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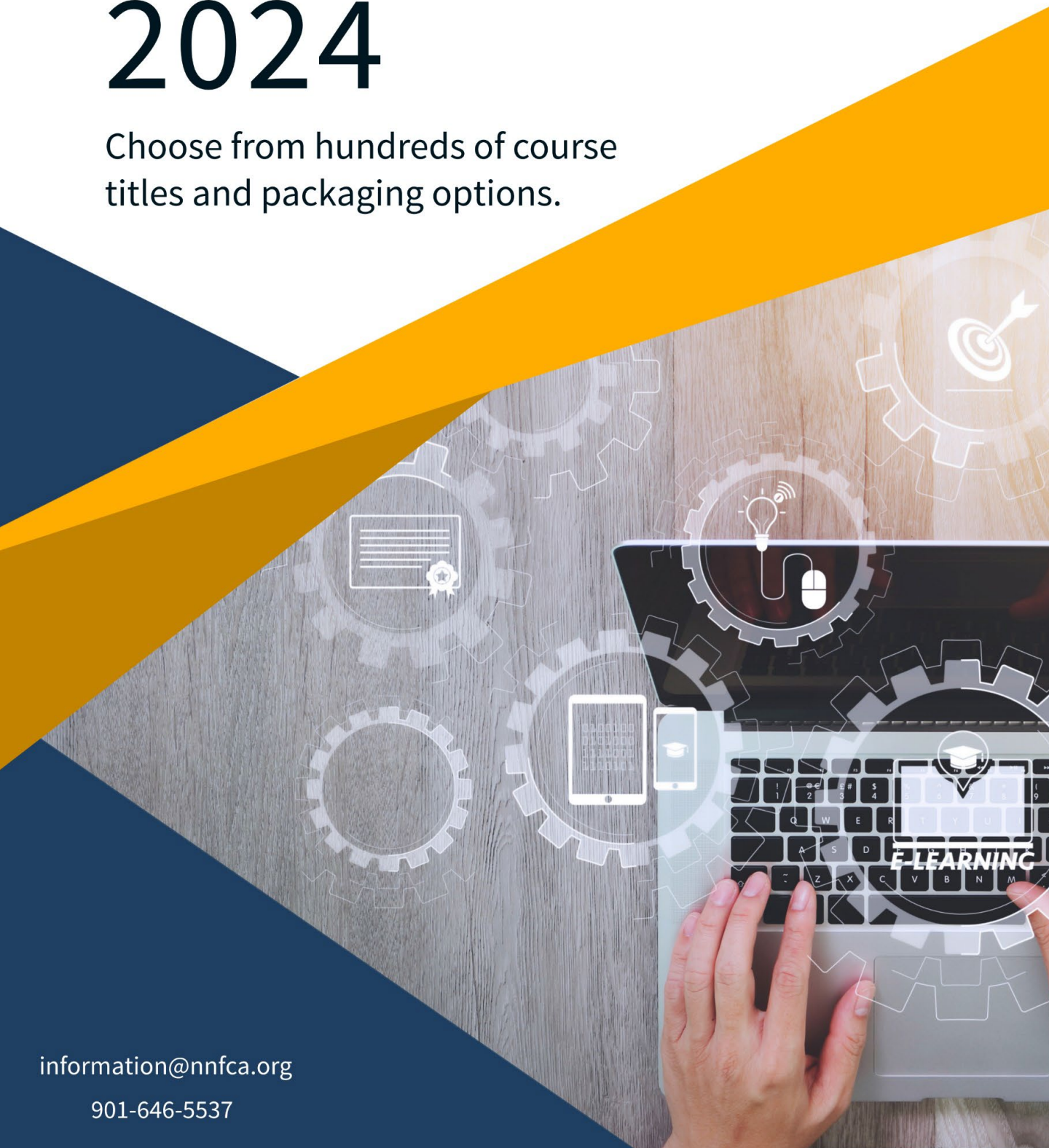
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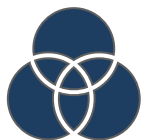
Targeted Training
Create a learning plan targeted to each learner's needs by completing one of the many skill assessments we offer. Scorecards include: Supervisors, General Worker, Sales, and more. Call to see a sample report.

