

PERFORMANCE UNIT PROGRAM GOALS AND PEER GROUP

As the following chart illustrates, performance is measured by Entergy's Total Shareholder Return (TSR) relative to the other companies that comprise the Philadelphia Utilities Index over the three-year performance period. Minimum, Target and Maximum performance levels are set in terms of Entergy's TSR performance against the Philadelphia Utilities Index quartiles.

Quartiles:	4	3	2	1
Performance Levels:	Zero	Minimum	Target	Maximum
TSR Ranges:	25th percentile and below	25th to 50th percentiles	50th to 75th percentiles	75th percentile and above
Payouts:	No Payout	Interpolate between Minimum and Target (25% - 100% of Target)	Interpolate between Target and Maximum (100%- 200% of Target)	Maximum Payout (200% of Target)

Entergy ranking in the first 1st quartile defines maximum performance.

Target performance is defined as Entergy earning the median TSR.

Entergy ranking last in the 3rd quartile defines minimum performance level.

Entergy TSR ranking anywhere in the first quartile earns a maximum award of 200% of Target.

Entergy TSR ranking in the second and third quartiles is calculated linearly based on where Entergy ranks between the minimum and the median (target), or the median (target) and the maximum.

Entergy TSR ranking in the fourth quartile (bottom) quartile is below the minimum performance level resulting in no award (zero pay out).

The current listing of companies in the Philadelphia Utilities Index includes the following 19 companies:

Ameren Corp.
American Electric Power
AES Corp.
Constellation Energy Group
CenterPoint Energy
DTE Energy Holding Co.
Duke Energy Corp.
Consolidated Edison
Edison International

Entergy Corp.
Exelon Corp.
FirstEnergy Corp.
Northeast Utilities
NextEra Energy
PG&E Corp
Public Service Enterprise Group
Progress Energy, Inc.
Southern Company
Xcel Energy, Inc.

PERFORMANCE UNIT PROGRAM GOALS AND PEER GROUP CONTINUED

Total Shareholder Return (TSR) is the difference between the market price of Entergy Corporation common stock at the beginning from the market price at the end of the performance period, plus the dividends received during the same period, plus the investment return on those reinvested dividends divided by the share price at the beginning of the performance period.

Example:

Date	Closing Stock Price
01/01/11 (Beginning of Period)	\$70.83 (actual closing price on 12/31/2010)
12/31/13 (End of Period)	\$82.03 (estimated)
Difference in Market Price	\$12.00 (estimated)

Assume also that dividends paid to shareholders during the three-year performance period are \$0.83 per quarter or \$9.96 for the three-year period. For the purposes of the Total Return calculation, we further assume that dividends are immediately reinvested in Entergy Corporation common stock, as they are paid, producing a reinvestment return of \$0.76 per share.

Total Return during the three-year Performance Period = (Difference in Market Price + Dividends Paid + Reinvestment Return on Dividends) divided by the Beginning Stock Price and would be calculated as follows:

- Total Return = (\$12.00 + \$9.96 + \$0.76) divided by \$70.83
- Total Return = 32.08%



TAXES AND PERFORMANCE UNITS *(Please consult your tax advisor)*

The Company is obligated to withhold taxes on the value of the Performance Units and dividends earned by participants. The following is an example of a typical situation encountered by a participant. Individual tax circumstance may vary.

The participant's "taxable event" should occur at the time of payment; i.e. either in early 2014, following the three-year performance period, or at the end of the deferral period, if so elected.

TAX TREATMENT EXAMPLE *(Please consult your tax advisor)*

If immediate distribution is elected, then a Participant's tax withholding requirements are satisfied as described in the following example:

Restrictions lifted on 1,000 Units	
Market value (at a price of \$82.03 per Unit)	\$82,030.00
Dividend equivalent cash on 1,000 Units (\$9.96 per share per year for 3 years)	<u>\$9,960.00</u>
Total reportable W-2 taxable income	\$91,990.00
<u>Tax Withholding Applied to Reportable Income</u>	
Federal income tax (at the supplemental 25% rate)	\$ 22,997.50
State income tax (e.g., Arkansas @ 7%)	6,439.30
FICA tax (6.20%)	5,703.38
Medicare tax (1.45%)	<u>1,333.86</u>
Total tax withholding	\$ 36,474.04

Participant receives net cash payment of	\$55,515.97
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If you elect to defer your Performance Unit payout, then the FICA and Medicare tax amounts indicated above are withheld in early 2014. Federal and state income taxes would be deferred until the deferred amount is paid out.



2012-2014

Performance Unit Program Summary

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PROGRAM OBJECTIVES

The Performance Unit Program is designed to strengthen the link between executive compensation and long term shareholder value.

The Performance Unit Program complements the Executive Annual Incentive Plan by linking payouts to the total return to shareholders over a three-year performance period.

WHAT ARE PERFORMANCE UNITS?

Performance Units are shares of Entergy Corporation common stock. Each Performance Unit equals the equivalent value of one share of Entergy common stock at the end of a three-year performance cycle. Each Unit also earns the equivalent dividends paid during the period of your active participation in the Plan. (Note: You will be eligible to receive dividends only for the time you were an active participant.)

Participants earn Performance Units based on Entergy's performance relative to the financial performance of a select group of Utility peers.

At the end of the performance period, as determined by the performance measures and subject to Personnel Committee approval, the value of the earned Units plus accrued dividends are paid out in stock to participants soon after the end of the performance cycle.

KEY DESIGN FEATURES

Eligibility to Participate

Participants include all Entergy System management level 1 through 4 employees. Performance units are being granted for the 2012-2014 three year performance cycle.

To earn Performance Units, you must be an active employee at the end of the Performance Period (12/31/2014) unless you retire, become disabled or die during the performance period.

A Retiree must have been an active participant for a minimum of twelve months in order to receive a prorated payout. Participants who retire prior to the completion of twelve months of participation will not be eligible for a payout.

Participants can enter the plan, during the performance cycle, however to receive an award, participation must commence no later than January 1, 2014. That is, a participant who becomes eligible for the Performance Unit Program will not be added to an existing program after January 1st of the final year of the program.

No single participant may be granted Performance Units whose total value exceeds .5% of Entergy's operating cash flow, and the total value of performance units granted to all of the named executive officers in Entergy's proxy statement may not exceed 1% of operating cash flow.

How Performance Units Payouts are Calculated

Participants will earn Performance Units as follows:

- 0% of "Target" for achieving less than "Minimum" performance.
- 25% of "Target" for achieving "Minimum" performance.
- 100% of "Target" for achieving "Target" performance.
- 200% of "Target" for achieving "Maximum" performance.

Performance Units earned are calculated by using the actual performance level achieved between "Minimum" (25%), "Target" (100%) and "Maximum" (200%) performance, rounded to the nearest whole Unit. In no case, however, may a participant payout exceed 200% of the target.

Dividends accrue only on the Performance Units earned during the 2012-2014 performance period and only for the period of active participation.

The value associated with the Units earned and their accrued dividends (earned for the period of participation only) will be paid out in Entergy stock in early 2015 (following the three-year performance period).

KEY DESIGN FEATURES CONTINUED

Pro-rated Payouts for Partial Program Participation

Retirees with at least 12 months of participation in the program will be entitled to a pro-rated payout for the number of full months of participation.

Eligible Retirees will receive dividends only for the period of time in which they are an Active Participant. For example if you retire on January 1, 2013, you will be eligible for pro-rated units for the twelve months in 2012 plus dividends earned only in 2012

Death or disability will cause the Performance Units earned while employed as an eligible participant to be prorated for the number of full months of participation.

