

# **Executive Learning and Corporate Training**

## **Course Catalogue**

### **Course Objectives & Outlines**

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<b>Course</b>	<b>Executive Coaching Program - Technology &amp; Telecom Business Masterclass</b>
<b>Delivery</b>	1 to 1 / In-person / On-site or Location of choice
<b>Duration</b>	1-5 days as per requirement

This customized executive coaching program is tailored **for technology and telecom C-suite leaders and senior executives** seeking strategic, operational, and decision-oriented insight on priority topics such as digital transformation, network modernization, data-center strategy, customer experience transformation, or new product and go-to-market initiatives.

Structured as a focused and highly practical engagement, the program integrates one-to-one executive coaching, facilitated workshops, industry case studies, and hands-on scenario planning to help leadership teams translate strategy into executable action.

By the end of the program, participants gain a validated roadmap, clearly defined KPIs, and an immediate, short-term implementation and governance plan aligned with their organizational objectives.

### **Suggested Course Objectives**

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|--|---|
| <b>1. Clarify strategic intent</b>     | Translate a chosen subject into 2–3 clear business objectives aligned to corporate strategy                           |
| <b>2. Assess readiness &amp; risk</b>  | Rapidly evaluate organizational, technical and commercial readiness and identify top 5 risks with mitigation measures |
| <b>3. Define a prioritized roadmap</b> | Produce a 6–18 month implementation roadmap with milestones, owners and budget ranges                                 |
| <b>4. Design success metrics</b>       | Specify a concise KPI set (3–7 metrics) to measure value, performance and adoption                                    |
| <b>5. Align stakeholders</b>           | Craft an executive briefing and stakeholder engagement plan that secures sponsorship and funding                      |
| <b>6. Make partner choices</b>         | Define vendor selection criteria and a short-list process tailored to objectives                                      |
| <b>7. Lead change effectively</b>      | Apply executive leadership techniques to accelerate adoption and maintain operational continuity                      |
| <b>8. Commit to follow-through</b>     | Agree to concrete next steps, including follow-up coaching checkpoints and governance cadence                         |

### **Course Format**

<b>One-day executive intensive (8 hours)</b>	For rapid alignment and a one-page strategy + action plan
<b>Two-day workshop + 1 follow-up session</b>	Deeper diagnostics, stakeholder mapping, and a 90-day plan
<b>Six-week modular program</b>	Deep implementation support with monthly workshops and fortnightly 1:1 coaching
<b>12-week executive coaching</b>	Deep implementation support with monthly workshops and fortnightly 1:1 coaching

### **Suggested Course Outline**

1. Strategic Context & Business Objectives
2. Technical & Operational Deep Dive
3. Commercial & Partnering Strategy
4. Risk, Compliance & Resilience
5. Roadmap, Phasing & Costing
6. Governance, KPIs & Funding Ask
7. Leadership, Change & Communications
8. Simulation / Case Study & Final Action Plan
9. Post-program follow-up

### **Suggested Three Sample Topics & Outlines for C-suite and Executive Management**

- 1. Network Modernization & Cloud-Native Architecture**
  - Business drivers & objectives (latency, throughput, cost)
  - Architecture options (spine-leaf, white-box, SDN, cloud interconnect)
  - Optical strategy & cost optimization (transceivers, DWDM, interconnects)
  - Security, resilience & observability requirements
  - Commercial model, vendor short-listing & PoC plan
  - Roadmap, KPIs, and procurement timeline
- 2. Data Center Strategy & High-Density Cooling (incl. liquid cooling & smart cabinets)**
  - Business case for high-density compute and liquid cooling
  - Technical options (immersion vs DCC), smart cabinet architectures
  - Site selection, modular vs prefab vs retrofit considerations
  - O&M model, remote monitoring & lifecycle costs
  - **Final:** Pilot definition, ROI model, procurement criteria and risk mitigations
- 3. Customer Support & Fault Management Transformation**
  - Baseline SLA, incident MTTR, Network MTBF, NOC maturity assessment
  - CX strategy and operational KPIs
  - Technology enablers (NOC tooling, automation, observability)
  - Organization, processes, outsourcing models and SLAs
  - Implementation roadmap, training needs and success metrics

<b>Course</b>	<b>Business Analytics - Data Driven Decision Making</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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Businesses can't just go with their gut anymore in today's competitive world. Being able to read data, model uncertainty, and use analytics to make decisions in the real world has become a key talent in many fields.

The Training course Business Analytics - Data Driven Decision Making is meant to give professionals the technical skills and practical approach they need to turn raw data into clear, purposeful actions.