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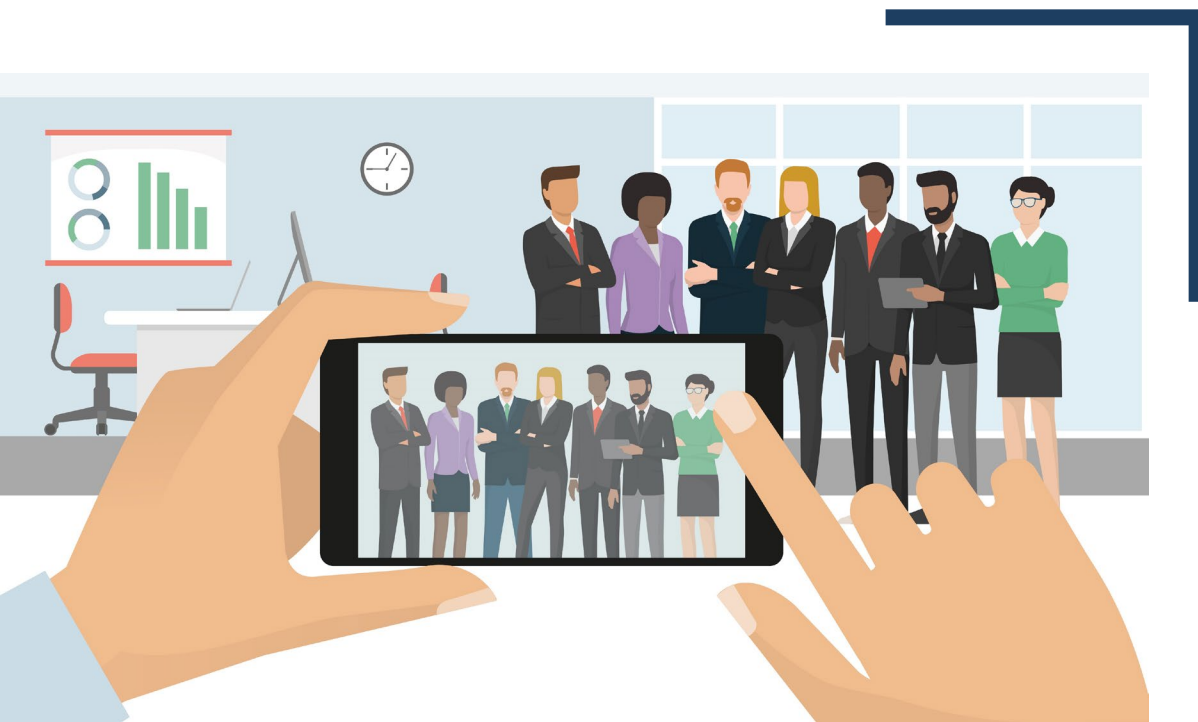
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Finance Skills

BUSINESS ACUMEN FOR LEADERS

6-Month Program

Each Month Includes:
- 1 Hour - Topic Introduction Session
- Online Resources
- Networking with Industry Leaders
- 1 Hour - Topic Debrief Session
- Capstone Project

WHO SHOULD ATTEND

Mid-Level Managers

Corporate Executives

Business Owners

Aspiring Entrepreneurs

Professionals Seeking Career Growth

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- Categories for Annual Reviews 2
- Common Mistakes Managers Make - 1
- Common Mistakes Managers Make - 2
- Tips - Pay for Performance
- Tie Compensation to Company-Based Returns
- Gauge Employee Engagement 1
- Gauge Employee Engagement 2
- How to Communicate Employee Expectations Effectively

Create an Enviable Team Culture

- What is Team Culture and Why Does it Matter?
- Types of Team Cultures
- Assessing Your Team Culture
- Transforming a Negative Team Culture
- Building a Positive Team Culture
- Creating a Strengths-Based Culture

Crisis Management

- Introduction to Crisis Management
- Types of Business Crises
- Preventing and Preparing for a Crisis
- Responding to a Crisis
- Recovery After a Crisis