Participants whose Management Level changes during the performance period will have their Performance Units prorated to reflect the number of full months as a participant in each of those levels.

Participants added to the Program after the beginning of the performance period will have their Performance Units prorated to reflect the number of full months as a participant.

Participants demoted below an eligible System Management Level during the performance period will have their Performance Units prorated to reflect the number of full months at an eligible System Management Level

PERFORMANCE UNIT PROGRAM GOALS AND PEER GROUP

As the following chart illustrates, performance is measured by Entergy's Total Shareholder Return (TSR) relative to the other companies that comprise the Philadelphia Utilities Index over the three-year performance period. Minimum, Target and Maximum performance levels are set in terms of Entergy's TSR performance against the Philadelphia Utilities Index quartiles.

Quartiles:	4	3	2	1
Performance Levels:	Zero	Minimum	Target	Maximum
TSR Ranges:	25th percentile and below	25th to 50th percentiles	50th to 75th percentiles	75th percentile and above
Payouts:	No Payout	Interpolate between Minimum and Target (25% - 100% of Target)	Interpolate between Target and Maximum (100%- 200% of Target)	Maximum Payout (200% of Target)

Entergy ranking in the first 1st quartile defines maximum performance.

Target performance is defined as Entergy earning the median TSR.

Entergy ranking last in the 3rd quartile defines minimum performance level.

Entergy TSR ranking anywhere in the first quartile earns a maximum award of 200% of Target.

Entergy TSR ranking in the second and third quartiles is calculated linearly based on where Entergy ranks between the minimum and the median (target), or the median (target) and the maximum.

Entergy TSR ranking in the fourth quartile (bottom) quartile is below the minimum performance level resulting in no award (zero pay out).

PERFORMANCE UNIT PROGRAM GOALS AND PEER GROUP CONTINUED

Total Shareholder Return (TSR) is the difference between the market price of Entergy Corporation common stock at the beginning from the market price at the end of the performance period, plus the dividends received during the same period, plus the investment return on those reinvested dividends divided by the share price at the beginning of the performance period.

Example:

Date	Closing Stock Price
01/01/12 (Beginning of Period)	\$73.05 (actual closing price on 12/30/2011)
12/31/14 (End of Period)	\$80.55 (estimated)
Difference in Market Price	\$7.50 (estimated)

Assume also that dividends paid to shareholders during the three-year performance period are \$0.83 per quarter or \$9.96 for the three-year period. For the purposes of the Total Return calculation, we further assume that dividends are immediately reinvested in Entergy Corporation common stock, as they are paid, producing a reinvestment return of \$0.46 per share.

Total Return during the three-year Performance Period = (Difference in Market Price + Dividends Paid + Reinvestment Return on Dividends) divided by the Beginning Stock Price and would be calculated as follows:

- ◇ Total Return = (\$7.50 + \$9.96 + \$0.46) divided by \$73.05
- ◇ Total Return = 24.53%



TAXES AND PERFORMANCE UNITS (Please consult your tax advisor)

The Company is obligated to withhold taxes on the value of the Performance Units and dividends earned by participants. The following is an example of a typical situation encountered by a participant. Individual tax circumstance may vary.

The participant's "taxable event" should occur at the time of payment in early 2015, following the three-year performance period.

TAX TREATMENT EXAMPLE (Please consult your tax advisor)

Payment will be settled in stock net of taxes. At distribution a Participant's tax withholding requirements are satisfied as described in the following example:

Restrictions lifted on 1,000 Units	
Market value (at a price of \$80.55 per Unit)	\$80,055.00
Dividend equivalent cash on 1,000 Units (\$9.96 per share per year for 3 years)	<u>\$9,960.00</u>
Total reportable W-2 taxable income	\$90,510.00
<u>Tax Withholding Applied to Reportable Income</u>	
Federal income tax (at the supplemental 25% rate)	\$ 22,665.59
State income tax (e.g., Arkansas @ 7%)	6,335.70
FICA tax (6.20%)	5,611.62
Medicare tax (1.45%)	<u>1,312.40</u>
Total tax withholding	\$ 35,887.22
Total shares applied to tax withholding	446
Participant receives net shares of	677

The company will not pay any fractional shares in cash. All fractional shares are applied to taxes.

COMMON STOCK OWNERSHIP GUIDELINES

All System Management Level 1-4 Participants must maintain the applicable Common Stock Ownership Target Level in the chart below, which is expressed as a multiple of your base salary and depends on your System Management Level.

**System
Management
Level**
ML 1
ML 2
ML 3
ML 4

**Common Stock
Ownership
Target Levels**
5 times base salary
4 times base salary
2.5 times base salary
1.5 times base salary

These ownership multiples may be satisfied through any shares of Common Stock held by the System Management Level 1-4 Participant, including those shares earned during this Performance Period, all Restricted Shares, shares held in tax-qualified 401(k) plans, etc. You must continue to retain the book entry shares issued to you pursuant to this Performance Unit Agreement until the earlier of (a) achieving and maintaining your multiple of base salary ownership threshold, or (b) your termination of full-time employment within the Entergy System. Once you have achieved and maintain your multiple of base salary ownership threshold, you are no longer bound to hold the shares earned during this performance period in book entry.



2013-2015

Performance Unit Program Summary

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PROGRAM OBJECTIVES

The Performance Unit Program is designed to strengthen the link between executive compensation and long term shareholder value.

The Performance Unit Program complements the Executive Annual Incentive Plan by linking payouts to the total return to shareholders over a three-year performance period.

WHAT ARE PERFORMANCE UNITS?

Performance Units are shares of Entergy Corporation common stock. Each Performance Unit equals the equivalent value of one share of Entergy common stock at the end of a three-year performance cycle. Each Unit also earns the equivalent dividends paid during the period of your active participation in the Plan. (Note: You will be eligible to receive dividends only for the time you were an active participant.)

Participants earn Performance Units based on Entergy's performance relative to the financial performance of a select group of Utility peers.

At the end of the performance period, as determined by the performance measures and subject to Personnel Committee approval, the value of the earned Units plus accrued dividends are paid out in stock to participants soon after the end of the performance cycle.

KEY DESIGN FEATURES

Eligibility to Participate

Participants include all Entergy System management level 1 through 4 employees. Performance units are being granted for the 2013-2015 three year performance cycle.

To earn Performance Units, you must be an active employee at the end of the Performance Period (12/31/2015) unless you retire, become disabled or die during the performance period.

A Retiree must have been an active participant for a minimum of twelve months in order to receive a prorated payout. Participants who retire prior to the completion of twelve months of participation will not be eligible for a payout.

Participants can enter the plan, during the performance cycle, however to receive an award, participation must commence no later than January 1, 2015. That is, a participant who becomes eligible for the Performance Unit Program will not be added to an existing program after January 1st of the final year of the program.

No single participant may be granted Performance Units whose total value exceeds .5% of Entergy's operating cash flow, and the total value of performance units granted to all of the named executive officers in Entergy's proxy statement may not exceed 1% of operating cash flow.

How Performance Units Payouts are Calculated

Participants will earn Performance Units as follows:

- 0% of "Target" for achieving less than "Minimum" performance.
- 25% of "Target" for achieving "Minimum" performance.
- 100% of "Target" for achieving "Target" performance.
- 200% of "Target" for achieving "Maximum" performance.

Performance Units earned are calculated by using the actual performance level achieved between "Minimum" (25%), "Target" (100%) and "Maximum" (200%) performance, rounded to the nearest whole Unit. In no case, however, may a participant payout exceed 200% of the target.

