



# Workforce Training Fund Program

EXPRESS PROGRAM

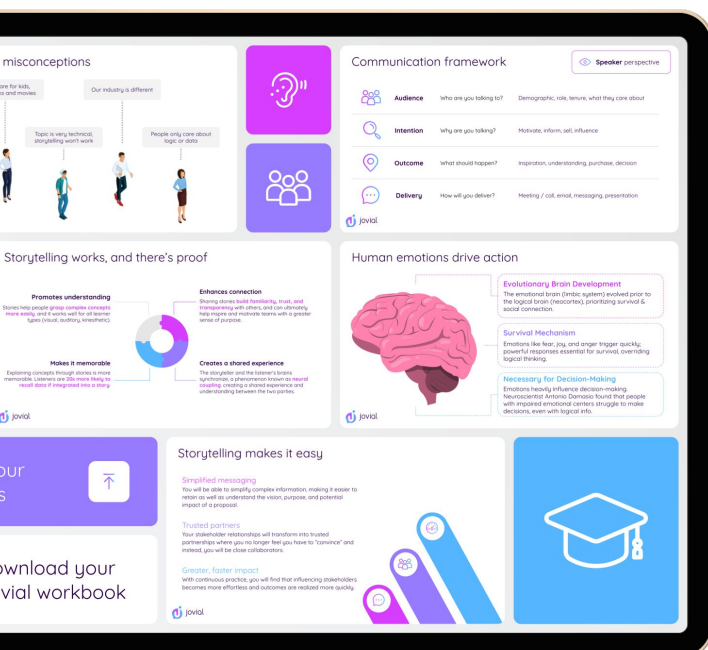


## Workforce Training Fund Program EXPRESS PROGRAM

# Jovial course catalog & guide

Jovial is pleased to be an approved [Massachusetts Workforce Express Program](#) training provider! The Express Program provides employers fast, simple access to grant-funded training, helping businesses in Massachusetts respond to emerging needs.

This guide will share detailed information on our available workshops through this program, as well as step-by-step directions on eligibility, how to apply, and the reimbursement process.



## Table of contents

- 1 [About Jovial](#)
- 2 [Overview & eligibility](#)
- 3 [Apply for grant funding](#)
- 4 [Jovial course catalog](#)



## About Jovial

### Our mission

We built Jovial because we want to develop empowered, connected, and jovial workplaces that drive the world's innovation.



#### Establish **Clarity**

We help organizations **define clear expectations and processes** for effective team collaboration



#### Promote **Consistency**

We **provide custom workshops** designed to align employee skills, expectations, and processes so teams operate seamlessly and efficiently.



#### Develop **Connection**

We **design unique team-building experiences and offer personalized coaching** to build trust and strengthen workplace relationships.

## About the team



**Sandra Ma**  
Co-founder & CEO

#### experience

Barclays Capital, Viacom Media Networks, Google, Cogito, Perch, Oculous, and Her Workplace mentor

#### roles

leading teams across product, operations, finance, data analytics

#### superpower

master problem solver - Sandra can just figure it out no matter the challenge or subject matter and quickly identify steps to get to a solution

#### bonus expertise

leading & scaling teams, building processes of all kinds, teaching teams to define strategy and goals (quarterly OKR planning & beyond)



**Richard Harrell, Jr.**  
Co-founder

#### experience

Sprint, AT&T, Samsung, HT2 Labs, Decibel, Medallia, Akeneo

#### roles

education (training, creating learning programs), instructional & graphic designer

#### superpower

creative storyteller - through a combination of words and pictures, Rick is able to create stories for absolutely any topic and bring them to life

#### bonus expertise

building learning programs from scratch (including content, design, selecting learning management platforms), digital analytics



## Overview & eligibility

The [Express Program](#) provides employers fast, simple access to grant-funded training, helping businesses in Massachusetts respond to emerging needs.



Simply put, if you are an [eligible Massachusetts employer](#), you can get your Jovial workshops paid for through this program!