Delivering Constructive Criticism

- When Should Feedback Occur?
- Preparing for Constructive Criticism
- Choosing a Time and Place
- During the Session 1
- During the Session 2
- Setting Goals
- Diffusing Anger or Negative Emotions
- What Not to Do When Giving Constructive Criticism
- After the Session - Part 1
- After the Session - Part 2

Developing New Managers

- Managers are Made, Not Born
- Create a Management Track
- Define and Build Competencies
- Managers Learn by Being Managed Well
- Provide Tools for New Managers
- Provide Support for New Managers
- Identify Strong Management Candidates Early
- Clearly Defining the Management Track
- Empower New Managers
- Provide Growth Opportunities

Effective Feedback Strategies

- Introduction to Giving Feedback
- How to Give Employee Feedback
- What if Feedback Goes Wrong?
- Feedback Response #1: The Silent Treatment
- Feedback Response #2: Playing Defense
- Feedback Response #3: Tearful Reaction
- Feedback Response #4: The Commitment-Phobe
- Feedback Response #5: Angry Reaction

Employee Motivation

- A Psychological Approach
- Object-Oriented Theory
- Using Reinforcement Theory
- Using Expectancy Theory
- Personality's Role in Motivation
- Setting Goals to Motivate
- A Personal Toolbox for Employee Motivation
- Motivation on the Job
- Addressing Specific Morale Issues
- Keeping Yourself Motivated

Employee Recognition

- Types of Incentives
- Employee Recognition Programs
- How to Get the Buzz Out
- Employee Recognition Starts From the Top
- Creating a Culture of Recognition
- The Best Things in Life are Free!
- A Small Gesture Goes a Long Way
- Pulling Out the Red Carpet for Recognition
- The Don'ts
- Maintaining Employee Recognition Programs

Fostering Fearless and Resilient Teams

- What is Workplace Resilience?
- Developing a Culture of Team Resilience
- Build Psychological Safety
- Create a Culture of Continuous Learning
- Foster Positive Relationships
- Promote Stress Management and Self-Care

High Performance Teams Inside the Company

- The Benefits
- Challenges of High-Performance Teams
- How to Build and Lead High Performance Teams
- Characteristics of High-Performance Teams
- Effective Team Leader
- Leading High-Performance Teams (I)
- Leading High-Performance Teams (II)
- Ideas for Motivating
- Steps to Retaining
- Augmenting Team Performance

High Performance Teams Remote Workforce

- Remote Workforce
- High Performance Teams
- Characteristics of High-Performance Teams for Remote Workers
- How to Create Teamwork
- Types of Communication for Remote Teams
- Training Your Remote Team
- Managing the Remote Team
- Effective Team Meeting How-to
- Keep Happy and Motivated High-Performance Team
- Don'ts with High Performance Teams

Introduction to Team Management

- What is Team Management?
- What Makes a Team Effective?
- Communicating with Your Team
- Common Team Problems and How to Resolve Them
- Team Management Tips and Techniques

Leadership and Influence

- The Evolution of Leadership
- Situational Leadership
- A Personal Inventory of Leadership & Influence
- Modeling the Way
- Inspiring a Shared Vision
- Challenging the Process
- Enabling Others to Act
- Encouraging the Heart
- Basic Influencing Skills
- Setting Goals as a Leader

Leading Through Difficult Times

- Introduction
- How a Crisis Can Impact Your Business
- Common Types of Business Crises
- What is Crisis Management?
- Preventing and Preparing for a Crisis
- Responding to a Crisis
- Recovering After a Crisis

Letting an Employee Go Gracefully

- Good Reasons for Letting an Employee Go
- Mitigating Legal Risks When Letting an Employee Go
- Steps to Take Before Letting an Employee Go
- How to Tell an Employee They're Fired
- Reassuring Your Team After Someone is Let Go

Manager Management

- Grooming a New Manager
- Coaching and Mentoring (I)
- Coaching and Mentoring (II)
- Measuring Performance
- Motivating Managers
- Signs of Poor Management
- Trust Your Team of Managers
- When Do You Step In to Help Your Managers?
- Basic Qualities for Managers
- When an Employee Complains About Their Manager