Dividends accrue only on the Performance Units earned during the 2013-2015 performance period and only for the period of active participation.

The value associated with the Units earned and their accrued dividends (earned for the period of participation only) will be paid out in Entergy stock in early 2016 (following the three-year performance period).

KEY DESIGN FEATURES CONTINUED

Pro-rated Payouts for Partial Program Participation

Retirees with at least 12 months of participation in the program will be entitled to a pro-rated payout for the number of full months of participation.

Eligible Retirees will receive dividends only for the period of time in which they are an Active Participant. For example if you retire on January 1, 2014, you will be eligible for pro-rated units for the twelve months in 2013 plus dividends earned only in 2013

Death or disability will cause the Performance Units earned while employed as an eligible participant to be prorated for the number of full months of participation.

Participants whose Management Level changes during the performance period will have their Performance Units prorated to reflect the number of full months as a participant in each of those levels.

Participants added to the Program after the beginning of the performance period will have their Performance Units prorated to reflect the number of full months as a participant.

Participants demoted below an eligible System Management Level during the performance period will have their Performance Units prorated to reflect the number of full months at an eligible System Management Level.

PERFORMANCE UNIT PROGRAM GOALS AND PEER GROUP

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Quartiles:	4	3	2	1
Performance Levels:	Zero	Minimum	Target	Maximum
TSR Ranges:	Below the 25th percentile	25th to 50th percentiles	50th to 75th percentiles	75th percentile and above
Payouts:	No Payout	Interpolate between Minimum and Target (25% - 100% of Target)	Interpolate between Target and Maximum (100%- 200% of Target)	Maximum Payout (200% of Target)

- Target performance is defined as Entergy achieving the median level of TSR.
- Entergy TSR ranking last in the 3rd quartile defines achieving at minimum performance level.
- Entergy TSR ranking anywhere in the first quartile earns a maximum award of 200% of Target.
- Entergy TSR ranking in the second and third quartiles is calculated linearly based on where Entergy ranks between the minimum and the median (target), or the median (target) and the maximum.
- Entergy achieving a TSR ranking in the fourth quartile (bottom) quartile is below the minimum performance level resulting in no award (zero pay out).

EXAMPLE OF CALCULATION OF TOTAL SHAREHOLDER RETURN

Total Shareholder Return (TSR) is the difference between the market price of Entergy Corporation common stock at the beginning of the performance period from the market price at the end of the performance period, plus the dividends received during the same period, plus the investment return on those reinvested dividends divided by the share price at the beginning of the performance period.

Example:

Date	Closing Stock Price
01/01/13 (Beginning of Period)	\$63.75 (actual closing price on 12/31/2012)
12/31/15 (End of Period)	\$72.25 (estimated)
Difference in Market Price	\$8.50 (estimated)

Assume also that dividends paid to shareholders during the three-year performance period are \$0.83 per quarter or \$9.96 for the three-year period. For the purposes of the Total Return calculation, we further assume that dividends are immediately reinvested in Entergy Corporation common stock, as they are paid, producing a reinvestment return of \$0.59 per share.

Total Return during the three-year Performance Period = (Difference in Market Price + Dividends Paid + Reinvestment Return on Dividends) divided by the Beginning Stock Price and would be calculated as follows:

- ◇ Total Return = (\$8.50 + \$9.96 + \$0.59) divided by \$63.75
- ◇ Total Return = 29.88%



TAX TREATMENT OF PERFORMANCE UNITS *(Please consult your tax advisor)*

The Company is obligated to withhold taxes on the value of the Performance Units and dividends earned by participants. The following is an example of a typical situation encountered by a participant. Individual tax circumstance may vary.

The participant's "taxable event" should occur at the time of payment in early 2016, following the three-year performance period.

TAX TREATMENT EXAMPLE *(Please consult your tax advisor)*

Payment will be settled in stock net of taxes. At distribution a Participant's tax withholding requirements are satisfied as described in the following example:

Restrictions lifted on 1,000 Units	
Market value (at a price of \$72.25 per Unit)	\$72,250
Dividend equivalent cash on 1,000 Units (\$9.96 per share per year for 3 years)	<u>\$9,960</u>
Total reportable W-2 taxable income	\$82,210
<u>Tax Withholding Applied to Reportable Income</u>	
Federal income tax (at the supplemental 25% rate*)	\$ 20,553
State income tax (e.g., Louisiana @ 5%)	\$4,111
FICA tax (6.20%)	\$5,097
Medicare tax (1.45%)	<u>\$1,192</u>
Total tax withholding	\$ 30,953
Total shares applied to tax withholding	429

Participant receives net shares of	709
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* The company will not pay any fractional shares in cash. All fractional shares are applied to taxes.

Entergy
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L-ENT-14B
New Orleans, LA 70113
(504) 576-4118

BOOK SHARES EARNED AT THE END OF THE PERFORMANCE PERIOD

Upon vesting, your performance stock award will be entered into a book entry account with Wells Fargo. If you do not have an account with Wells Fargo at the time of vesting, Wells Fargo will create an account in your name and send you a statement with the information necessary for you to set up access to your account. You will need to activate your account with Wells Fargo to access any holdings in your book entry account after your stock is awarded. Inquiries can be made to Wells Fargo Shareowners Services at www.shareowneronline.com by selecting Contact Us or by phone at 855-854-1360. You may also access the site via the Company's internet by clicking on "Personal Stock Holdings" in the Savings & Retirement" section under "Pay & Benefits" tab in the main menu bar along the top of the myEntergy homepage.

ENTERGY COMMON STOCK OWNERSHIP

All System Management Level 1-4 Participants must maintain the applicable common stock ownership target level in the chart below, which is expressed as a multiple of your base salary and depends on your System Management Level.

System Management Level
ML 1
ML 2
ML 3
ML 4

Common Stock Ownership Target Levels
5 times base salary
4 times base salary
2.5 times base salary
1.5 times base salary

These ownership multiples may be satisfied through any shares of Common Stock held by the System Management Level 1-4 Participant, including those shares earned during this Performance Period, all Restricted Shares, shares held in tax-qualified 401(k) plans, etc. You must continue to retain the book entry shares issued to you pursuant to this Performance Unit Agreement until the earlier of (a) achieving and maintaining your multiple of base salary ownership threshold, or (b) your termination of full-time employment within the Entergy System. Once you have achieved and maintain your multiple of base salary ownership threshold, you are no longer bound to hold the shares earned during this performance period in book entry.

This exhibit contains information that is highly sensitive and will be provided under the terms of the terms of the Protective Order (Confidentiality Disclosure Agreement) entered in this case.