### Eligibility criteria

- **Businesses with 100 or fewer Massachusetts employees** may receive reimbursement for an approved course of up to \$300 per instructional hour, with a maximum of \$3,000 per person per course. Any training costs exceeding these limits are the responsibility of the grant recipient.
- The Express Program will adjust award amounts based on businesses' Massachusetts employee counts at the time of application as follows:
  - **Up to 100% reimbursement** for organizations with **up to 50 Massachusetts employees** at the time of application.
  - **Up to 50% reimbursement** for orgs with **51 to 100 Massachusetts employees** at the time of application (\*Note: an exception will be made for Express awards made for English for Speakers of Other Languages, or ESOL, courses.)
  - For grant recipients with **more than 100 Massachusetts employees**, please visit the [General Program](#) for your training needs

# How to apply for grant funding

1. **Select your desired Jovial workshop** from the Express Program course directory. The links below direct to the course description within this document. Each course page will link to the grant application page.

**C-12575** Storytelling for influencing stakeholders

**C-12578** Build thoughtfully designed slides

**C-12579** Facilitating effective meetings

**C-12581** Building relationships & trust

**C-12582** Business communication essentials for the next generation

**C-12573** Using data to tell a story

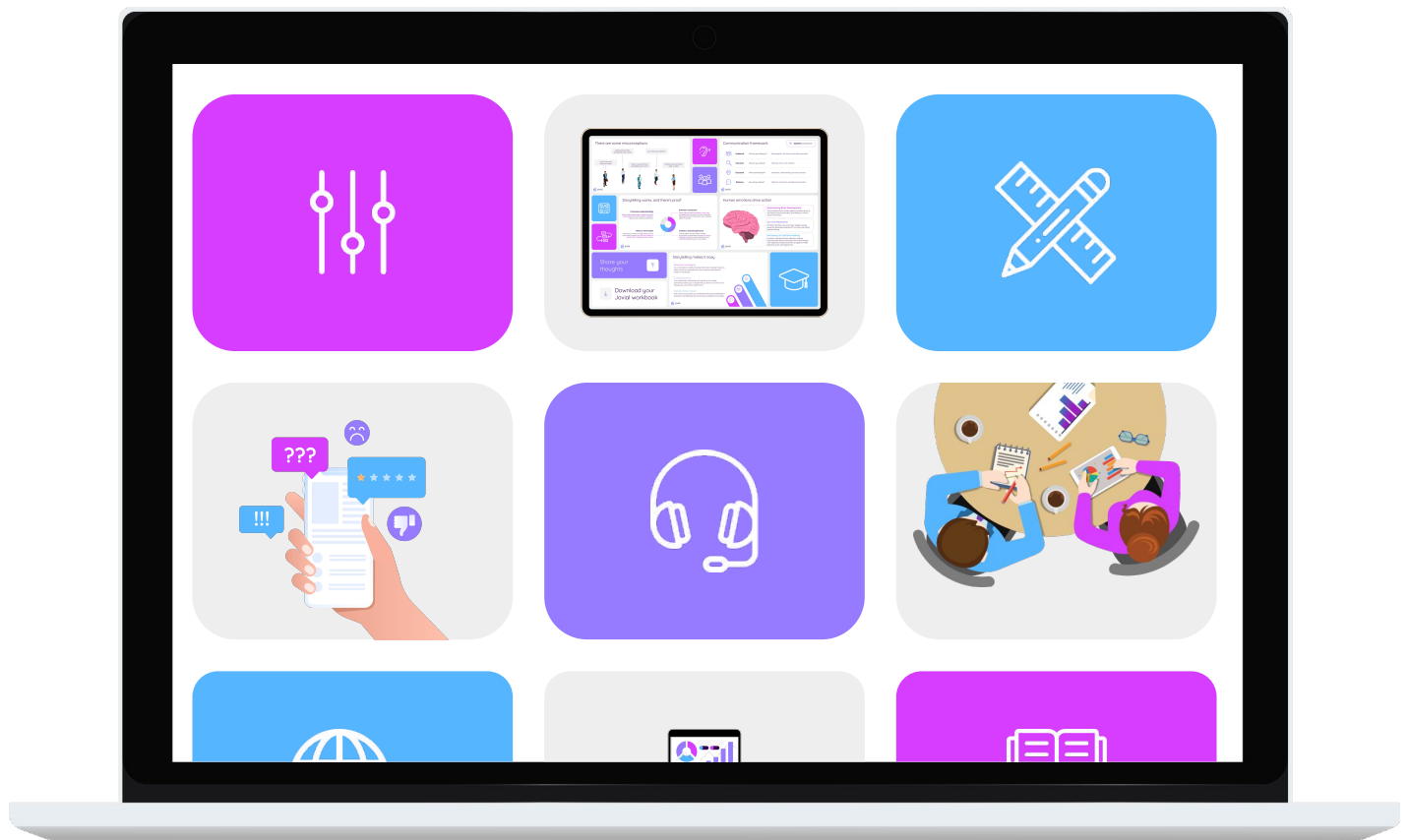
**C-12580** Crafting Objectives & Key Results (OKRs)