Middle Manager

- Introduction to Management
- Ethics and Social Responsibility
- Managing Information
- Decision-Making
- Control
- Organizational Strategy
- Innovation and Change
- Organizational Structures and Process
- Managing Teams
- Motivation and Leadership

Office Politics for Managers

- New Hires
- It's About Interacting and Influencing
- Dealing with Rumors, Gossip, and Half - Truths
- Office Personalities (I)
- Office Personalities (II)
- Getting Support for Your Projects
- Conflict Resolution for Managers
- Ethics and Office Politics
- You Are Not an Island
- Social Events Outside of Work

Performance and People Management

- What is Performance Management?
- Conducting Effective Performance Reviews
- Continuous Performance Management
- Tips for Improving Poor Performance
- How to Develop a Performance Improvement Plan
- Managing High Performers
- How to Effectively Manage Managers

Performance Management

- The Basics of Performance Management (I)
- The Basics of Performance Management (II)
- Goal Setting for Performance
- Establishing Performance Goals
- 360-degree Feedback
- Competency Assessments - Performance Management
- Kolb's Learning Cycle
- Motivation and Performance Management
- The Performance Journal
- Creating a Performance Plan

Resolving Conflict

- Common Causes of Conflict in the Workplace
- Understanding How People Deal with Conflict
- 6 Steps to Mediate Conflict Between Employees
- Dealing with Frustrated or Angry Employees
- Conflict Resolution Tips and Techniques

Responsibility in the Workplace

- Accountability Ladder
- Examples of Responsibility
- Importance of Responsibility
- Benefits of Responsibility
- Characteristics of Responsible People
- Barriers to Responsibility in the Workplace
- Overcoming Barriers to Responsibility in the Workplace
- Increasing Responsibility in the Workplace
- Accountability Software part 1
- Accountability Software part 2

Servant Leadership

- What is Servant Leadership?
- Leadership Practices
- Share the Power
- Characteristics of a Servant Leader
- Barriers to Servant Leadership
- Building a Team Community
- Be a Motivator
- Be a Mentor
- Training Future Leaders
- Self-Reflection

Supervising Others

- Setting Expectations
- Setting Employee Goals
- Assigning Work
- Degrees of Delegation
- Implementing Delegation
- Providing Feedback
- Managing Your Time
- Resolving Conflict
- Tips for Special Situations
- A Survival Guide for the New Supervisor

Team Building for Managers

- What Are the Benefits of Team Building?
- Types of Team Building Activities
- Games for Teams
- More Team Building Games
- Activities in Teambuilding for Managers
- More Team Building Activities
- Social Gatherings
- Common Mistakes When Team Building
- Formatting a Team Building Plan
- Evaluate the Team

Team Building through Chemistry

- Understanding Teams
- Team Development Model
- Chemistry in Teams
- Diversity in Teams
- Vision and Goals for Teams
- Team Roles
- Leadership Functions
- Develop Team Cohesion
- Build Team Relationships
- Direction of Team

Teamwork and Team Building

- Defining Team Success
- Types of Teams
- The First Stage of Team Development – Forming
- The Second Stage of Team Development – Storming
- The Third Stage of Team Development – Norming
- The Fourth Stage of Team Development – Performing
- Team Building Activities
- Making the Most of Team Meetings
- Solving Problems as a Team
- Encouraging Teamwork

The Secrets of Skilled Delegation

- The Importance of Delegation
- Why People Don't Delegate
- What and How to Delegate
- Delegating the Right Tasks to the Right People
- Keeping Control without Micromanaging

Trust Building and Resilience Development

- Empower Staff to Build Trust
- Transparent Communication
- Keep Promises
- Respect & Trust Building
- Develop Positive Relationships
- Personality Types
- Change Acceptance and Management
- Overcoming Adversities
- Stress Management & Building Trust
- Staying Motivated