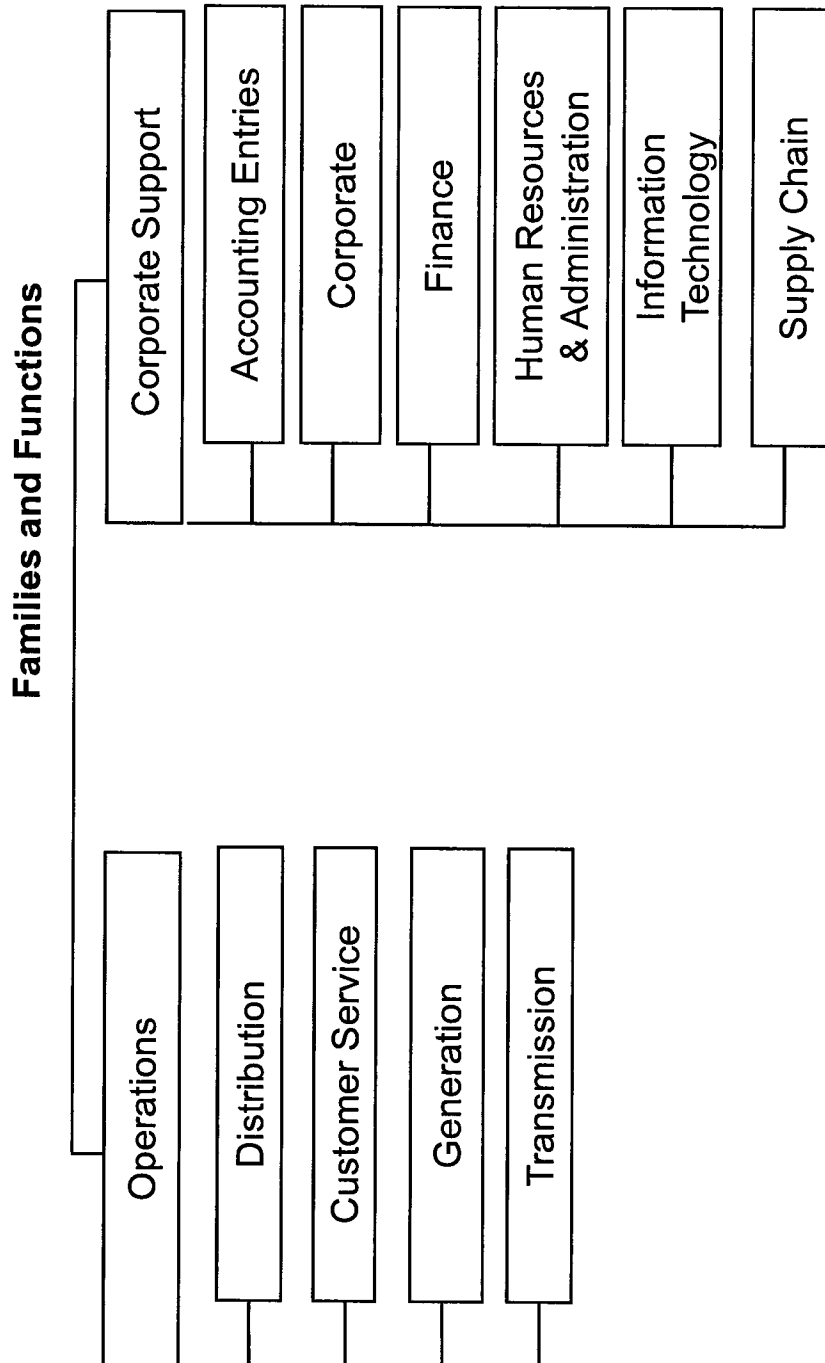
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This exhibit contains information that is highly sensitive and will be provided under the terms of the terms of the Protective Order (Confidentiality Disclosure Agreement) entered in this case.

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This workpaper contains voluminous information that will be provided on a separate DVD accompanying this filing.

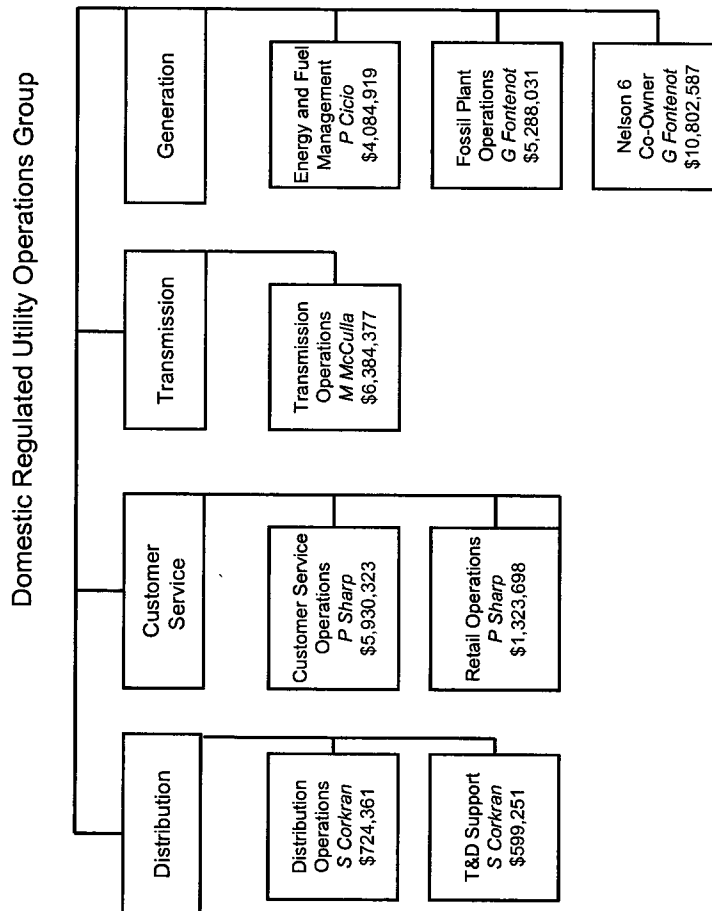
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Corporate Support Functions & Classes (\$ Total ETI Adjusted)

Finance	Corporate	Accounting Entries	Human Resources & Administration	Information Technology	Supply Chain
Treasury Operations <i>S McNeal</i> \$866,687	Utility & Executive Management <i>S Rainer</i> \$2,337,992	Depreciation <i>S Tumminello</i> \$2,952,022	Human Resources <i>J Raeder</i> \$2,469,206	Information Technology <i>J Brown</i> \$6,066,324	Supply Chain <i>R Jackson</i> \$1,048,563
Financial Services <i>D Doucet</i> \$3,813,906	Internal & External Communications <i>D Caplan</i> \$509,526	Other Expenses <i>S Tumminello</i> (\$1,058,055)	Administration <i>T Plauche</i> \$1,368,447		
Tax Services <i>P Galbraith</i> \$2,523,998	Legal Services <i>M Brown</i> \$5,456,903	Service Company Recipient Offsets <i>S Tumminello</i> \$0			
	Regulatory Services <i>J Lewis</i> \$1,422,392	Income Tax Expense <i>R Roberts</i> \$116,027			

Operations Functions & Classes (\$ Total ETI Adjusted)



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Employee Development 2013 Course Catalog

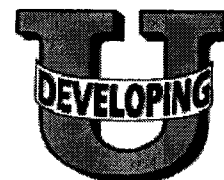


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GENERAL INFORMATION

TRAINING LOCATIONS

Little Rock, AR

Metro Tower
425 W. Capitol St.
Little Rock, AR

Baton Rouge, LA

Choctaw Service Center
5755 Choctaw Dr.
Baton Rouge, LA

New Orleans, LA

Entergy Corporate Office
639 Loyola Ave.
New Orleans, LA

Magnolia Street Office

1600 Perdido St.
New Orleans, LA

Jackson, MS

The Power House
1350 Echelon Pkwy.
Jackson, MS

Beaumont, TX

Cheyland Service Center
1050 I-10 North
Beaumont, TX

The Woodlands, TX

Parkwood II Building
10055 Grogans Mill Rd
The Woodlands, TX

PARKING

Onsite Parking is available at each training location. Parking fees apply at select locations.

Registered participants will be advised of applicable fees in advance of actual training date.

COURSE FEES

Course fees are established to cover the cost of training; including materials, instructors' fees and in most cases, meals provided. Fees are paid by departmental chargeback based on charge codes submitted by participants during registration.

CANCELLATIONS

A 50% cancellation fee will be charged for enrollments cancelled 10 BUSINESS DAYS or fewer in advance of the first day of a training course.