### **Course Objectives**

1. Understand how data analytics helps businesses make better decisions based on facts
2. Use basic ideas from statistics, probability, and probability distributions to model uncertainty in business
3. Use Python programming to work with datasets, manage variables, apply conditional logic, and build reusable functions
4. Conduct descriptive analytics to summarize and interpret data using statistical measurements and visual techniques
5. Apply predictive analytics and machine learning techniques to build models for forecasting, classification, and decision support
6. Use linear programming and optimization techniques to solve business problems, such as resource allocation and budgeting
7. Develop and interpret real-world analytical solutions for marketing, finance, operations, and strategic planning decisions

### **Course Outline**

<b>Module 1</b>	Maths and Statistics Primer
<b>Module 2</b>	Python Primer
<b>Module 3</b>	Descriptive Analytics
<b>Module 4</b>	Descriptive Analytics
<b>Module 5</b>	Foundations of Linear Programming

### **Who should attend**

This course is for professionals who wish to strengthen their analytical thinking and use data-driven methods to get better results.

- ✓ Business and data analysts who want to improve their technical skills
- ✓ Operations managers, financial analysts, and product teams who utilize data to make decisions about strategy
- ✓ Marketing experts use analytics to learn about how customers act
- ✓ IT and data science experts helping with business insights across departments
- ✓ Project managers and consultants who work with data-driven solutions
- ✓ Anyone who wants to move into a business analytics job

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<b>Course</b>	<b>Business Matching and Connection Service</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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Business Matching and Connection Service training course is built for professionals who want to make matching a strategic tool, not a guessing game.

Whether you work in business development, manage partnerships, or run events and platforms that rely on strong networks, you'll learn how to:

- ✓ Qualify people and organizations with clarity
- ✓ Create matches that deliver value, not just introductions
- ✓ Handle expectations, communication, and follow-through with professionalism
- ✓ Measure what worked, what didn't, and why

### **Course Objectives**

1. Understand the importance of business matching when creating value and driving collaborative opportunities
2. Apply best practices to qualify businesses and individuals for efficient matchmaking
3. Develop frameworks for managing expectations and communication with clients
4. Support early-stage interactions and manage relationship dynamics after introductions
5. Evaluate match outcomes using measurable performance indicators and client feedback
6. Improve your future matches through data-driven insights and process improvements
7. Design scalable and ethical approaches to growing a sustainable connection-based business model
8. Improve your future matches through data-driven insights and process improvements

### **Course Outline**

<b>Module 1</b>	Foundations of Matching and Connection Businesses
<b>Module 2</b>	Target Identification and Matchmaking Methods
<b>Module 3</b>	Managing Expectations and Communication in Match Delivery
<b>Module 4</b>	Relationship Lifecycle Management in Business Connections
<b>Module 5</b>	Evaluating Business Matches and Managing Partnerships

### **Who should attend**

This Matching and Connection Business training course is ideal for professionals working in matchmaking services. It is particularly suitable for:

- ✓ Business development managers
- ✓ Event and relationship manager
- ✓ Networking platform operators
- ✓ Partnership coordinators
- ✓ Organizational consultants

<b>Course</b>	<b>Customer Service Excellence</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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The Customer Service Excellence Training Course is designed to equip professionals with the tools, strategies, and mindset to exceed customer expectations and embed a culture of high standard customer care across the organization.

Whether you're managing frontline teams or aiming to enhance your service delivery, this course offers a structured path to mastering modern customer service excellence standards.

### **Course Objectives**

1. Identify and apply concepts and strategies to deliver and control excellence in customer service
2. Evaluate customer service quality and implement methods to improve customer care
3. Realize the connection between customer service, reputation, and the value created for customers
4. Utilize effective communication techniques, including active listening and body language, to understand and meet customer needs
5. Improve the ability to handle different types of customers and manage their complaints
6. Develop and manage customer service strategies to provide innovative customer experiences.
7. Motive and inspire both front-line customer service and customer-value staff to deliver high-quality

### **Course Outline**

<b>Module 1</b>	The World of Customer Service Excellence
<b>Module 2</b>	Understanding the Organisation's Service Delivery
<b>Module 3</b>	Communication Masterclass
<b>Module 4</b>	Managing the Delivery of Customer Service Excellence
<b>Module 5</b>	Action Planning to Achieve Customer Service Excellence

### **Who should attend**

Professionals seeking to elevate their customer service standards and develop innovative approaches to customer care are the target audience for the Customer Service Excellence course. It is particularly beneficial for:

- ✓ Front-line customer service staff are responsible for direct customer interactions
- ✓ Team leaders and managers oversee customer service operations
- ✓ Professionals in customer experience and relationship management work in this field
- ✓ Business owners and entrepreneurs are aiming to build strong customer relationships
- ✓ Employees from various industries who wish to improve communication, conflict resolution, and customer engagement skills

<b>Course</b>	<b>Client Management Strategies for Retention and Growth</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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It is usually more prudent to keep an existing customer than to seek a new one. When operating in a market that is very competitive, it is not enough to simply provide excellent service to keep loyal customers; it is also necessary to establish trust, comprehend their requirements before they express them, and provide continual value that propels long-term expansion.