Virtual Team Building and Management

- Setting Up Your Virtual Team I
- Setting Up Your Virtual Team II
- Virtual Team Meetings
- Virtual Communication I
- Virtual Communication II
- Building Trust
- Cultural Issues in Virtual Teams
- To Succeed With a Virtual Team
- Dealing With Poor Team Players
- Choosing the Right Tools for Virtual Teams

Marketing

A Guide to Content Marketing

- What is Content Marketing
- Developing Your Content Strategy
- Creating Content for Your Audience
- Creating Content for Every Stage of the Marketing Funnel
- Choosing Your Content Distribution Channels
- Developing Your Voice and Tone
- Tips for Creating Engaging Content
- Business Blogging 101

Customer and Market Research

- The Importance of Customer Research
- Types of Customer Research
- Defining Your Target Market
- Segmenting Your Target Market
- How to Conduct a Competitive Landscape Analysis
- How to Create and Use Buyer Personas
- Mapping Your Customer's Journey

Getting Started with Marketing Analytics

- What is Marketing Analytics
- Choosing Marketing Key Performance Indicators
- Measuring the Effectiveness of Marketing Campaigns
- Tips for Interpreting and Analyzing Marketing Data
- Using Storytelling to Communicate Data

How to Develop Winning Product Pages & Descriptions

- The Role and Anatomy of a Product Page
- Tips for Improving Product Page Performance
- The Role of Product Descriptions
- How to Write Compelling Product Descriptions

Internet Marketing Fundamentals

- SWOT Analysis in Marketing
- Marketing Research
- Real Time Marketing
- Brand Management
- Social Media (I)
- Social Media (II)
- SEO Basics
- Website Characteristics
- Capturing Leads
- Campaign Characteristics

Marketing Basics

- What is Marketing?
- Common Marketing Types (I)
- Common Marketing Types (II)
- The Marketing Mix
- Communicating the Right Way
- Customer Communications
- Marketing Goals
- The Marketing Funnel
- Marketing Mistakes (I)
- Marketing Mistakes (II)

Marketing Fundamentals: Your Getting Started Guide

- What is Marketing?
- What Makes Something Marketable?
- The 4 Key Elements of Marketing
- What is a Marketing Plan?
- Setting Your Marketing Goals
- Identifying Your Target Audience
- Determining Your Unique Selling Proposition (USP)
- What are Marketing Tactics?
- Understanding the Funnel
- Traditional vs Digital Marketing
- Persuasion vs Manipulation
- Introduction to Marketing Analysis

Media and Public Relations

- Networking for Success (I)
- Networking For Success (II)
- The Meet and Greet
- Dressing for Success
- Writing for Business
- Setting Media Goals
- Media Relations
- Issues and Crisis Communication Planning
- Social Media (The PR Toolkit)
- Employee Communications

Multi-Level Marketing

- How Does Multi-Level Marketing Work
- Building a Contact List
- Recruiting New Agents I
- Recruiting New Agents II
- Training Multi-Level Marketing Agents
- Sponsorship/Mentorship
- Provide Marketing Presentation Training
- Provide Social Media Training
- Provide Training in Recruitment
- Provide Ethics Training

Optimizing Your Images for SEO

- What is Image Optimization and Why Does it Work?
- Reduce Image File Sizes
- Choose the Right File Type
- Use Lazy Loading
- Customize Image File Names
- Write SEO-Friendly Alt Text
- Add Descriptive Captions

Product Marketing Fundamentals

- What is Product Marketing and Why Is It Important?
- Functions of Product Marketing
- 6 Tips for Effective Product Marketing
- What is the Product Life Cycle?
- Managing the Product Life Cycle
- Finding Product-Market Fit
- Measuring Product-Market Fit

Quick Guide to Developing a Go-To-Market Strategy

- What is a Go-to-Market Strategy?
- 5 Components of a Go-to-Market Strategy
- Developing a Pricing Strategy
- Driving Product Adoption

Social Media Marketing

- Facebook
- YouTube
- Twitter
- LinkedIn
- TikTok
- Pinterest
- Tumblr
- WhatsApp
- Snapchat
- Instagram

