Simmons Learning Solutions

INNOVATE, LEARN, GROW

# ONLINE COURSES

# Introduction

Simmons Learning Solutions, proudly veteran-owned and led by Kerri Morey, an expert in adult learning, is your premier destination for superior training programs that meet a variety of organizational needs around the globe. We specialize in **crafting engaging eLearning courses**, **providing both in-person** and **virtual instructor-led training**, and **delivering effective performance support tools**. Our commitment to innovation and excellence helps organizations significantly enhance workforce skills and foster professional development.

We are thrilled to announce an innovative update to our course library! Our new pricing model **allows for a single purchase** that includes not only the course itself but also all source content. This means you gain ownership of both the published files and the editable source files, ready for seamless integration into your Learning Management System (LMS). Whether you select a course developed in Storyline or Rise, you'll have the **flexibility to update and maintain these courses** internally as your needs evolve. Additionally, **most courses come with a digital badge upon completion**, adding further value to your learning journey.

If you don't find exactly what you're looking for in our current offerings, we are also **equipped to develop custom courses tailored to any specific topic you need**.

For any questions or to schedule a personalized demo of our courses, please don't hesitate to contact us. At Simmons Learning Solutions, we are always ready to assist you in enhancing your training initiatives. Reach out to Kerri Morey directly at ***info@simmonslearningsolutions.com***. Based in ***San Diego, California,*** we look forward to helping you achieve your learning and development goals.

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**I** Artificial Intelligence & Data Science

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Simmons Learning Solutions
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# Artificial Intelligence & Data Science

| 01 | AI Data Science |
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Explore the foundational elements of AI and data science with our **30-minute eLearning course**, "AI Data Science: Understanding Data for AI."



This course **provides a succinct yet thorough examination** of the crucial role data plays in the realm of Artificial Intelligence.

**Gain insights** into the fundamental concepts of data science and learn how data acts as the cornerstone for developing AI applications.

**Discover key principles** and **practices essential** for understanding the deep connection between data science and AI, all presented in an engaging and accessible format.

Ideal for those looking to grasp the essentials of data science in AI quickly. Join us and start your journey into the data-driven world of AI!

# Artificial Intelligence & Data Science

| 02 | AI Ethics |
|---|---|

Join us for the engaging **20-minute eLearning course**, **"Artificial Intelligence Ethics,"** featuring insightful case studies that illuminate the fundamental ethical considerations in Artificial Intelligence (AI). Ethical conduct transcends moral obligation, proving to be a vital component of sound business practice. In the fast-paced, high-stress scenarios of:

**High-stress scenarios of modern workplaces**

**The temptation to cut corners can be strong**
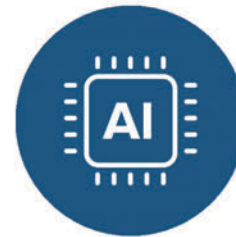
**Particularly with the increasing integration of AI into daily activities**

The importance of maintaining ethical standards in AI has never been more crucial. Throughout this course, you will embark on a journey to define **what AI and ethics mean** in the technological realm. You will **explore the Ethical Decision-Making Framework**, which will **guide you in making principled choices**. You will also understand your pivotal role in upholding AI ethics and learn effective techniques to overcome rationalizations that may lead you away from making ethical AI decisions.

Enroll now to empower yourself with the knowledge and skills needed to navigate and influence the ethical dimensions of AI, ensuring your actions align with both moral imperatives and smart business practices.

# Artificial Intelligence & Data Science

**AI for StartUps**

Embark on a transformative journey with our **2-hour eLearning program, "AI Essentials for StartUps,"** designed specifically to provide startups with a comprehensive introduction to Artificial Intelligence (AI). This course is ideal whether you're at the beginning of your startup journey or ready to scale. It aims to equip you with the essential knowledge and actionable insights needed to leverage AI for business growth and competitive advantage.

**01** Throughout this course, you will **gain a solid foundational understanding** of AI and its relevance to startups.

**02** You will learn to **identify both opportunities and challenges** that AI presents in the business landscape.

The program also focuses on practical knowledge, preparing you to seamlessly integrate AI into your operations. Additionally, a strong emphasis is placed on **promoting responsible and ethical AI practices**, ensuring that your startup not only grows but does so with integrity and consideration of broader societal impacts. Join us to harness the power of AI and propel your startup to new heights while adhering to the highest ethical standards.

# Artificial Intelligence & Data Science

## 04 AI Integration in Leadership: Leveraging AI for Decision-Making and Operational Efficiency

**Discover how artificial intelligence** is **revolutionizing leadership** in **today's fast-paced business environment**. AI Integration in Leadership provides leaders with the tools and insights needed to harness AI's potential to streamline operations, enhance decision-making, and achieve operational excellence. This course addresses **key ethical considerations, strategies for reskilling employees** to collaborate effectively with AI, and **techniques to balance technological advancements** with human insight.

By the end of this course, you'll be prepared to **lead confidently in the age of AI**, **fostering innovation** while maintaining a people-centered approach.
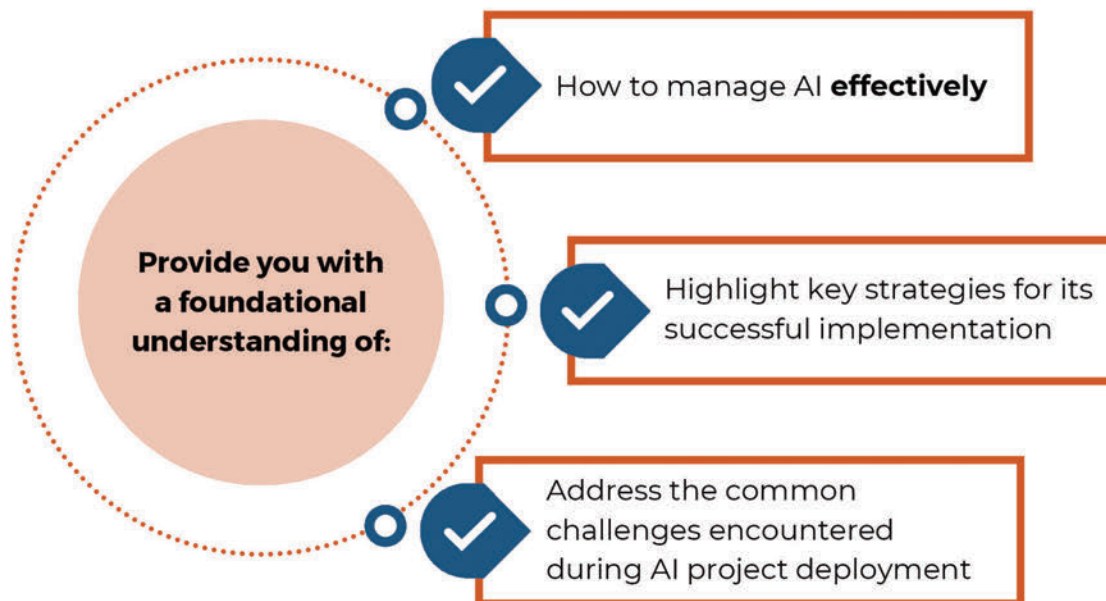
### Learning Objectives:

- Recognize how AI can enhance decision-making and operational efficiency in leadership.