NO SHOWS will be charged the full course fee.

REGISTRATION

- Login to WebTAP (https://tap.entergy.com/Webtap_Login.asp)
- Enter your username and MyIdentity password. At security alert, click YES and make the following selections:

GROUP: Human Resources

PLANT: Human Resources

DIVISION: HR Employee Development Classroom Training

- Click "SET DEFAULT" to ensure that the next time you log into WebTAP, you will be at the HR settings.

- At the top of the screen, on the navy blue bar, click on

REGISTRATION

- Note at the top of this screen, you can elect to search for a particular course name or a location or a date.
- To see details on the course description, click on the name of any course
- To enroll, select the course/date that you want
- Click on **REGISTER** (located at the front of the course title)
- At the Session Registration page, be sure to input your **CHARGE CODE BLOCK** (If you do not know your code block, check with your supervisor or budget coordinator)
- You will receive an e-mail immediately confirming your registration.
- Your supervisor will also receive an e-mail requesting approval for your registration
- Only after your supervisor approves your registration will you see the option to UNREGISTER should your schedule change

If you have any further questions regarding WebTAP course registrations, e-mail **Trinetta Harvey** at tharavey@entergy.com

****NOTE:** All course dates are subject to change dependent on enrollment. Any date changes will be updated in WebTAP.



Professional Development Training



2013 COURSE LISTING

7 Habits of Highly Effective People 2 DAYS | \$400-\$800 per participant

Recommended For: All Employees

Competency Focus: Effective Team/Inclusion

This workshop will help participants develop the skills needed to improve personal and professional effectiveness, increasing trust and influence in their roles. This program teaches a natural process founded on proven principles that helps transform employees from contributors to true leaders. Participants will:

- *Improve results at the personal and professional level*
- *Increase their ability to work with and through others*
- *Increase their effectiveness and productivity*
- *Achieve a healthy work/life balance*

SCHEDULED SESSIONS

August 28-29	Jackson, MS The Power House
September 11-12	New Orleans, LA Entergy Corporate Office

Advanced Public Speaking 2 DAYS | \$400-\$800 per participant

Recommended For: Experienced presenters who want to sharpen, polish and improve their delivery techniques

Competency Focus: Communicating Effectively and Planning & Organizing

Whether you're speaking one-to-one, before a small group or to a large audience, your professional credibility gets a boost every time you present your ideas in a way that gets others to listen and respond positively to them. This 2-day workshop will equip you to manage anxiety, prepare your presentation and tailor it to your audience, and deliver it confidently, persuasively and powerfully. Participants will also learn:

- How to organize your thoughts to get the maximum impact
- How to begin and end with a bang
- Setting exactly the right tone and pace by engaging your audience and keeping their attention
- How to quickly achieve rapport with your audience
- How to pull off a successful performance under pressure or special circumstances
- Technical tips for managing microphones, audio-visual equipment, pointers and other message enhancing gadgets

SCHEDULED SESSIONS

May 15-16	New Orleans, LA Entergy Corporate Office
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Applying Strategic Thinking Principles 1 DAY | \$300-\$600 per participant

Recommended For: Supervisors and Above

Competency Focus: Business Acumen/Strategic Thinking and Driving for Results

Participants will learn to develop business strategies for both departments and functions at Entergy and will develop a working knowledge of scenario planning. Also, through in depth case study analysis, participants will evaluate the lessons learned from both the successful and unsuccessful strategic initiatives of utility based companies. The evaluation of case studies, lecture, team activities, and discussion are very effectively utilized to maximize this learning experience.

Participants should bring a calculator to this class

SCHEDULED SESSIONS

April 24	New Orleans, LA Entergy Corporate Office
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Behavioral Interviewing

2 DAYS | \$300-\$500 per participant

Recommended For: Supervisors and Above

Competency Focus: Effective HR

Today's changing marketplace presents incredible challenges in selecting the right talent. Selecting the right people is one of the most important decisions you'll make as a hiring manager. This MANDATORY 2-day workshop will provide you with the strategies and applicable skills to hire individuals who will productively contribute to the organization - and avoid costly mistakes. Whether you're an experienced or novice interviewer, you will benefit from these techniques and will be able to use them immediately in your next interview

SCHEDULED SESSIONS

April 30-May 1	Woodlands, TX Parkwood II Building
August 13-14	New Orleans, LA Entergy Corporate Office
October 8-9	Jackson, MS The Power House
November 5-6	Little Rock, AR Metropolitan Building

Building Your Business Case

1.5 DAYS | \$400-\$800 per participant

Recommended For: Supervisors and Above and employees with project management responsibilities

Competency Focus: Business Acumen/Strategic Thinking and Driving for Results

Participants will learn to develop business strategies for both departments and functions at Entergy and will develop a working knowledge of scenario planning. Also, through in depth case study analysis, participants will evaluate the lessons learned from both the successful and unsuccessful strategic initiatives of utility based companies. The evaluation of case studies, lecture, team activities, and discussion are very effectively utilized to maximize this learning experience.

Participants should bring a calculator to this class

SCHEDULED SESSIONS

March 13-14	Jackson, MS The Power House
May 8-9	New Orleans, LA Entergy Corporate Office
July 17-18	New Orleans, LA Entergy Corporate Office

Career Planning

1 DAY | \$200-\$400 per participant

Recommended For: All Employees

Competency Focus: Planning/Organizing

Just doing a good is not always enough to get promoted. This workshop will help participants learn how to:

- Identify and implement preparation strategies that will position them for greater responsibility
 - Effectively identify their personal strengths and areas of needed improvement for career advancement
 - Effectively position themselves as the *best candidate* in highly competitive promotional opportunities
- The workshop includes self-assessment activities, one-on-one coaching, and role-play oriented interviews. Activities are designed to help participants identify their strengths and weaknesses and to be better prepared to seize promotional opportunities in their future.

SCHEDULED SESSIONS

September 25	Little Rock, AR Metropolitan Building
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Coaching for Outstanding Job Performance

2 DAYS | \$200-\$500 per participant

Recommended For: Supervisors and Above

Competency Focus: Effective HR

In this action packed 2-day course, supervisors and managers will learn how to keep their employee's productivity up through effective coaching. Participants will discover the essential components of coaching for performance management as well as how to customize coaching styles for individual employees. Through role plays and case studies, participants will leave this course with an understanding of the step by step approach to coaching and be able to implement the concepts learned in their own working environments.

SCHEDULED SESSIONS

March 26-27	New Orleans, LA Entergy Corporate Office
May 22-23	Little Rock, AR Metropolitan Building
July 24-25	Jackson, MS The Power House
September 25-26	Beaumont, TX Chevyland Office
November 5-6	New Orleans, LA Entergy Corporate Office

Communicating Up, Down & Across the Organization

2 DAYS | \$300-\$500 per participant

Recommended For: All Employees

Competency Focus: Communicating Effectively

Looking to increase your scope of influence and exposure? Want to know how to communicate better across the organization regardless of position, title, or level? This 2-day course will enable you to break down the cross-organizational barriers and have your voice heard. Participants will learn to use listening and communication skills to create high impact messages. Participants will also learn techniques to communicate ideas and projects for the listening audience.