Website Marketing

- Using Your Website as a Marketing Tool
- 7 Characteristics of Good Website Design
- How to Reduce Friction and Increase Website Conversions
- How to Design Great Landing Pages

Your Comprehensive Email Marketing Guide

- Introduction to Email Marketing
- Designing an Effective Campaign
- Segmenting Your Audience
- The Benefits of Email Automation
- What Makes Marketing Emails Effective?
- Writing Compelling Email Subject Lines
- Writing Effective Emails
- Email Design Fundamentals
- Avoiding Spam Filters
- How to Craft High-Performance Emails with A/B Testing
- Measuring the Effectiveness of Email Marketing

Personal Development

Assertiveness and Self-Confidence

- What Does Self-Confidence Mean to You?
- Obstacles to Our Goals
- Communication Skills
- The Importance of Goal Setting
- Feeling the Part
- Looking the Part
- Sounding the Part
- Powerful Presentations
- Coping Techniques
- Dealing with Difficult Behavior

Attention Management

- Introduction to Attention Management
- Types of Attention
- Strategies for Goal Setting
- Meditation
- Training Your Attention
- Attention Zones Model
- SMART Goals and Attention Management
- Keeping Yourself Focused
- Procrastination
- Prioritizing Your Time

Creating a Great Webinar

- Uses for Webinars
- Successful Webinar Criteria
- Finding the Right Format for Your Webinar
- Marketing and Social Media for Webinars
- Leading Up to Your Webinar
- Drive Up Webinar Registration
- Presentation Tips for Webinars
- Interacting with Your Webinar Audience
- Mistakes to Avoid in Webinars
- Post Webinar Event

Creative Problem Solving

- The Problem-Solving Method
- Information Gathering
- Problem Definition
- Preparing for Brainstorming
- Generating Solutions - Part 1
- Generating Solutions - Part 2
- Analyzing Solutions
- Selecting a Solution
- Planning Your Next Problem-Solving Steps
- Recording Lessons Learned

Creativity: Thinking Outside the Box

- Breaking Down Creativity
- Creating Business Success
- The Creative Process
- Creativity vs Innovation
- Fostering a Creative Workplace
- Brainstorming for Creativity
- The Creative Team
- Creativity Myths
- Recognizing Obstacles to Creativity
- Finding Your Creative Mind

Critical Thinking

- Components of Critical Thinking
- Non-Linear Thinking
- Logical Thinking
- Critical Thinkers - Part 1
- Critical Thinkers - Part 2
- Evaluate the Information
- Benefits of Critical Thinking
- Changing Your Perspective
- Problem Solving and Critical Thinking
- Practical Application for Critical Thinking

Developing a Lunch and Learn

- The Prep Work for a Lunch & Learn
- Creating the Content 1
- Creating the Content 2
- During the Session
- Food and Facilities
- Take Away Materials
- Difficult Situations or People During a Lunch & Learn
- What a Lunch & Learn is Not
- Best Practices Developing a Lunch & Learn 1
- Best Practices Developing a Lunch & Learn 2

Developing Creativity

- What is Creativity?
- Getting Inspired
- Beating Procrastination
- Improving Your Creative Mindset - Part 1
- Improving Your Creative Mindset - Part 2
- Curiosity
- Take Risks
- Think Like a Child
- Environmental Factors to Creativity
- Individual Brainstorming

Event Planning

- Types of Events
- Brainstorming for Event Planning
- Types of Entertainment for Events
- Support Staff for Events
- Technical Staff for Events
- Vendors for Events
- Finalize the Event Plan
- Administrative Tasks in Event Planning
- Organize the Event
- Post Event Activities

Facilitation Skills

- Understanding Facilitation
- Process vs Content Facilitation
- Laying the Groundwork When Facilitating
- Tuckman and Jensen's Model of Team Development
- Building Consensus
- Reaching a Decision Point
- Dealing with Difficult People When Facilitating
- Addressing Group Dysfunction
- About Intervention When Facilitating
- Intervention Techniques

