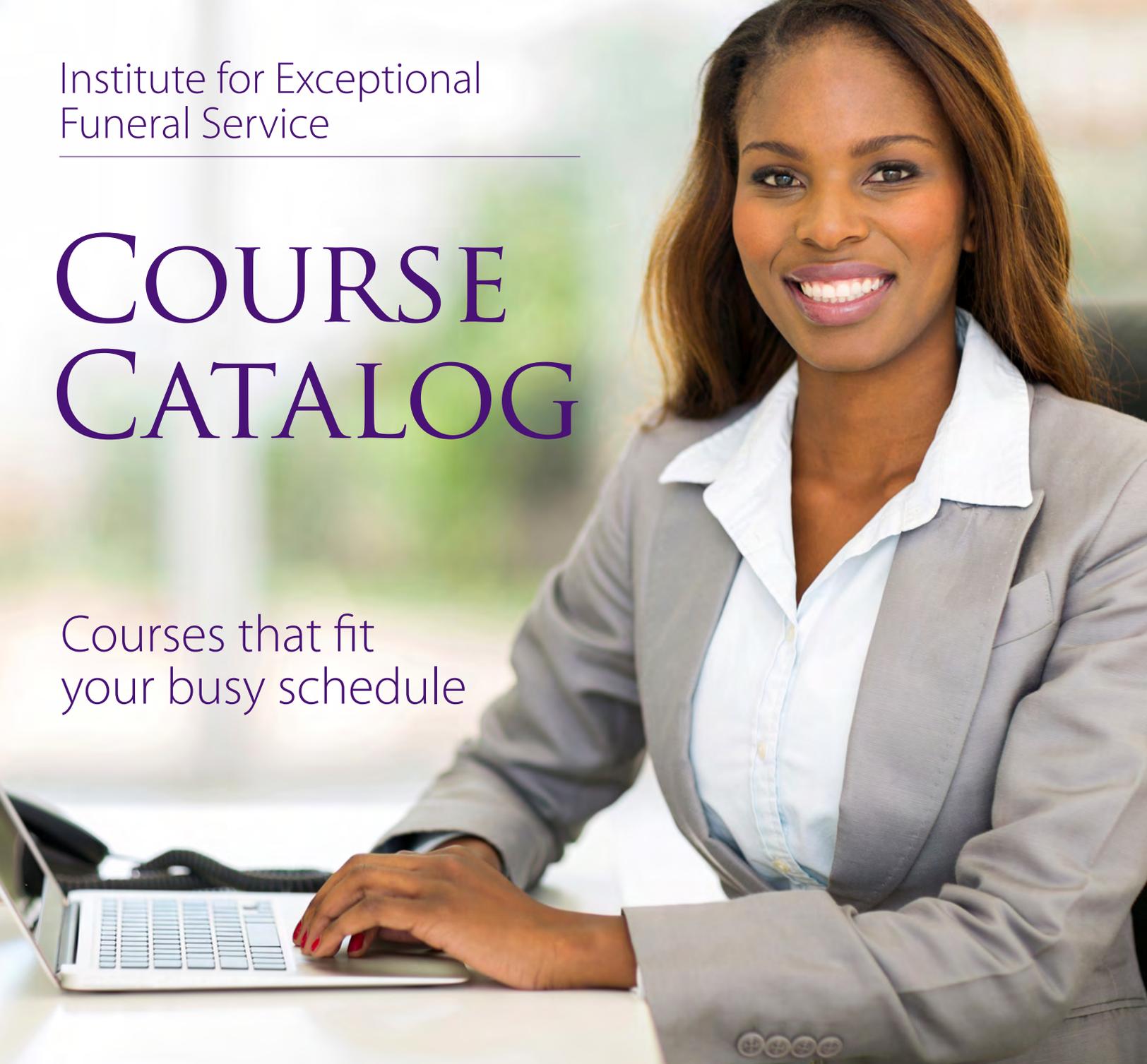


Institute for Exceptional
Funeral Service

COURSE CATALOG

Courses that fit
your busy schedule



The gold standard in Funeral Home professional development



Where Education Meets Excellence

Courses starting June 2021

FUNERAL-INSTITUTE.ORG

Institute for Exceptional Funeral Service • Courses Starting June 2021



NEW!



TIM BRIDGERS

Financing Fundamentals: Business Growth and Acquisition

With the future of your business in the balance, start preparing now to reach your goals. Whether you want to improve your business finances or grow your business through acquisition, there are essential steps you need to take now to position your business for success.

Develop your understanding of financial metrics. Know the important financial terms so you can measure the financial health of your business. You will walk away with the tools to understand positive changes that can prepare you for growth opportunities.

Tim Bridgers is the Senior VP of the Funeral Home and Cemetery Lending team at Live Oak Bank. As a former business owner, he understands the challenges of owning your own business. Through his specialty, Tim offers comprehensive support to Funeral Home owners for all stages of business development.

June 1 - July 2 • \$345/\$245*



NEW!



KEVIN MCKAY

Understanding Post-Cremation Metal Recycling

How do you recover metals post cremation? Uncover the essential steps in the recycling process. Know the equipment you need. Unrecovered metals will leach into the earth creating unintended pollution. You can be the leader in handling metals. It's important to you and your community. Through this course you will be able to immediately start and improve your metal recycling process.