2. Get your **Certificate of Good Standing** if you don't have one already (proof you've paid your taxes). You'll need this in order to apply for the grant. Directions for how to request a copy of your Certificate of Good Standing can be found [here](#).
3. **Schedule your workshop(s) with us!** Reach out via our [contact us page](#) or email us directly at [sandra@jovial.today](mailto:sandra@jovial.today).
4. **Apply for funding at least 21 days prior to the date of the workshop.** It only takes about 15 minutes to complete! You can apply for up to 10 courses at once within a single application (as long as within the \$15K annual organization limit). Information you'll need for the application:

- ✓ Your organization's Legal Name (and d.b.a. if applicable)
- ✓ Your organization's Federal Employer Identification Number (FEIN)
- ✓ A signed copy of your business's Form W-9 verifying your full legal business name and FEIN
- ✓ A Certificate of Good Standing from the Massachusetts Department of Revenue (issued within the last six months)
- ✓ Course ID from the Express Directory for all courses (the ID starts with a "C-" followed by 4 or 5 numerical digits)
- ✓ Current number of Massachusetts employees in your organization (full-time & part-time)
- ✓ Contact info of an individual in your organization authorized to sign a contract to accept a grant
- ✓ Training start date for all courses (the earliest training start date must start on or after the indicated contract start date in the application, and training should start within 6 months of the contract start date).

5. **Accept your award.** If your application is approved, you will receive a contract sent via docusign for your review and e-signature before your approved training start date.
6. **Begin training** as early as the start date!
7. After the training, **submit the reimbursement form.** Share proof of payment and roster of attendees. See more information about the [reimbursement process here](#). The reimbursement form (Page 2 of reimbursement document) should be filled in completely, including information at the top.
  - ✓ **List of trainees**
  - ✓ **Training Provider Invoice** that has the name of the course you took as shown on your Express Service Agreement, the training provider name, and the name of the business being billed.
  - ✓ **Proof of Payment:** Acceptable proofs of payment include: copy of bank statement, copy of cancelled check, copy of credit card statement/credit card activity (screenshots accepted), or copy of QuickBooks statement, or another accounting software showing the transaction and payment made.

# Course catalog





C-12575



# Storytelling for influencing stakeholders

2 hours

Max 20 participants

Cost: \$4K

## Learning objective

Participants are able to craft and deliver compelling narratives that effectively communicate their ideas, engage their audience, and drive business outcomes. We will teach participants about the components of a story, how to use storytelling in daily operations, and practice with real-life scenarios.

## Topics

- ✓ The importance of storytelling and its role in influence
- ✓ The structure of an effective story: setup, conflict, resolution
- ✓ Common plot lines for business-related stories
- ✓ Crafting the right story for the right audience and situation
- ✓ Techniques for building connection and trust with stakeholders

## Why take this course?

Stories have the power to cut through complexity, create emotional connections, and inspire action. Whether you're pitching a new idea, driving organizational change, or collaborating across teams, storytelling is a critical skill for influencing and achieving alignment.