- Address ethical considerations and challenges surrounding AI implementation.

- Develop strategies to reskill and empower employees for AI collaboration.

- Master the art of balancing AI's capabilities with human decision-making.

# Artificial Intelligence & Data Science

| 05 | AI Management |
|----|---------------|

Welcome to **"Introduction to AI Management: Strategies and Best Practices," a dynamic 20-minute eLearning course** designed to ground you in the essentials of AI management. This course is structured to provide you with a foundational understanding of how to:

**Provide you with a foundational understanding of:**

✓ How to manage AI **effectively**

✓ Highlight key strategies for its successful implementation

✓ Address the common challenges encountered during AI project deployment

As AI continues to transform various sectors by simulating human intelligence processes and providing strategic advantages, understanding its management becomes crucial. In this course, we will **explore the integration of AI across different industries**, **revolutionizing business operations** and **enhancing competitive edges**.

Whether you are new to the realm of AI management or seeking to refine your existing skills, this course offers valuable insights into the complexities of AI in the business world. You will learn the basics of AI management, **identify effective strategies**, and **recognize challenges** along with their solutions, **empowering you to manage AI initiatives successfully**. Join us to unlock the potential of AI in transforming your management practices and driving business success.

# Artificial Intelligence & Data Science

## 06 | AI Prompt Mastery: Crafting Effective Inputs for Maximum Impact

Unlock the full potential of AI with AI Prompt Mastery: **Crafting Effective Inputs for Maximum Impact.** Whether you're a beginner **exploring AI tools or an experienced user**, this course will empower you with the skills to create clear, impactful prompts that drive accurate and meaningful AI outputs. Learn how tools like **ChatGPT** and other **generative AI tools** rely on precise inputs, and discover techniques to make AI work smarter for you.

**Learning Objectives:**

- ☑ Grasp the foundational principles for crafting effective AI prompts.

- ☑ Explore diverse use cases and applications of AI across various industries.

- ☑ Master advanced techniques, including chain-of-thought, few-shot, and role-playing prompts.

- ☑ Design tailored prompts to achieve specific, desired AI outputs.

- ☑ Apply prompt engineering strategies to boost productivity and accuracy in daily tasks.

**Let's dive in and harness the power of AI together!**

# Artificial Intelligence & Data Science

<table>
<tr><td>**07**</td><td>**AI Strategy: Conducting an In-Depth AI Strategy for Your Organization**</td></tr>
</table>

**Artificial intelligence** is transforming the **business landscape**, offering unparalleled opportunities for **innovation** and **competitive advantage**. **Conducting an In-Depth AI Strategy for Your Organization** equips you with the practical knowledge and tools to design a comprehensive AI strategy tailored to your organization's unique needs. In this course, you'll **evaluate your organization's readiness** for AI adoption, **define clear objectives**, and **identify high-value use cases**. You'll learn to:

**Create a robust data strategy**

**Choose the right tools**

**Build a scalable roadmap for success**

By the end, you'll have the **confidence to lead an AI-driven transformation**, **leveraging this powerful technology** to drive innovation, efficiency, and measurable results.

**Learning Objectives:**

☑ Understand why organizations without an AI strategy fail to maximize their investments.

☑ Learn how a structured AI strategy can help you avoid pitfalls such as misaligned goals and ethical challenges.

☑ Gain actionable tools to unlock AI's potential, achieving meaningful business outcomes.

**Take the first step toward becoming an AI strategy leader today!**

# Artificial Intelligence & Data Science

## 08 Creating a Generative AI Bot with Secured Content in a Private Cloud

Unlock the potential of generative AI while ensuring data security and compliance. **Designing and Implementing a Generative AI Bot in a Private Cloud** is **a hands-on course** that takes you through the process of creating a secure, efficient, and scalable AI bot tailored to your organization's needs. Whether you're a beginner or an experienced professional, this course will guide you step-by-step through **setting up a private cloud, organizing content, configuring your AI bot, and refining its performance.**

**Learning Objectives:**

☑ Explain the importance of private clouds for securing AI data and ensuring compliance.

☑ Establish a secure, encrypted private cloud environment to host bot data.

☑ Upload, categorize, and tag source content to optimize the bot's retrieval and performance.

☑ Configure and train a generative AI bot to retrieve and respond to queries using secure private cloud data.

☑ Incorporate features like voice commands and multilingual support for enhanced accessibility and scalability.

☑ Validate and refine the bot's functionality to continuously improve its accuracy and efficiency.

This 30-minute course empowers learners to build AI solutions that prioritize security, efficiency, and scalability.

# Artificial Intelligence & Data Science

**Data Driven Practices**

Unlock the power of data to drive your organization's success. **Data-Driven Practices for Product Leadership** is designed to help **leaders** in **ScaleUp phase companies** understand the importance of establishing a data-driven approach to product leadership. **This course provides actionable insights into leveraging data to:**

| Enhance decision-making | Improve financial performance | Optimize customer usage |
|---|---|---|

**Learning Objectives:**

☑ Describe the concept of data-driven leadership and its significance.

☑ Explain the importance of adopting a data-driven product leadership approach in a ScaleUp phase company.

☑ Identify the key components of a baseline focused on financial performance and customer usage.

☑ Understand the attributes of a successful product operations team responsible for delivering data insights.

☑ Learn how to track and effectively communicate baseline progress to stakeholders.

This 25-minute course empowers leaders to make informed, data-backed decisions that fuel growth and scalability.