This course is titled 'Client Management Strategies for Retention and Growth', assists professionals in transforming their everyday contacts into long-lasting partnerships.

### **Course Objectives**

1. Describe the importance of client management and explore client management models
2. Understand the customer-centric approach and discuss the dilemma of client/management needs
3. Recognize reasons for clients leaving and the consequences of losing a client
4. Understand the client's personality and psychological drivers to create lasting value
5. Design and develop a strategy for client retention and growth
6. Implement strategies and techniques to delight clients and foster loyalty
7. Enhance influencing skills and use them to gain client attention and support
8. Improve communication skills for client retention and ensure a constant voice across all channels
9. Apply continual improvement strategies to increase customer retention

### **Course Outline**

<b>Module 1</b>	Introduction to the Client Management
<b>Module 2</b>	Understanding and Retaining Clients
<b>Module 3</b>	The Psychology of Influence
<b>Module 4</b>	Communication Skills and the Power of Psychology
<b>Module 5</b>	Continuous Improvement and Innovation for Client Retention

### **Who should attend**

This course is ideal for professionals who manage client relationships or support customer success and retention.

- ✓ Account managers and client success professionals
- ✓ Sales and business development teams
- ✓ Customer service and support staff
- ✓ Marketing and CRM specialists
- ✓ Anyone responsible for client engagement, loyalty, and growth



<b>Course</b>	<b>Advanced Customer Relationship Management</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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In today's fiercely competitive business landscape, nurturing and maintaining strong relationships with customers has become a strategic imperative for organizations of all sizes and industries. CRM serves as the compass guiding these efforts, enabling businesses to better understand, engage with, and delight their customers.

This course serves as your passport to the world of CRM excellence. Whether you're a seasoned marketing professional seeking to harness the power of data-driven marketing, a sales manager aiming to optimize your team's performance, or an aspiring entrepreneur eager to build a customer-centric startup from the ground up, this course is tailored to meet your needs.

### **Course Objectives**

1. **Understand CRM Fundamentals:** Gain a comprehensive understanding of the fundamental concepts and terminologies associated with CRM, enabling you to speak fluently about CRM strategies and goals
2. **Master KPI Measurement:** Learn to identify, select, and effectively measure Key Performance Indicators (KPIs) that are crucial for evaluating the success of CRM initiatives and strategies
3. **Integrate CRM into Marketing:** Discover how to seamlessly integrate CRM principles into marketing strategies, enabling you to create personalized, data-driven marketing campaigns that resonate with customers
4. **Optimize Sales Processes:** Equip yourself with the knowledge and tools to optimize sales processes, improve lead management, and enhance customer acquisition and retention
5. **Enhance Customer Service:** Explore strategies for delivering exceptional customer service by leveraging CRM data and insights to anticipate and meet customer needs
6. **Conduct Competitor Analysis:** Develop skills in gathering competitive intelligence, conducting SWOT analyses, and adapting CRM strategies to gain a competitive advantage in your industry
7. **Implement Advanced CRM Technologies:** Familiarize yourself with cutting-edge CRM technologies, including AI and predictive analytics, and learn how to implement them to enhance customer relationships
8. **Strategize for the Future:** Gain insights into emerging trends and ethical considerations in CRM, preparing you to adapt and lead CRM strategies into the future

### **Course Outline**

<b>Module 1</b>	Introduction to CRM and Key Concepts
<b>Module 2</b>	Key Performance Indicators (KPIs) in CRM
<b>Module 3</b>	Marketing Strategies in CRM
<b>Module 4</b>	Competitor Analysis and CRM
<b>Module 5</b>	Advanced CRM Strategies and Future Trends

### **Who should attend**

- ✓ Marketing Professionals
- ✓ Sales and Business Development Professionals
- ✓ Customer Service Representatives
- ✓ Business Owners and Entrepreneurs
- ✓ Product Managers
- ✓ Data Analysts and Data Scientists
- ✓ Operations and Strategy Executives
- ✓ CRM Administrators and IT Professionals
- ✓ Consultants and Advisors
- ✓ Anyone Interested in Career Advancement

<b>Course</b>	<b>Certified Customer Experience Professional</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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Today's business landscape emphasizes the importance of providing exceptional customer experience for business success. This learning journey is designed to equip you with the essential knowledge and skills to effectively develop and implement customer experience initiatives.

By the end of this course, you'll be ready to take CCXP exam and improve your performance. Besides, you'll be able to implement successful customer experience initiatives within your organization.