## Audience

This course is designed for professionals who need to influence, align, or inspire others, including:

- ✓ Managers and leaders aiming to drive change within their teams or organizations
- ✓ Business strategists and consultants advocating for new initiatives
- ✓ Startup founders and executives looking to pitch their product
- ✓ Operations, product, or marketing teams presenting ideas to cross-functional stakeholders
- ✓ Anyone looking to improve their ability to engage and persuade audiences effectively





C-12578



# Build thoughtfully designed slides

3 hours

Max 20 participants

Cost: \$6K

## Learning objective

Enhance clarity, engagement, and professionalism, ensuring consistent design across all slide presentations. Enhance participants' ability to apply foundational design techniques to create clear, impactful slides that effectively communicate with stakeholders. Students should bring their laptop and use the presentation software of their choice for hands-on exercises.

## Topics

- ✓ Slide Design Principles: Hierarchy, space, alignment, contrast, and consistency.
- ✓ Layout & Structure: Logical organization, grids, and alignment for clear communication.
- ✓ Typography: Best practices for typeface selection, emphasis, and readability.
- ✓ Color Theory: Using color to guide attention and enhance your story.
- ✓ Animations & Transitions: Using transitions and reveals effectively to enhance flow.
- ✓ Formatting: Creating consistent headers, paragraphs, and assets.

## Why take this course?

Slides are often the primary medium for communicating ideas in professional settings. Poorly designed slides can distract from your message, confuse your audience, or detract from your credibility. This workshop provides practical skills and frameworks to ensure that your slides are clear, engaging, and aligned with your communication goals, helping you make a lasting impact.

## Audience

This course is ideal for anyone who creates presentations and wants to elevate their design skills, including:

- ✓ Professionals responsible for delivering reports, proposals, or strategies.
- ✓ Teams that rely on slides for internal and external communications.
- ✓ Leaders and managers who want to ensure their presentations engage and inform effectively.
- ✓ Individuals looking to improve their visual storytelling and communication skills.





C-12579



# Facilitating effective meetings

2 hours

Max 20 participants

Cost: \$4K

## Learning objective

Participants will gain the skills and strategies to consistently run meetings that are productive, impactful, and well-structured.

## Topics

- ✓ When do you need to have a meeting
- ✓ Crafting an effective agenda & objective
- ✓ When & why to get buy-in before a meeting
- ✓ Managing difficult meeting situations
- ✓ What to do before, during, after a meeting

## Why take this course?

Ineffective meetings are a drain on time, resources, and morale, yet they remain a staple of workplace communication. Running an impactful meeting isn't just about gathering people together—it's about achieving clear outcomes and fostering collaboration. Whether leading team discussions or presenting to stakeholders, participants will leave with strategies to make every meeting count.

## Audience

This course is designed for anyone responsible for leading or participating in meetings, including:

- ✓ Managers and team leads who want to run efficient and impactful meetings.
- ✓ Project managers or coordinators aiming to streamline collaborative efforts.
- ✓ Professionals who frequently engage with cross-functional teams or stakeholders.
- ✓ Anyone looking to improve the quality and outcomes of their workplace meetings.



C-12581



# Building relationships & trust

2 hours

Max 20 participants

Cost: \$4K

## Learning objective

Participants will gain a deep understanding of the core components of trust and how they impact professional relationships.

## Topics

- ✓ The components of trust: knowledge, motivation, and connection.
- ✓ Identifying strengths and areas for growth in each component.
- ✓ Practical strategies to build and sustain trust in professional relationships.
- ✓ Tailoring approaches to different stakeholder needs and communication styles.

## Why take this course?

Trust is the foundation of any successful relationship, particularly in professional settings where collaboration, influence, and decision-making are key. Without trust, teams struggle to align, stakeholders are hesitant to act, and progress slows. This workshop empowers participants to strengthen relationships by developing a clear understanding of trust-building techniques, leading to improved communication, collaboration, and overall effectiveness.

## Audience

This course is designed for professionals who want to enhance their relationships with colleagues, clients, and other stakeholders, including:

- ✓ Managers and team leads seeking to build stronger connections within their teams.
- ✓ Sales and business development professionals aiming to build rapport and trust with clients.
- ✓ Leaders who want to foster a culture of trust and collaboration across their organization.
- ✓ Anyone looking to improve their influence and effectiveness by building stronger professional relationships.