# Artificial Intelligence & Data Science

## Introduction to Generative AI: Exploring Creative Aspects and Practical Applications



Step into the fascinating world of **Generative AI with Introduction to Generative AI: Exploring Creative Aspects and Practical Applications.** This 15-minute course offers a **concise yet comprehensive** look at what **Generative AI** is, how it works, and how it's **transforming industries** by creating content such as text, images, and music.

By the end of this course, you'll gain a **solid understanding of Large Language Models (LLMs)**, their **creative potential**, and **practical applications across industries**. Ethical considerations surrounding Generative AI will also be addressed, equipping you with a well-rounded perspective on this transformative technology.

### Learning Objectives:

☑ Understand what Generative AI is and its core concepts.

☑ Explore creative applications of Generative AI, with a focus on Large Language Models (LLMs).

☑ Discover practical uses of LLMs in various industries.

☑ Address ethical considerations surrounding the use of Generative AI.

**Get ready to dive in and discover how Generative AI is reshaping creativity and innovation!**

# Artificial Intelligence & Data Science

## Leveraging AI to Enhance Customer Experience for Managers

**Enhance customer interactions** with AI in this 30-minute course, helping managers **explore AI's potential** to boost satisfaction and streamline operations.

This course covers practical applications of AI, from personalizing customer interactions to **implementing AI-driven tools** that improve efficiency.

### You'll also learn

Measuring AI's impact on customer satisfaction with KPIs.

Strategize AI integration for enhanced customer experience.

### Learning Objectives:

- Explain the role of key AI technologies, such as chatbots, sentiment analysis, and CRM systems, in improving customer experience.

- Use AI-driven insights to personalize and enhance customer interactions, increasing engagement and satisfaction.

- Implement AI tools to automate customer service tasks, reducing response times and improving efficiency.

- Measure the impact of AI on customer satisfaction using relevant KPIs such as CSAT, NPS, and CES.

- Create a strategic plan to integrate AI, align with goals, and enhance customer experience.

- Equip yourself with actionable strategies to leverage AI, drive innovation, and deliver exceptional customer experiences.

## 12    Mastering AI Presentations

Welcome to our course designed to elevate the presentation skills of entrepreneurs. Effective communication, persuasion, and leadership hinge on your ability to present ideas compellingly. **This course spans eight lessons**, each packed with interactive content and practical activities using cutting-edge AI tools. **You'll learn to create:**

**Compelling**
pitch decks

**Captivating**
product demos

**Comprehensive**
company overviews

Every module is crafted to **boost your expertise and confidence** while providing practical AI tool applications to enhance your presentations.

Throughout the course, you'll **practice creating various presentations, tailoring them to your audience** while incorporating your unique voice. Each lesson concludes with an activity designed to reinforce your use of AI tools, helping you quickly initiate presentations.

Prepare to transform your ideas into influential presentations that can drive your business forward. Let's begin mastering the art of presentations!

**Are you ready to integrate AI into your leadership strategy? Let's get started!**

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## II — Entrepreneurship & Business Strategy

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# Entrepreneurship & Business Strategy

**01**

## Baselining Your ScaleUp Executive Team

Position your ScaleUp for growth by **building a strong and effective executive team**. In Baselining Your ScaleUp Executive Team, you'll learn **how to identify and address gaps** in your leadership structure to ensure your organization is equipped for success. This concise, actionable course provides **insights into aligning executive roles** with your company's evolving needs, **understanding the unique challenges** of ScaleUps, and **integrating the right strategic product executive** into your C-Suite.

**Learning Objectives:**

- ☑ Learn how and when to baseline your ScaleUp based on executive needs.

- ☑ Ensure all functional areas are effectively managed under the CEO.

- ☑ Understand why a ScaleUp strategic product executive is not a "one-size-fits-all" solution.

- ☑ Explore strategies for addressing challenges, skill requirements, organizational design, and growth stages when integrating new leadership roles.

- ☑ This course empowers leaders to make informed decisions and align their executive teams for optimal growth and success.

# Entrepreneurship & Business Strategy

## 02 — ChatGPT for Entrepreneurs

In this engaging course, we delve into the transformative potential of ChatGPT, an advanced language model, and its applications within the Learning and Development (L&D) field. As an L&D professional, you are poised to revolutionize the way you design, deliver, and optimize training experiences using this cutting-edge technology. Throughout this course, you will **gain a comprehensive understanding of how ChatGPT can be integrated** into your L&D strategies, enhancing your ability to create more dynamic and personalized learning environments.

**Demonstrating**

how ChatGPT can be integrated into your L&D strategies

**Enhancing**

your ability to create more dynamic and personalized learning environments

We will explore practical ways in which ChatGPT can assist in content creation, facilitate interactive learning sessions, and provide instant feedback and support, all of which are crucial for effective learning outcomes. By the end of this journey, you will be **equipped with the knowledge and skills to effectively utilize ChatGPT as a pivotal tool** in your L&D toolkit, **opening up new avenues for innovation in training and development**. Let's embark on this journey together and unlock new possibilities in the world of learning and development!
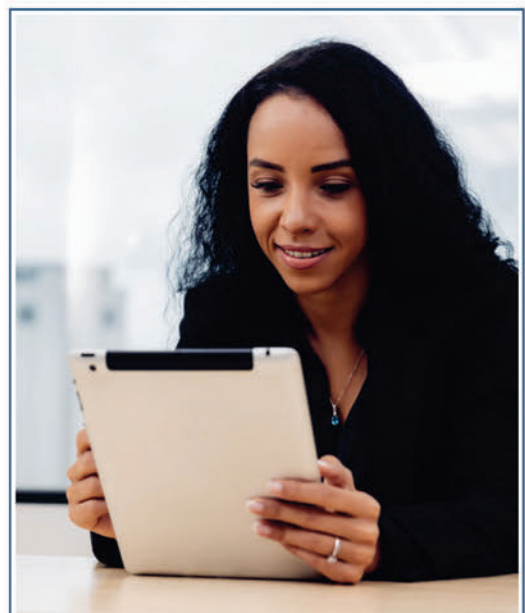
## 03 — Crafting Your GoToMarket Strategy

Welcome to **"Crafting Your Go-to-Market Strategy: A Guide for Entrepreneurs." This 30-minute course** simplifies the process of developing a go-to-market (GTM) strategy into a manageable, step-by-step approach, essential for successfully launching your product or service.

### 01 First, we'll identify your target audience

Understanding who they are, where to find them, and how to engage them effectively. This is crucial for ensuring your product or service reaches the right people.