SCHEDULED SESSIONS

March 13-14	New Orleans, LA Entergy Corporate Office	August 21-22	Beaumont, TX Chevyland Office
May 15-16	New Orleans, LA Entergy Corporate Office	October 16-17	Jackson, MS The Power House
June 12-13	Little Rock, AR Metropolitan Building		

Conflict Management

1 DAY | \$200-\$500 per participant

Recommended For: All Employees

Competency Focus: Conflict Management/Negotiation & Problem Solving/Decision Making

This 1-day program will teach you how to handle difficult situations with poise and confidence. Discover how to keep unmanaged conflicts, disagreements and out-of-control emotions from harming your important working and personal relationships. Participants will learn:

- To practice everyday conflict resolution skills
- To overcome personal stumbling blocks to agreement
- To use conflict as a positive motivator
- How your personality affects the way you deal with conflict
- How to express yourself without accusation, sarcasm or hostility
- Effective strategies for defusing an escalating argument
- How to avoid words that act as emotional triggers when you're dealing with someone who is upset

SCHEDULED SESSIONS

May 7	New Orleans, LA Entergy Corporate Office
August 27	Jackson, LA The Power House

Creating a Culture of Trust

2 DAYS | \$400-\$800 per participant

Recommended For: Supervisors and Above

Competency Focus: Communicating Effectively, Effective HR and Effective Team/Inclusion

In this exciting 2-day course, managers will learn and develop the skills necessary to establish and maintain trust with team members and maintain trust with team members and colleagues. Participants will begin by evaluating their level of trust towards others, identify key behaviors for developing trusting relationships and learn specific strategies to create increased trust. Through activities, role plays, and group discussions, managers will leave this class better prepared to demonstrate managerial influence and maximize team effectiveness.

SCHEDULED SESSIONS

April 3-4	New Orleans, LA Entergy Corporate Office
June 26-27	New Orleans, LA Entergy Corporate Office
December 3-4	New Orleans, LA Entergy Corporate Office

Customer Experience Training

2 DAY | \$450-\$450 per participant

Recommended For: All Employees

Competency Focus: Customer Focused

This 2-day interactive training is designed to increase customer and employee satisfaction, enhance professionalism, and sharpen listening skills. After completing this training, participants will be able to:

- Work more collaboratively with customers and coworkers to resolve concerns
- Defuse customers' anger and focus them on solutions
- Communicate positively, even negative news
- Personalize service to customers
- Recover quickly after difficult customers interactions
- Increase morale and reduce burnout

SCHEDULED SESSIONS

October 29-30	Little Rock, AR Metropolitan Building
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Developing Your Emotional Intelligence

1 DAY | \$200-\$400 per participant

Recommended For: All Employees

Competency Focus: Communicating Effectively and Driving for Results

How good are you at motivating and managing yourself and the people around you to higher performance? Emotional Intelligence, which is our ability to manage ourselves and others around us - is the single greatest contributor to personal excellence and leadership. In this powerful 1-day session, you will learn and assess how well you are at managing your emotions in your key relationships. Additionally, you will learn how to leverage emotions for greater purpose and performance in all aspects of your professional life.

SCHEDULED SESSIONS

June 11	Little Rock, AR Metropolitan Building
August 20	Beaumont, TX Chevyland Office

Effective Business Communication **2 DAYS | \$400-\$800 per participant**

Recommended For: All Employees

Competency Focus: Communicating Effectively

Effective business communication is critical to Entergy's success. Employees provide top-level service and represent themselves and Entergy's best when they use superior oral and written communication skills in their daily interactions with co-workers and customers. This 2-day class provides essential tools of how to speak and write with skill and polish. At the completion of the course, employees will be able to:

- Communicate clearly, effectively and efficiently in writing and face-to-face
- Deliver negative news with diplomacy and professionalism
- Demonstrate techniques to make written communications quick, concise and productive

SCHEDULED SESSIONS

November 12-13	New Orleans, LA Entergy Corporate Office
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Effective Performance Management **2 DAYS | \$500-\$800 per participant**

Recommended For: Supervisors and Above

Competency Focus: Effective HR

This 2-day course is designed to provide managers at all levels with the theory and tools to most effectively manage their teams. This course focuses on the philosophy behind performance management and what the manager's role is in this process. Participants will discuss what the Return On Investment is for performance management and review Entergy specific tools used to aid in the Performance Management process. The subject will be further explored by practical application of the concepts through activities such as performance conversation role plays, sample PP&R reviews, and role plays dealing with difficult employee reactions.

SCHEDULED SESSIONS

June 19-20	Jackson, MS The Power House
September 24-25	New Orleans, LA Entergy Corporate Office
October 1-2	Little Rock, AR Metropolitan Building

Essentials of Budgeting

1 DAY | \$300-\$600 per participant

Recommended For: All Employees

Competency Focus: Business Acumen/Strategic Thinking, Driving for Results and Planning/Organizing

In this session participants will learn the fundamentals of budgeting with an emphasis on planning a reasonable budget and staying within the budget. This course will excite participants' natural desire to be successful by energizing them to help their company and their jobs thrive in the competitive environment.

Participants should bring a calculator to this class

SCHEDULED SESSIONS

April 23	New Orleans, LA Entergy Corporate Office
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Four Generations in the Workplace

1 DAY | \$200-\$400 per participant

Recommended For: All Employees

Competency Focus: Communicating Effectively and Effective Team/Inclusion

For the first time in American history we have four generations working together on the job. Generational-based conflicts in the workplace translate into lost productivity and adverse effects on motivation and morale. Participants in this program will be involved in personal assessments, exercises, and activities that are designed to enhance their learning and on-the-job application. This program will educate and stimulate positive interaction among team members of all ages. It will also dramatically reduce workplace conflict and provide employees with strategies for working with each other more effectively by using the generational differences in positive ways.

SCHEDULED SESSIONS

June 18	New Orleans, LA Entergy Corporate Office
September 24	Little Rock, AR Metropolitan Building

14

High Performance Teambuilding

2 DAYS | \$400-\$800 per participant

Recommended For: All Employees

Competency Focus: Driving for Results and Effective Team/Inclusion

This 2-day course focuses on skills needed to affect the success of a team at an individual level. This session offers insight and understanding into the characteristics of high performing teams. Participants will learn about the 5 Elements of a Successful Team, the 4 stages teams go through and as importantly how they personally interact, problem solve and contribute relative to the overall team's dynamic.. Participants will identify their formal and informal roles on the team and how personal accountability for results is critical to team and personal effectiveness.

SCHEDULED SESSIONS

November 19-20	Jackson, MS The Power House
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How Entergy Makes Money

1.5 DAYS | \$400-\$800 per participant

Recommended For: All Employees

Competency Focus: Business Acumen/Strategic Thinking

Participants will learn the key fundamentals of financial management and applications to both Entergy specific issues and utility markets in general. Participants will learn the relationship between key Wall Street benchmarks to those of Entergy's financial and operating performance. Other topics covered include the interpretation of financial statements, asset recovery, financial problem solving, advanced rate making, financial spendint strategies, and balance sheet/financial ration analysis. This 1 1/2 day workshop is highly interactive including lecture and very practical team activities in the areas o financial problem solving and the analysis of relevant business case studies.

Participants should bring a calculator to this class

SCHEDULED SESSIONS

March 12-13	Jackson, MS The Power House
April 10-11	New Orleans, LA Entergy Corporate Office
July 16-17	New Orleans, LA Entergy Corporate Office
August 13-14	Little Rock, AR Metropolitan Building
November 6-7	Woodlands, TX Parkwood II Building

Leadership I: Emerging Leader Forum

3 DAYS | \$550-\$850 per participant

Recommended For: Supervisors and Above and Individuals who function in a leadership capacity

Competency Focus: Driving for Results

This 3-day program is a fast paced, fun, and engaging forum for learning about leadership and your role as a leader. You will learn how to become an effective leader, influence those around you more effectively and deal with situations regarding conflict and differences of opinion. Leadership I is designed for individuals who are preparing for a management role and for employees who act in a leadership role on a project or a team. This course is designed to increase awareness of skills, tools, and techniques that can be used today to prepare for future leadership or supervisory roles.