Kevin McKay has over 20 years in precious metal recycling. He is internationally known as an author, speaker, and consultant. He started his career in the dental care profession and now specializes in the death care profession.

June 1 - July 2 • \$345/\$245*

*member price



NEW!



JOSH McQUEEN

Understanding the New Funeral Consumer

Are you keeping up? Your consumers are changing quickly. As you know not every family wants the same thing. Gain a fresh perspective on how to best serve and support your families. As a result, you will provide more personalized and meaningful services.

The largest study of a funeral consumer behavior revealed six types of customers. Knowing your consumer helps you adjust your conversations so they will fully understand the value of a funeral. You can then provide the best benefit based on their needs and preferences.

Josh McQueen is the VP for Product at Passare. He has vast experience in supporting Funeral Home services. Currently he oversees the development of new services that help the funeral profession be prepared for change.

June 1 - July 2 • \$245/\$145*



BEA PEDERSEN

Preparing For A Job Interview

Preparing for a job interview requires planning, preparation, research, practice and follow-through. It takes strategy, organization and a lot of determination.

Whether you are preparing for your first job interview as a funeral service professional or the start of a job search for your next position as a seasoned practitioner, you need to put together a plan of action. You will identify the type of position you are seeking, the type of environment in which you want to work, and prospective employers. Know how to connect with prospects and interview for that much-sought-after position.

Bea Pedersen is the Executive Director of the Selected Educational Trust with over 25 years of leadership experience. She has overseen staffs of 3-40. Bea brings to the table a wealth of experience and expertise in development and staffing.

July 6 - August 6 • No Charge



FUNERAL-INSTITUTE.ORG

The Service Excellence Series

Experience the gold medal standard of professional development. Our four courses are key building blocks for the funeral service professional. Each course is offered twice a year and comes with its own printed manual. Upon completion of all four courses, you will receive a special certification. Our courses are

- Being a Successful Professional
- Gaining Respect and Building Trust
- Making The Best Impression
- Guiding Families Towards Meaning and Healing

Course Format

These premier, online courses are offered over a period of 30 days. However, you can complete the entire course at your own pace—in as little as one sitting or by following the weekly activities. Flexible, convenient, and easy-to-use, these courses are for the busy practitioner. Upon completion you will receive a certificate and applicable CE credits.

For more information, contact us at Institute@SelectedTrust.org or 1-888-708-7878.

Registration

Registration includes online materials, downloadable notes, instructor-led videos, expert best practices guidelines, and an interactive forum for ideas exchange.

Registration is easy. Visit Funeral-Institute.org. In minutes, your place will be reserved. A confirmation email will provide further information and details. Registration ends May 31, and seating is limited.

*Members of Selected Independent Funeral Homes receive a \$100 discount on the regular price. Contact Leslie@SelectedTrust.org for your special code before registering. Non-members pay the regular price which is listed first.



Being a Successful Professional Service Excellence Series

LEILI
McMURROUGH

This is your opportunity. Your opportunity to build on the biggest factor in your success – professionalism. It's a blending and integration of skills that goes beyond a checklist of requirements. The great professionals are constantly driven to perform high quality work. Learn the important components of being a professional so you can represent yourself and your Funeral Home in the most positive enduring way. Take this opportunity to sharpen your skills.

Leili McMURROUGH is Program Director of Worsham College of Mortuary Science. She is known for her insights in best practices and professionalism.

June 1 - July 2 • \$345/\$245*



NEW!



RACHEL WARTES

Gaining Respect and Building Trust Service Excellence Series

Learn the key components of gaining respect and building trust. Build a strong sense of awareness of how you are perceived by your coworkers. Be more effective with the families you serve. As a result, you will be a more confident and effective professional. You will feel empowered to work from your heart and contribute to your company's shared vision and mission.

It starts with you. There's a difference between being liked and being respected. Ideally we want to be both. Unfortunately, in the fast paced world of funeral service it is easy for values like this to go by the wayside when they aren't intentionally prioritized. Being seen as someone who is worthy of trust and respect is important to building successful relationships within your community.

Rachel Wartes is an experienced funeral service director. Her background was in sociology and psychology before she entered her current profession. She is known as a team leader and someone who works closely with her team to exceed their goals.

June 1 - July 2 • \$345/\$245*

*member price



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Institute for Exceptional Funeral Service

NEW COURSES!

- **Understanding the New Funeral Consumer**
- **Financing Fundamentals: Business Growth and Acquisitions**
- **Understanding Post-Cremation Metal Recycling**
- **Gaining Respect and Building Trust**

“If you want to build to your base of knowledge to become a better service professional, this is a great place to get started.”

—JORDAN SEITZ, WASHBURN-MCREAVY FUNERAL CHAPEL INC.

“In the workplace there are many obstacles that you can face day to day, but after taking this course I now know how to handle things in a professional manner when those obstacles arises. Thank you for providing the course Being a Successful Professional.”

—WHITLEY COTTON, PARADISE MEMORIAL FUNERAL HOME

Courses starting June 2021

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