### 02 Next, we'll delve into the key components of a robust GTM strategy

Covering everything from product-market fit to marketing and sales tactics. This comprehensive exploration will equip you with the necessary insights to craft a successful strategy.

### 03 Finally, we'll guide you through developing your unique GTM plan

Using practical tools and templates, focusing on actionable steps that move your product closer to your target audience.

Join us to turn the complex task of market entry into a clear and achievable roadmap.
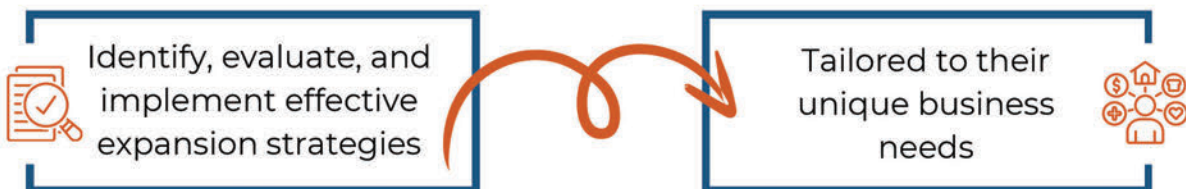
# Entrepreneurship & Business Strategy

## 04 — Expansion Strategies for ScaleUp

**Scaling** your business requires **thoughtful planning** and a clear understanding of expansion strategies that align with your **growth objectives**. Expansion Strategies for ScaleUp is a 20-minute course designed to provide leaders and teams with the tools to

| | |
|---|---|
| Identify, evaluate, and implement effective expansion strategies | Tailored to their unique business needs |

This course covers the key factors influencing **business expansion**, explores **traditional and innovative strategies**, and provides **real-world examples** to inspire **out-of-the-box thinking**.

By the end, you'll be equipped to make informed decisions that drive sustainable growth.

**Learning Objectives:**

☑ Understand the key factors that influence business expansion decisions.

☑ Identify and evaluate different types of expansion strategies.

☑ Explore and list examples of innovative, out-of-the-box expansion strategies.

☑ Gain insights and inspiration to align your expansion strategies with your ScaleUp goals and take your business to the next level.

# Entrepreneurship & Business Strategy

## 05 — Product Innovation

Welcome to **"Essentials of Product Innovation," a concise 15-minute eLearning course** designed to introduce you to the fundamental concepts and strategies behind developing innovative products. This course is perfect for both seasoned professionals seeking to **refine their skills and newcomers eager** to understand the dynamics of product innovation. **During this course, you will:**

### Gain valuable insights

Into effectively creating and enhancing products to meet market demands and stay ahead of the competition.

### Explore various types of innovation

Uncover key strategies for success, and examine the current trends shaping the future of product development.

### Have a solid understanding of the fundamentals

By the end of this session, you will **have a solid understanding of the fundamentals of product innovation**, **be able to identify key strategies** for developing innovative products, and **recognize the challenges and trends** that influence product innovation.

Get ready to unlock your creative potential and drive innovation within your business! Join us as we embark on this quick yet comprehensive journey into the world of product innovation.

# Entrepreneurship & Business Strategy

## 06 — Product Speak to Finance Speak

In the world of SaaS and ScaleUp companies, **bridging the gap** between **product teams** and **finance** is crucial for driving **stakeholder alignment** and **organizational success**. Product Speak to Finance Speak is a 20-minute course designed to help product professionals **translate technical jargon** into financial terminology, **ensuring clear communication and collaboration with stakeholders**.

Through this course, you'll gain financial acumen, learn to **communicate** effectively using **financial language**, and **understand how key financial documents** and **schedules impact the success** of your organization.

### Learning Objectives:

- ☑ Explain the significance of financial acumen in driving success in their role.

- ☑ Outline effective strategies for communicating with stakeholders in financial terms.

- ☑ Identify and understand key financial documents and their interdependencies in a ScaleUp company.

- ☑ Define the importance of key financial schedules and their role in organizational success.

- ☑ Understand how financial metrics interact within a SaaS company to drive growth and performance.

- ☑ Master the art of aligning product and financial perspectives to foster collaboration and success in your organization.

# Entrepreneurship & Business Strategy

## 07 — Value of a Strategic Product Executive

In the dynamic world of SaaS StartUps and ScaleUps, the addition of a strategic product executive to the leadership team can **unlock unprecedented levels of growth and success**. The Value of a Strategic Product Executive is a 20-minute course that dives into the critical role this position plays in **shaping company vision**, **bridging cross-functional gaps**, and **driving organizational growth**.

**Through this course, you'll explore:**

- The responsibilities and key success areas of a strategic product executive.

- Learn how they align with the company's overall vision.

- Discover how their cross-functional influence impacts sales and marketing, customer success, finance, and strategy.

**Learning Objectives:**

- Understand the pivotal role of a strategic product executive in the success of a ScaleUp.

- Identify the key areas of success that define the strategic product executive's contributions.

- Leverage the expertise of a strategic product executive to support the company's vision and growth trajectory.

- Recognize this role's value in bridging gaps across Sales, Marketing, Customer Success, Finance, and Strategy.

- Discover the impact of a strategic product executive and how to integrate this role into your leadership team.

# Entrepreneurship & Business Strategy

## 08 Vision and Alignment of a Company Strategy with Product Strategy

In the **high-growth** environment of **SaaS ScaleUps**, aligning company strategy with product strategy is essential for sustained success. Vision and Alignment: **Integrating Company Strategy with Product Strategy** is a 25-minute course designed to help leaders and teams navigate the unique challenges of ScaleUps by creating a cohesive vision and strategy that aligns with **market needs** and **drives growth**.

This course provides actionable insights into **defining and refining both company and product visions**, **leveraging data to adapt strategies**, and **making critical strategic decisions** during the ScaleUp phase. By the end, you'll understand how a well-aligned vision and strategy can unite the C-Suite and propel the organization forward.

**Learning Objectives:**

☑ Recognize the unique challenges of SaaS ScaleUps and the importance of C-Suite alignment around vision and strategy.

☑ Differentiate between a company mission, company vision, and product vision.

☑ Create a compelling and cohesive company and product vision.

☑ Use data to define, refine, and adjust strategies during the ScaleUp phase.

☑ Understand and navigate the types of strategic decisions commonly faced in ScaleUps.

☑ Equip yourself with the knowledge to align vision and strategy effectively, ensuring your ScaleUp is prepared for long-term success.