C-12582



# Business communication essentials for the next generation

2 hours

Max 20 participants

Cost: \$4K

## Learning objective

Participants will learn how to communicate professionally and navigate business environments with confidence.

## Topics

- ✓ Fundamentals of Professional Communication: Verbal and non-verbal communication, tone, clarity, and etiquette.
- ✓ Mastering Digital Communication: Best practices for emails, messaging, and virtual meetings.
- ✓ Professional Presentations: Structuring ideas and delivering them confidently.
- ✓ Understanding Workplace Dynamics: Corporate culture, hierarchy, and navigating office politics with professionalism.
- ✓ Building Relationships & Networking: Strategies for connecting with colleagues, mentors, and leadership.
- ✓ Receiving & Giving Feedback: Constructive feedback practices and how to engage in difficult conversations.

## Why take this course?

As younger professionals begin their careers, they are often faced with the challenge of translating their academic knowledge into professional success. Effective business communication and acumen are key to building credibility, gaining influence, and progressing in the workplace. This workshop equips participants with the skills to communicate confidently, make strategic decisions, and engage effectively with colleagues and clients.

## Audience

This course is ideal for early-career professionals or recent graduates who want to:

- ✓ Develop essential business communication skills for success in the workplace.
- ✓ Build relationships and gain confidence when interacting with colleagues and leadership.
- ✓ Understand the unspoken rules of corporate culture and improve their business acumen.
- ✓ Enhance their ability to influence and contribute to key business discussions and decisions.





C-12573



# Using data to tell a story

2 hours

Max 20 participants

Cost: \$4K

## Learning objective

Participants are able to translate their data analysis into an effective visual that supports their overall story and objective. We will share an approach for analyzing data, talk through guidelines for selecting data visuals, and share tactics for telling a story with data in a compelling way.

## Topics

- ✓ Basic data analysis principles
- ✓ Identifying key takeaways from data
- ✓ Telling a compelling story with data
- ✓ Types of data visuals & when to use them

## Why take this course?

In today's data-driven world, it's not enough to analyze data—you need to convey your insights in a way that influences decisions and drives action. Whether you're presenting to stakeholders, proposing a strategy, or communicating with your team, the ability to craft a compelling data-driven narrative is essential.

## Audience

This course is ideal for anyone who works with data and needs to communicate insights effectively, including:

- ✓ Business professionals tasked with presenting data to stakeholders
- ✓ Strategy and operations teams aiming to drive organizational change
- ✓ Analysts and consultants looking to influence decision-making with data
- ✓ Engineers, product managers, or designers who collaborate across teams and need to communicate technical data clearly



C-12580



# Crafting Objectives & Key Results (OKRs)

2 hours

Max 20 participants

Cost: \$4K

## Learning objective

Participants will master the principles and practices of creating effective Objectives and Key Results (OKRs) to align teams, measure progress, and achieve strategic goals.

## Topics

- ✓ The purpose and benefits of OKRs in organizations.
- ✓ Characteristics of effective objectives and key results.
- ✓ Aligning team and individual OKRs with organizational strategy.
- ✓ Avoiding common OKR challenges (e.g., vagueness, misalignment, overloading).
- ✓ Measuring and reviewing progress to ensure accountability and continuous improvement.

## Why take this course?

Setting clear, actionable goals is essential for driving success in any organization, yet many struggle to establish objectives that inspire and key results that guide progress. This workshop demystifies the OKR framework and equips participants with the tools to set meaningful goals, foster alignment across teams, and track measurable outcomes.

## Audience

This course is ideal for professionals at all levels who want to improve goal-setting and alignment, including:

- ✓ Team leaders and managers looking to create clarity and focus for their teams.
- ✓ Executives and department heads responsible for aligning goals across functions.
- ✓ Project managers seeking frameworks for tracking success and outcomes.
- ✓ Professionals aiming to enhance personal and team productivity through better goal-setting practices.



We look forward to collaborating with  
you to build your jovial workplace!

Have a question? Let's chat!