SCHEDULED SESSIONS

July 9-11	Jackson, MS The Power House
August 6-8	New Orleans, LA Entergy Corporate Office

Leadership II: Advanced Leader Forum

3 DAY | \$500-\$1,000 per participant

Recommended For: Supervisors and Above and Individuals who function in a leadership capacity

Competency Focus: Driving for Results

This 3-day program will build on and add to the concepts introduced during Leadership I/Emerging Leader Forum. Plan to "roll up your sleeves" and jump into this challenging and engaging learning experience. Participants will learn about leadership through a variety of simulations and exciting experiential activities. Leadership I primarily focuses on impacting the individual follower, while Leadership II focuses on leading to impact a team or group.

SCHEDULED SESSIONS

July 16-18	Jackson, MS The Power House
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Making the Transition to Management

3 DAYS | \$500-\$800 per participant

Recommended For: Supervisors and Managers

Competency Focus: Effective HR and Innovation/Change Management

This 3-day course is a **MUST** attend for all supervisors and managers. Participants will discuss and gain a better understanding on how their role changes in going from an individual contributor to a supervisor and manager and what challenges may lie ahead in their new role. Emphasis will be placed on leadership skills, emotional intelligence, team and group dynamics.

SCHEDULED SESSIONS

April 30-May 2	New Orleans, LA Magnolia Office
July 30-August 1	New Orleans, LA Entergy Corporate Office
October 22-24	New Orleans, LA Entergy Corporate Office

Managing Multiple Projects, Objectives & Deadlines

2 DAY | \$200-\$500 per participant

Recommended For: All Employees

Competency Focus: Driving for Results and Planning/Organizing

This 2-day training is designed for the busy employee who juggles deadlines, projects, and multiple demands and has little time to waste. This class will provide you with organizational skills to help get more accomplished faster and with better results than ever before. Participants will learn to:

- Prioritize competing activities for successful completion
- Better organize daily tasks and activities
- Identify and eliminate "time wasters" through the day

SCHEDULED SESSIONS

April 16-18	New Orleans, LA Entergy Corporate Office
May 21-22	New Orleans, LA Entergy Corporate Office
June 26-27	Beaumont, TX Chevyland Office
August 21-22	Little Rock, AR Metropolitan Building
October 9-10	Jackson, MS The Power House
December 3-4	New Orleans, LA Entergy Corporate Office

Managing People Fair, Square and Legal

1 DAY | \$1500-\$250 per participant

Recommended For: Supervisors and Above and all newly hired HR&A employees

Competency Focus: Effective HR and Ethics/Values

This MANDATORY 1-day workshop can be held at different locations throughout Entergy on an as needed basis. The content focuses on managing people in a way that adheres to employment law and treating people in a way that is consistent with our Entergy Shared Values. The workshop is highly interactive and utilizes lecture and case studies to accelerate learning.

SCHEDULED SESSIONS

May 14	New Orleans, LA Entergy Corporate Office
August 27	New Orleans, LA Entergy Corporate Office

MARC Labor Relations

3 DAYS | \$550-\$850 per participant

Recommended For: Supervisors and Bargaining employees

Competency Focus: Effective HR

The Management Associated Results Company (MARC) program enables all levels of management to carry out their labor-relations responsibilities with confidence. The methods in this program provide a responsible and a responsive approach for dealing with employment-related issues. It is responsive in that it provides proven tools for the supervisor to use in a hands-on fashion when dealing with the three major areas of:

- Grievance handling
- Job performance counseling
- Administering stepwise discipline or corrective action

SCHEDULED SESSIONS

February 19-21	Baton Rouge, LA Choctaw Building
February 26-28	Little Rock, AR Metropolitan Building
August 13-15	Beaumont, TX Chevyland Office
November 12-14	Jackson, MS The Power House

Maximizing Interpersonal Effectiveness I

1 DAY | \$300-\$600 per participant

Recommended For: All Employees

Competency Focus: Communicating Effectively, Driving for Results, Effective Team/Inclusion

Everyone can benefit from this 1-day, highly interactive workshop. Learn practical, proven strategies to improve communications skills, interpersonal effectiveness, and stress management in the workplace.

Topics covered include:

- Fundamentals of effective interpersonal communication
- Stress and it's impact
- Workplace performance & emotional/physical health
- Effective Time Management

Various tools will be utilized to evaluate participants' level of stress, anxiety, and anger and other behavioral areas in which to improve interpersonal effectiveness. Approximately 2 weeks prior to the workshop, participants will complete a pre-assessment survey to assess their needs relative to interpersonal effectiveness.

SCHEDULED SESSIONS

June 25	New Orleans, LA Entergy Corporate Office
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Negotiation Skills

1 DAY | \$200-\$400 per participant

Recommended For: All Employees

Competency Focus: Conflict Management/Negotiation & Problem Solving/Decision Making

You're faced with negotiation situations nearly every day. Whether you're contracting services or striking a deal for office supplies - whatever your challenge, learning stronger negotiating tactics and strategies will give you the confidence to negotiate for what you want and need. During this 1-day session, participants will learn to:

- Understand essential elements of negotiations
- PREPARE: The single most important key in negotiation success
- Establish negotiation goals and determine your bottom line
- Handle common haggling tactics
- Overcome those universal negotiation bargaining obstacles
- Negotiating tips to use to with long-term vendors & contractors

SCHEDULED SESSIONS

October 9	New Orleans, LA Entergy Corporate Office
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New Employee Orientation

1/2 DAY | \$50 per participant

Recommended For: ALL NEW full-time regular employees

This 1-day **MANDATORY** videoconference provides an accelerated understanding of Entergy's operations, vision and shared values, the cultural transition the utility business is undergoing, Entergy's future strategies, and the people issues of this environment. The program should be completed within an employee's first 2 months of employment. Objectives of this program include:

- Overview of various operating units within Entergy - Fossil Operations, Nuclear Operations, Transmission, Jurisdictions and Customer Service
- Meet with representatives from various business functions to discuss the programs and services provided by each group
- Identify and discuss the drivers of cultural change for the utility business from regulation through the transition period to deregulation
- Overview of Entergy's safety, diversity, vision, values, quality principles, safety and corporate and social responsibility goals
- Meet and develop relationships with other new and/or experienced employees who can provide an early networking resources and contacts

SCHEDULED SESSIONS

January 22	July 23
February 26	August 27
March 26	September 24
April 23	October 22
May 28	November 19
June 25	