## 09 — Your Seat at the Board Table

As **an executive or leader in a ScaleUp company**, presenting to your **board of directors** is a crucial **responsibility**. Your Seat at the Board Table is a concise, 20-minute course designed to equip you with the skills and knowledge to prepare for and deliver **impactful presentations in board meetings**.

Developed by experienced ScaleUp executives, this course provides **key insights** into the purpose and responsibilities of the board, strategies for **crafting compelling meeting narratives**, and best practices for **delivering with confidence and impact**.

You'll also gain **access to valuable tools** and guidelines to **ensure your board meetings** are effective and successful.

**Learning Objectives:**

- ✔ Explain the purpose, roles, and responsibilities of a board of directors.

- ✔ Gain insights into how to effectively prepare for a board meeting.

- ✔ Craft a compelling and focused narrative for the board meeting.

- ✔ Deliver presentations within a board meeting with confidence and impact.

- ✔ Utilize tools and guidelines to facilitate productive and successful board meetings.

- ✔ Prepare to take your seat at the board table with confidence and make a lasting impression in your next board meeting.

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**III** — **Leadership & Personal Development**

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**III** Leadership & Personal Development

# Leadership & Personal Development

## 01     Emotional Intelligence

Welcome to our course on **Emotional Intelligence (EQ)**. EQ is essential for success in professional and personal spheres, involving the ability to:

| Understand emotions | **EQ** | Influence emotions |
|---|---|---|
| Manage emotions | | Both your own and those of others |

**This 30-minute course** will enhance your understanding of EQ's key components:

| Self-awareness | Self-regulation | Motivation | Empathy | Social skills |
|---|---|---|---|---|
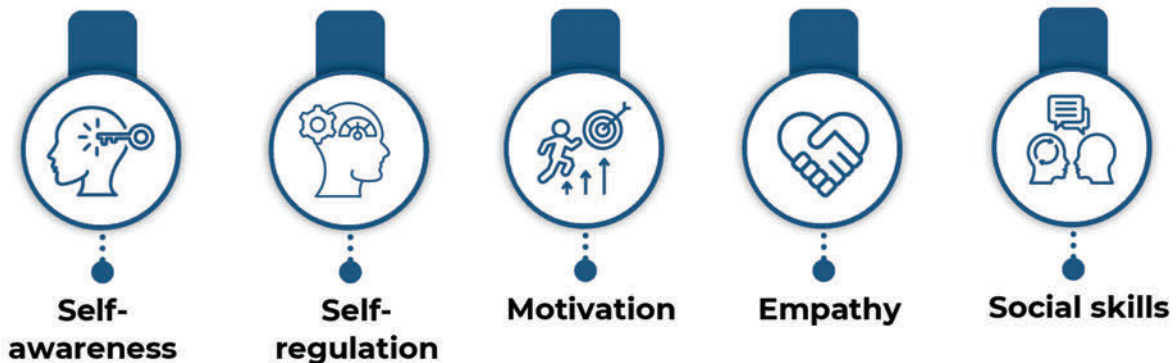
We'll explore the importance of EQ in the workplace, offering strategies to improve these critical skills. Through case studies and best practices, you'll learn **how enhanced EQ can positively affect team dynamics, leadership, and the overall workplace atmosphere**. Join us to develop a deeper understanding of EQ and learn practical ways to apply it, improving your professional interactions and workplace environment.

# Leadership & Personal Development

| 02 | Finance for Non-Finance Leaders |
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**Financial literacy** is a **critical skill** for leaders across all departments. Finance for Non-Finance Leaders is a 30-minute eLearning course designed to **break down financial concepts** and **empower leaders to confidently engage** with financial data and participate in financial discussions.



This course builds a solid foundation in **key financial statements**, **financial ratios**, and **the impact of financial data on decision-making**. Using real-world examples and practical applications, learners will gain skills to apply insights to operations and communicate with finance teams. Tailored for leaders at any experience level, **no prior financial knowledge is required**.

## Learning Objectives:

☑ Understand key financial statements and their components.

☑ Interpret basic financial ratios to evaluate company performance.

☑ Recognize the influence of financial data on decision-making processes.

☑ Apply financial principles to optimize their department's operations.

☑ Communicate confidently with finance teams using essential financial terminology.

**Step into the world of finance with confidence and make informed decisions that drive success for your team and organization!**

# Leadership & Personal Development

| 03 | Fostering Growth Mindset |
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Welcome to our **30-minute eLearning module, "Fostering a Growth Mindset."** Designed for leaders seeking both personal and professional growth, this course **underscores the importance of a growth mindset** - a key element for adaptability, innovation, and resilience in leadership.

**In this course, you'll learn:**

**01** How to effectively shift your thinking and behaviors to overcome career plateaus.

**02** Delve into the personal advantages of adopting a growth mindset.

**03** Discuss how to cultivate and spread this mindset across your team.

**04** Enhancing productivity and organizational impact.

Join us on this transformative journey to unlock your leadership potential and set your organization on a path to continuous growth and success.

# Leadership & Personal Development

<table>
<tr><td>04</td><td>Hybrid Leadership: Managing and Leading Hybrid Teams</td></tr>
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The modern workplace requires leaders to manage hybrid teams, balancing remote and in-office needs. **Hybrid Leadership: Managing and Leading Hybrid Teams** is a 15-minute course providing **tools and strategies for thriving in this evolving environment**.



This course emphasizes the importance of virtual communication, fostering team cohesion, and addressing the unique challenges of hybrid work.

Through actionable insights and practical techniques, learners will develop the skills to **lead with confidence**, **ensuring productivity** and **collaboration** across their teams.

**Learning Objectives:**

☑ Practical guidance for managing remote and in-office team dynamics.

☑ Strategies for effective virtual communication and fostering team cohesion.

☑ Insights into balancing the unique needs of a hybrid workforce.

**Digital Badge:**

☑ Participants will earn a Hybrid Leadership Digital Badge upon course completion, showcasing expertise in leading hybrid teams.

**Take the next step in mastering hybrid leadership and drive success for your team in today's flexible work environment!**

# Leadership & Personal Development

## 05 | Leadership by Coaching - Becoming a Player & a Coach

In a competitive and fast-paced growth environment, **leadership style and culture** are **critical** to **scaling a company successfully. Leadership by Coaching: Becoming a Player & a Coach** is a 20-minute course designed to help leaders transition from being individual contributors to adopting a coaching-oriented leadership style.