### **Course Objectives**

1. Demystify customer experience (CX) and its core concepts
2. Mapping customer journey and create customer persona
3. Implementing Voice of Customer (VOC) programs
4. Develop CX strategy and implement strategic management
5. Identifying customers' needs and expectations using various models
6. Designing CX metrics for measuring performance
7. Implement culture and accountability for a customer-centric environment
8. Learn customer-centric models for organizations
9. Practice CCXP exam questions and improve performance

### **Course Outline**

<b>Module 1</b>	Introduction to Customer Experience (CX)
<b>Module 2</b>	Customer Experiences Strategy
<b>Module 3</b>	Designing & Measuring CX Strategy
<b>Module 4</b>	Culture & Accountability
<b>Module 5</b>	CCXP Exam Preparation & Practices

### **Who should attend**

- ✓ CX Professionals
- ✓ Marketing Professionals
- ✓ Sales Professionals
- ✓ Business Leaders
- ✓ Business Executives
- ✓ Product Managers
- ✓ Customer Service Representatives
- ✓ Support Agents
- ✓ Entrepreneurs
- ✓ Business Owners
- ✓ Anyone Transitioning to CX Roles

<b>Course</b>	<b>Customer Profiling Techniques &amp; Procedures</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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In today's competitive market, guessing is no longer enough. Understanding who your customers are, what drives them, and how they make decisions is what sets successful businesses apart.

The Customer Profiling Techniques and Procedures course gives you the practical tools to go beyond assumptions and create strategies built on real customer insight.

This course helps you connect deeply with your customers, motivate them to act, and create experiences that turn satisfaction into loyalty.

#### **Course Objectives**

- ✓ Use customer profiling techniques and procedures to gain a better understanding of customer preferences and behavior
- ✓ Understand the meaning of value from the customer's point of view and the way of using it to develop winning strategies
- ✓ Conduct customer segmentation and market analysis to identify distinct customer groups and develop targeted strategies
- ✓ Enhance communication and interpersonal skills to gain customer satisfaction and win sales
- ✓ Work toward creating a WOW factor by identifying customer touchpoints, mapping customer journeys, and motivating customers
- ✓ Develop customer satisfaction surveys to measure customer satisfaction and identify areas of improvement
- ✓ Develop a personal action plan for development, set goals, and use time management techniques to improve productivity

#### **Course Outline**

<b>Module 1</b>	Fundamentals of Customer Profiling
<b>Module 2</b>	Customer Segmentation and Market Analysis
<b>Module 3</b>	Communication and Interpersonal Skills Development
<b>Module 4</b>	Creating WOW Factor Use Profiling
<b>Module 5</b>	Personal Development for Continuous Improvement

#### **Who should attend**

- ✓ Sales and marketing professionals seeking smarter targeting
- ✓ Customer service teams and managers aiming to enhance client experience
- ✓ Business development professionals building lasting relationships
- ✓ Market researchers and analysts need actionable customer data
- ✓ Team leaders, entrepreneurs, and small business owners growing customer-centric operations

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<b>Course</b>	<b>Data Analysis Methods and Techniques</b>
<b>Delivery</b>	Classroom or online interactive
<b>Duration</b>	5 days / 20 hours

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In the Data Analysis Methods and Techniques course, participants gain the skills to move from descriptive to predictive, from reactive to strategic.

This hands-on, five-day training takes you deep into practical analysis using tools like Python, Tableau, Power BI, Hadoop, and Spark, to help you turn raw, messy data into clear direction and confident decisions.

#### **Course Objectives**

- ✓ Master the principles of data analysis and statistics, including data sources and sampling methods
- ✓ Utilize Python libraries and BI tools to perform data analysis and create effective data visualization
- ✓ Implement data mining and comparison techniques and conduct trend and correlation analyses
- ✓ Create and interpret histograms and conduct Pareto and cumulative percentage analyses
- ✓ Utilize Hadoop to process and analyze big data
- ✓ Perform frequency analysis and implement advanced regression analysis techniques
- ✓ Understand the fundamentals of probability theory and distribution and analyze risks and uncertainty using Python

#### **Course Outline**

<b>Module 1</b>	The Basics of Data Analysis and Fundamental Statistics
<b>Module 2</b>	Data Mining and Comparison Techniques
<b>Module 3</b>	Histograms and Advanced Visualization Techniques
<b>Module 4</b>	Frequency Analysis, Regression, and Curve Fitting
<b>Module 5</b>	Probability, Confidence, and Advanced Analysis Techniques

#### **Who should attend**

- ✓ Data Analysts and BI Professionals looking to uplevel with more sophisticated methods
- ✓ Research Professionals, Consultants, & Strategists making arguments based on evidence
- ✓ Managers and Technical Teams that need to make informed, data-driven decisions
- ✓ People with a desire to practice data science in real business settings