New Employee Orientation

VIDEO CONFERENCE LOCATIONS

- | | |
|--|--|
| <ul style="list-style-type: none"> • Arkansas Nuclear One (ANO)
1448 SR 333, Russellville AR
[2nd Floor—TSB Conference Room] • Arkansas (TCBY) - Metropolitan Tower
425 W Capitol St, Little Rock AR
[20th Floor—Room 1] • Baton Rouge—North Blvd. Office
446 North Blvd, Baton Rouge LA
[2nd Floor Conference Room] • Beaumont—Edison Plaza
350 Pine St, Beaumont TX
[13th Floor—Conference Room 1320] • Fitzpatrick Nuclear Plant— JAF Warehouse Bldg.
227 Lake Rd. E, Oswego, NY
[2nd Floor—Waterford Conference Room] • Grand Gulf Nuclear Station—ESC Bldg.
Baldhill Rd, Port Gibson MS
[1st Floor Conference Room] • Indian Point Energy Center (IPEC)
450 Broadway, Ste 1, Buchanan NY
[1st Floor—Room 132] • Jackson—Entergy Power House
1350 Echelon Pkwy, Jackson MS
[Board Room] • New Orleans—Corporate Office
639 Loyola Ave, New Orleans LA
[7th Floor—Room 711] | <ul style="list-style-type: none"> • Palisades
27780 Blue Star Memorial Hwy, Covert MI
[SVP or DFS Conference Room] • Pilgrim Nuclear Power Station—ESB Bldg.
600 Rocky Hill Rd, Plymouth MA
[3rd Floor—CR3A] • River Bend Station—General Support Bldg.
5485 U.S. Hwy 61, St Francisville LA
[1st Floor Conference Room] • Vermont Yankee
185 Old Ferry Rd, Brattleboro VT
[2nd Floor Board Room] • Washington DC
101 Constitution Ave NW, Washington DC
[1st Floor Conference Room] • Waterford III—General Support Bldg.
17265 River Road, Killona LA
[1st Floor—Room 101] • West Monroe—Customer Service Center
2901 Cypress St, West Monroe LA
[1st Floor—CSC Conference Room] • White Plains—Headquarters Office
440 Hamilton Rd, White Plains NY
[12th Floor—Conference Room] • Woodlands—Parkwood Two Bldg.
10055 Grogans Mill Rd, Woodlands TX
[1st Floor—Training Room 1A] |
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Poised & Powerful Public Speaking **2 DAYS | \$400-\$800 per participant**

Recommended For: All Employees

Competency Focus: Communicating Effectively and Planning/Organizing

Are you among the vast majority of people who feel anxious, unprepared or unsure of what to say or how to say it, when asked to speak before a group of employees, co-workers, clients, higher-ups, or the public? This course will walk you through the step-by-step principles, methods and strategies to perfect your speaking skills. This 2-day program is designed to help you:

- Organize your thoughts into a flawless presentation
- Develop a relationship with the audience
- Develop your own “WINNING” speaking style
- Handle every challenge without missing a beat

SCHEDULED SESSIONS

July 30-31	Jackson, MS
	The Power House

Project Management I: Essentials of Project Management

2 DAYS | \$300-\$500 per participant

Recommended For: Project and program managers, project analysts and consultants, trainers, HR professionals, and individuals who want to enhance their project management skills.

Competency Focus: Driving for Results, Innovation/Change Management,
Planning/Organizing and Problem Solving/Decision Making

This course is designed for practical application in the workplace and is intended as a basic overview describing the fundamental principles, processes, knowledge areas, tools and techniques of project management. It takes participants through the project life cycle in the same sequence they would face when managing a real project in the workplace. During this 2-day workshop, participants will learn to:

- Understand the five phases and nine knowledge areas of project management
- Effectively organize projects
- Understand the project life cycle
- Master basic project management skills
- Link realistic objectives to stakeholder needs.
- Establish dependable monitoring techniques.
- Estimate project costs.
- Agree on realistic time schedules.

SCHEDULED SESSIONS

April 2-3	Jackson, MS The Power House
October 29-30	New Orleans, LA Entergy Corporate Office

Project Management II: Successful Projects

2 DAYS | \$300-\$500 per participant

Recommended For: Senior executives, portfolio managers, project and program managers, purchasing and quality managers, office managers, consultants, trainers, HR managers, and individuals who want to more effectively apply their basic project management skills.

Competency Focus: Driving for Results, Innovation/Change Management,
Planning/Organizing and Problem Solving/Decision Making

This course will involve active participation in applying advanced principles through a practical case study analysis. The course provides an understanding of the effective application of project management standards in daily life situations. The program focuses on the more complex tasks of handling projects, including multi-project team facilitation and interrelationships. Major topics presented during this course include:

- Project Integration
- Project Cost Management
- Project Communications Management
- Project Scope
- Project Quality Management
- Project Risk Management
- Project Time Management
- Project Resource Management
- Project Procurement Management

SCHEDULED SESSIONS

June 11-12	New Orleans, LA Entergy Corporate Office
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Safety Leadership

1/2 DAY | \$50 per participant

Recommended For: Supervisors and Above

Competency Focus: Safety

This 1/2 day session is designed to provide leaders with the interpersonal skills to assist with improvement of employee and contractor safety. Special attention will be focused on Entergy's 12 Safety Principles.

SCHEDULED SESSIONS

May 21	New Orleans, LA Entergy Corporate Office
July 30	Jackson, MS The Power House
September 17	Little Rock, AR Metropolitan Building
October 15	Beaumont, TX Chevyland Office
November 5	New Orleans, LA Entergy Corporate Office

Strategic Planning & Execution

2 DAYS | \$300-\$500 per participant

Recommended For: Supervisors and Above

Competency Focus: Business Acumen/Strategic Thinking and Driving for Results and Problem Solving/Decision Making

This 2-day workshop is designed to help you learn how to manage in rapidly changing times by applying the three goals of strategic management. You will discover simple yet powerful ways to think proactively and strategically, to plan effectively and to execute successfully. You'll also fine tune your ability to build inter-organizational strengths and develop strategic thinking, planning and execution in your subordinates. Key topics presented in this session include:

- Understanding major environmental changes and how they affect you and your organization.
- Developing and executing strategic plans and initiatives that SUCCEED.
- Recognizing and changing the cultural barriers that inhibit strategic thinking, planning and execution.
- Using problem-solving and decision-making techniques that enhance strategic thinking, planning and execution.
- Integrating planning efforts among various departments, management levels, business units and teams.
- Establishing and following a performance scorecard to measure success.

SCHEDULED SESSIONS

October 16-17	New Orleans, LA Entergy Corporate Office
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Strategic Thinking Principles

1 DAY | \$300-\$600 per participant

Recommended For: All Employees

Competency Focus: Business Acumen/Strategic Thinking and Driving for Results and Problem Solving/Decision Making

Participants will learn to develop operational goals and to select projects that are aligned with Entergy's business strategy. Participants will also learn the rationale and underlying assumptions for both historic and current strategies within Entergy and the utility industry in general. Case Studies, lecture, team activities, and discussion are very effectively utilized to maximize this learning experience. During this session participants will learn:

- The fundamentals of business strategy
- The relevance of strategic thinking to the organization
- The negative consequences of poor strategic thinking
- To align operational goals & financial measurements with Entergy's business strategy

Participants should bring a calculator to this class

SCHEDULED SESSIONS

April 25 New Orleans, LA
Entergy Corporate Office

Utility Ratemaking:

2 DAYS | \$500-\$800 per participant

What Every Employee Needs to Know

Recommended For: All Employees

Competency Focus: Business Acumen/Strategic Thinking and Driving for Results

Participants will gain an understanding of all the key concepts important to utility employees at all levels. During this session participants will learn about:

- **Rate Case Basics:** the utility company's unique money-making formula—Ratemaking
- **Ratemaking Issues:** the key issues in rate policy debates and the latest ratemaking trends & strategies employed by utility companies
- **Rate Case Financial Concepts:** how you impact Rate Base, Cost of Service, Authorized Rate of Return & how rate cases impact your decision process and company profits
- **Utility Spending Strategies:** how utilities spend capital and O&M dollars to cause desired rate case outcomes
- **State Commission Rules:** the ratemaking formula, policies and rules of your state commission or board

Participants should bring a calculator to this class

SCHEDULED SESSIONS

November 20-21 New Orleans, LA
Entergy Corporate Office