This course focuses on the importance of **leading strategically, attracting and retaining strong talent**, and **freeing up executive time** for high-level strategic activities. You'll learn how to **shift from a command-and-control approach** to a **coaching leadership style, empowering your team** while **fostering a culture** of growth and collaboration.

**Learning Objectives:**

☑ Understand the significance of transitioning from an individual "player" to a player-coach in a ScaleUp journey.

☑ Recognize the value of leading strategically rather than attempting to do it all yourself.

☑ Adjust leadership styles to align with the growth of the company and team.

☑ Embrace a coaching leadership style, moving away from a command-and-control approach.

☑ Identify actionable steps to transition from an individual contributor role to a coach.

**Step into a more strategic leadership role and empower your team with a coaching mindset to drive success and scalability.**

# Leadership & Personal Development

## 06 — Leading Innovation

Explore the art of fostering innovation within your organization with our course, **'Leading Innovation: Sparking and Steering Creative Change.'**

This program dives into the vital role of leadership in creating a culture that nurtures innovation, offering practical strategies to effectively spark and manage the creative process. **You'll learn:**

**Recognize traits of innovative leaders**

**The fundamental concepts of innovation**

**Discover how to build a supportive environment for creativity**
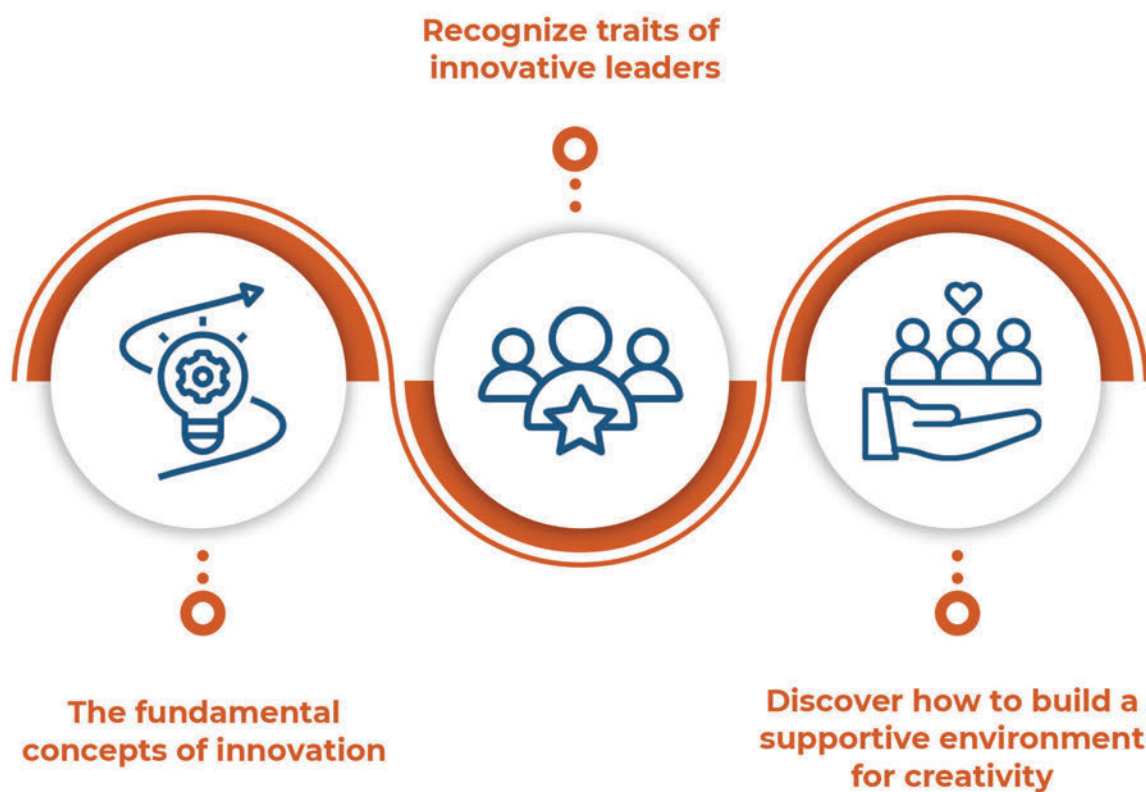
Additionally, the course provides actionable techniques for generating and implementing innovative ideas. Designed for those aiming to enhance their leadership skills or cultivate a progressive workplace, **this course equips you with the essential tools to lead innovation successfully**.

# Leadership & Personal Development

## 07 — How to Find a Mentor

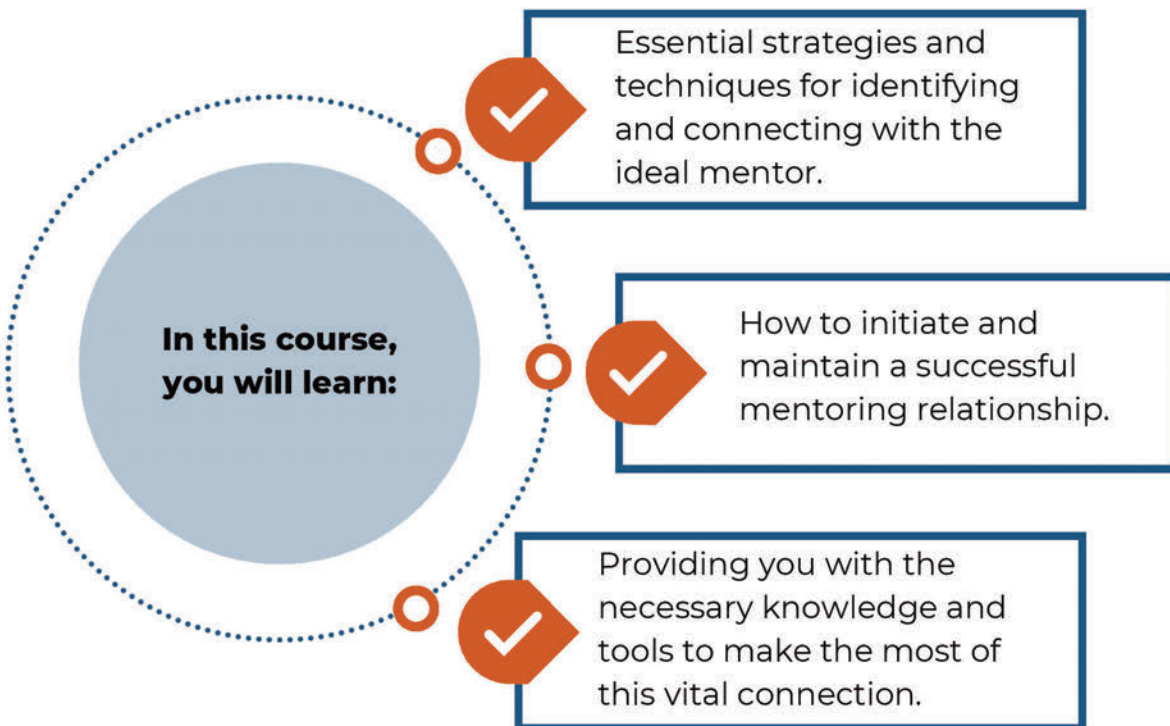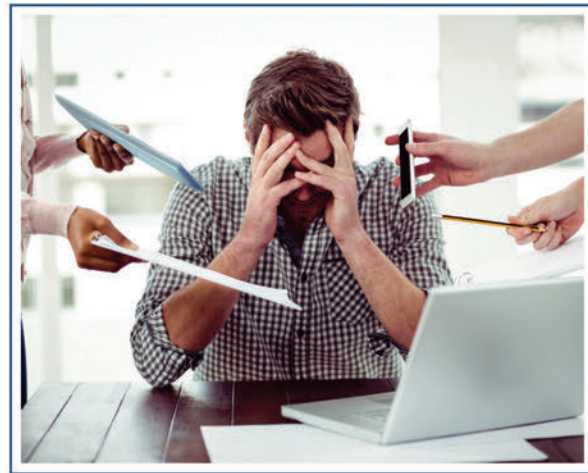Welcome to our 25-minute eLearning course on **"How to Find a Mentor."** This course is designed to be a transformative resource in both your personal and professional development. Finding a mentor is a crucial step in advancing your career and enhancing your growth, as the right mentor provides guidance and support throughout your journey.



**In this course, you will learn:**

✔ Essential strategies and techniques for identifying and connecting with the ideal mentor.

✔ How to initiate and maintain a successful mentoring relationship.

✔ Providing you with the necessary knowledge and tools to make the most of this vital connection.

Join us to empower yourself with the skills needed to find and engage with a mentor who can help propel your development and achieve your goals.

# Leadership & Personal Development

| 08 | Time Management |

Welcome to our **Time Management Skills** course! In this course, you'll discover powerful techniques to better to:

| Better manage your time | Boost your productivity | Reduce stress | Achieve a healthier work-life balance |

Additionally, upon successfully completing this course, you can earn a digital badge to showcase your new skills.

Throughout this course, you will gain a solid understanding of the core principles of effective time management. You'll learn **how to apply practical techniques to enhance your time management skills** and **identify common time-wasting habits that hinder productivity**. By the end of this session, you'll be equipped with the tools and knowledge to manage your time more effectively and make the most out of every day.

Get ready to transform the way you organize your time and tasks! Join us as we embark on this journey to mastering time management.

# Leadership & Personal Development

## 09 | Upskilling and Reskilling: Adapting to Technological Advancements

In today's rapidly evolving job market, staying competitive means embracing a mindset of continuous learning and adaptation. **Upskilling and Reskilling: Adapting to Technological Advancements in the Workplace** is a 30-minute course designed to help individuals and organizations **bridge skill gaps** caused by **technological disruptions**.

Through this course, you'll learn **the importance of upskilling and reskilling**, **identify areas impacted by technological advancements**, and **discover practical strategies and tools** to implement effective learning programs.

> Whether you're an employee or a manager, this course will empower you to thrive in a fast-changing world.

**Learning Objectives:**

- ☑ Understand the importance of upskilling and reskilling in the modern workplace.

- ☑ Identify key areas where technological advancements are creating skill gaps.

- ☑ Learn actionable strategies for implementing effective upskilling and reskilling programs.

- ☑ Explore tools and resources that support continuous learning and skills development.

- ☑ Gain the knowledge and strategies to adapt to technology and drive success.

# Leadership & Personal Development

| **10** | **Women in Leadership: Empowering Women in Leadership - Your Path to Success** |
|---|---|



This course is designed for women eager to **create a meaningful impact** —not just in their own lives, but also for those they lead and inspire. As a leader, every conversation, decision, and action you take helps shape the future. This program will equip you to **approach leadership with clarity, strategy, and confidence**.

Throughout this journey, you'll develop **key leadership skills, build resilience, and transform challenges into opportunities**. By the end, you'll be equipped to make impactful decisions and lead authentically and courageously.

This course focuses on practical application. With reflective exercises, real-world activities, and interactive experiences, you'll grow, adapt, and confidently step into your leadership potential.

**Learning Objectives:**

- ✔ Identify key skills and strategies for success in leadership roles.

- ✔ Recognize the importance of self-awareness, resilience, and relationship-building in leadership.

- ✔ Apply actionable techniques to overcome workplace barriers and create a positive impact.

- ✔ Earn a digital badge symbolizing their commitment to leadership excellence.

**Take the first step in this transformative journey and unlock your full potential as a leader. Let's begin!**

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**IV** Learning & Development

**Simmons Learning Solutions**
INNOVATE, LEARN, GROW

# Learning & Development

## 01 ChatGPT for Learning & Development

Welcome to the **ChatGPT eLearning course for entrepreneurs!** In this dynamic and transformative program, we will empower you with the knowledge and tools needed to fuel the success of your budding enterprise.

**Our course is designed to:**

**01** — Harness the power of artificial intelligence, led by ChatGPT

**02** — Provide you with expert insights

**03** — Guidance in navigating the challenging terrain of entrepreneurship

As your digital mentor, ChatGPT will help you **uncover the strategies, tactics, and solutions essential for building and scaling a thriving startup**. Whether you're a seasoned entrepreneur or just embarking on your journey, this course is your passport to innovation, growth, and prosperity. Let's embark on this exciting learning journey together!
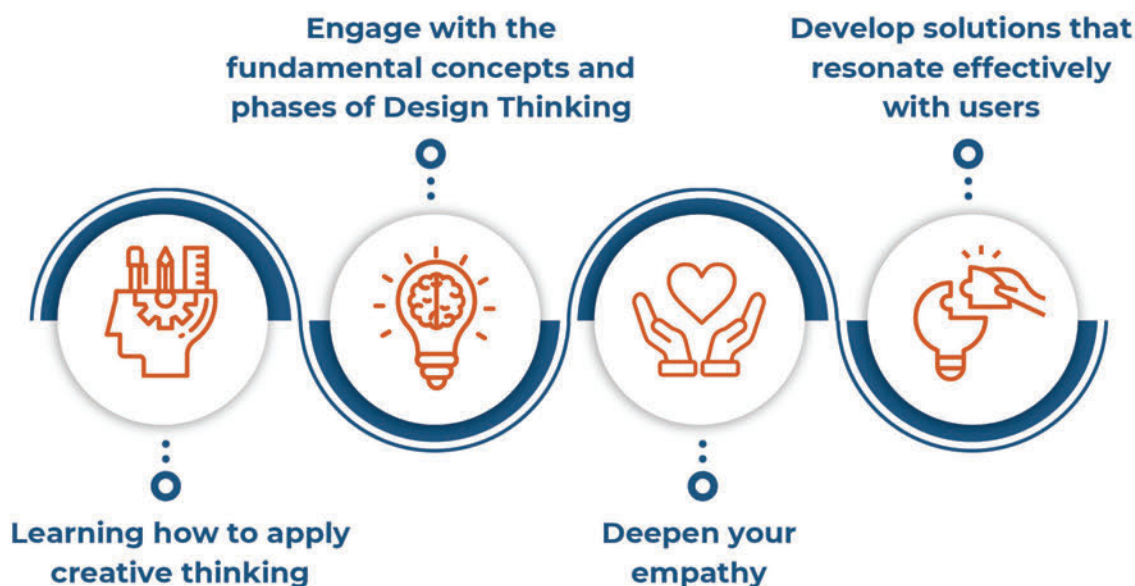
# Learning & Development

## 02 — Design Thinking

Welcome to **"Design Thinking for Creativity and Innovation,"** a **40-minute interactive eLearning course** designed to immerse you in the transformative world of Design Thinking. This powerful methodology has revolutionized industries by enhancing problem-solving with a focus on innovation and user-centric design.

**Throughout this course, you'll:**

Engage with the fundamental concepts and phases of Design Thinking

Develop solutions that resonate effectively with users

Learning how to apply creative thinking

Deepen your empathy

Ideal for both seasoned professionals and those beginning their journey in innovation, this course provides the essential tools and mindset needed to drive positive change and cultivate a culture of creativity and innovation.

**?**

**Are you ready to unlock your potential for innovative thinking?**

Join us as we dive into the exciting world of Design Thinking and explore how it can transform your approach to challenges and opportunities. Let's get started!

# Artificial Intelligence & Data Science

## 03 — Using AI in Learning & Development: A Practical Approach with the ADDIE Model

Unlock the **transformative potential** of **generative AI** to **elevate your Learning and Development (L&D)** processes in this hands-on, 30-minute course. Tailored for L&D professionals, this course integrates practical applications of **AI tools** into **the ADDIE model framework.**



Participants will explore how to **identify learner needs**, **design engaging instructional materials**, **develop multimedia content**, **personalize course delivery**, and **evaluate training effectiveness** with AI-driven insights. Through real-world examples, interactive activities, and guided exercises, you'll gain the skills to streamline workflows, enhance learner engagement, and drive meaningful training outcomes. This course is ideal for professionals looking to seamlessly incorporate AI into their instructional design practices.

### Learning Objectives:

- ☑ Apply generative AI tools to enhance the phases of the ADDIE model.

- ☑ Utilize AI-generated outputs to create impactful learning content and experiences.

- ☑ Evaluate and refine AI applications to improve training quality and effectiveness.

- ☑ Transform your instructional design approach and harness the power of AI to revolutionize your L&D initiatives.

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## V. Marketing & Digital Content

# Marketing & Digital Content

## 01 — Business Intelligence

Join us for **"Introduction to Business Intelligence (BI)," a concise 15-minute eLearning course** that provides a foundational understanding of Business Intelligence, a critical tool in today's data-driven business environment. Business Intelligence leverages technology to analyze data, transforming it into actionable information that empowers executives, managers, and other corporate users to make informed decisions.

With data generation at unprecedented levels, BI's role in **enhancing decision-making**, **strategic planning**, and **overall business performance** is indispensable.

This course explores the evolution of BI from its early days in the 1960s, starting with basic data collection methods, to today's advanced systems equipped with analytics and real-time reporting capabilities.

**You will learn about the:**

### 01
**Basic concepts of Business Intelligence**

### 02
**Key components and tools that constitute a BI system**

### 03
**Significant benefits BI offers to businesses**

Additionally, the course provides an overview of **how BI processes raw data into actionable insights, using sophisticated tools that make complex data analysis** and **powerful visualization simpler and more accessible**.

Embark on this learning journey to unlock the potential of BI and enhance your ability to contribute to data-driven decision-making processes within your organization.

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# Marketing & Digital Content

| 02 | Digital Marketing |
|---|---|

Welcome to **"Introduction to Digital Marketing,"** a course designed to ground you in the essentials of digital marketing. This course aims to help you understand the basic concepts of digital marketing, explore **key channels and strategies**, **recognize its importance in today's business landscape**, and **give you an overview of the tools** and metrics used in the field.



Throughout this course, you will gain an understanding of **how digital marketing functions** at its core. We will **delve into various digital marketing channels** such as social media, email, SEO, and content marketing, **learning how each can be strategically used to reach target audiences effectively**. Additionally, you will discover **why digital marketing is critical in achieving business success** in our increasingly digital world.

We'll also introduce you to the fundamental tools and metrics that marketers use to track and analyze their marketing efforts, **ensuring you have a comprehensive foundation to build upon in your digital marketing endeavors**.

Join us to start your journey into the dynamic and ever-evolving world of digital marketing, and equip yourself with the knowledge to navigate it successfully.

# Marketing & Digital Content

## 03 — Modern Content Creation

Welcome to our course, **"Content Creation Using the Latest Technology." This 45-minute training** is tailored to help you master the art of creating engaging and effective content using modern tools and techniques. Whether you're new to content creation or seeking to enhance your existing skills, this course is perfect for you.



**Course Objective:** By the end of this session, you will be well-versed in:

The basics of the latest content creation tools

Understand best practices

Know how to optimize your content for different platforms

We are excited to start this journey with you and help you elevate your content creation skills to the next level. Let's dive into the world of modern content creation together!

# THANK YOU !

Take advantage of our comprehensive offerings and elevate your team's skills and knowledge.

If you would like to learn more about our courses or see a demo, please reach out. Our team is ready to assist you in choosing the best solutions for your learning needs.

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