Goal Setting and Getting Things Done

- Overcoming Procrastination - Part 1
- Overcoming Procrastination - Part 2
- Four P's of Goal Setting
- Improving Motivation
- Wise Time Management
- Tips for Completing Tasks
- Increase Your Productivity
- To Do List Characteristics
- SMART Goals for Getting Things Done
- Mistakes Will Happen

Improving Mindfulness

- What Is Mindfulness?
- Practicing Mindfulness
- Emotional Intelligence
- Cognitive Distortion (I)
- Cognitive Distortion (II)
- Mindfulness Based Cognitive Therapy
- Mindfulness and Gratitude
- Cultivating the High-Performance Emotions
- Mindfulness in Customer Service
- Mindfulness and Leadership

Improving Self-Awareness

- What Is the Self?
- Awareness of the Physical Self
- Time Management and Improving Self-Awareness
- The Emotional Self
- Mood Management
- The Mental Self
- Interpersonal Awareness
- The Spiritual Self
- Limitations of Self Awareness
- Independence versus Interdependence

Job Search Skills

- Ready, Set, Go!
- Building Your Resume
- Polishing Your Resume
- Writing a Cover Letter
- Creating a Portfolio
- Networking Skills
- Skills for Success
- Where to Look for a Job?
- Understanding the Interview
- Interview Skills

Knowledge Management

- Understanding Knowledge Management
- Dos and Don'ts
- The Knowledge Management Life Cycle
- The New Knowledge Management Paradigm
- Knowledge Management Models
- Building a Knowledge Management Rationale
- Customizing Definitions
- Implementing in Your Organization
- Tips for Success
- Advance Topics

Lean Process and Six Sigma

- Understanding Lean
- Liker's Toyota Way
- The TPS House
- The Five Principles of Lean Business
- The First Improvement Concept (Value)
- The Second Improvement Concept (Waste)
- The Third Improvement Concept (Variation)
- The Fourth Improvement Concept (Complexity)
- The Fifth Improvement Concept (Continuous Improvement)
- The Improvement Toolkit

Meeting Management

- Planning and Preparing for Meetings(I)
- Planning and Preparing for Meetings (II)
- Setting up the Meeting Space
- Electronic Meeting Options
- Meeting Roles and Responsibilities
- Chairing a Meeting (I)
- Chairing a Meeting (II)
- Dealing with Meeting Disruptions
- Taking Minutes during a Meeting
- Making the Most of Your Meeting

Negotiation Skills

- Understanding Negotiation
- Getting Prepared for Negotiating
- Laying the Groundwork for Negotiating
- Phase One – Exchanging Information
- Phase Two – Bargaining
- About Mutual Gain in Negotiations
- Phase Three – Closing
- Dealing with Difficult Issues
- Negotiating Outside the Boardroom
- Negotiating on Behalf of Someone Else

Organizational Skills

- Remove the Clutter
- Prioritize to Organize
- Scheduling Your Time
- To Do Lists Organization
- Paper and Paperless Storage
- Organization in Your Work Area
- Tools to Fight Procrastination
- Organizing Your Inbox
- Avoid the Causes of Disorganization
- Discipline is the Key to Stay Organized

Personal Branding

- Defining Yourself (I)
- Defining Yourself (II)
- Controlling and Developing Your Image
- Personal and Professional Influences
- Sharpening Your Brand
- Appearance Matters
- Social Media and Your Personal Brand (I)
- Social Media and Your Personal Brand (II)
- Brand Management During a Crisis
- Branding Personality Traits

Personal Productivity

- Setting SMART Goals for Productivity
- The Power of Routines
- Scheduling Yourself
- Keeping Yourself on Top of Tasks
- Tackling New Tasks and Projects
- Using Project Management Techniques
- Creating a Workspace
- Organizing Files and Folders
- Managing E-Mail
- Tackling Procrastination for Productivity

Presentation Skills

- Creating a Presentation
- Choosing Your Presentation Delivery Methods
- Verbal Communication Skills When Presenting
- Nonverbal Communication Skills for presentations
- Overcoming Nervousness
- Creating Fantastic Flip Charts
- Creating Compelling PowerPoint Presentations
- Wow 'Em with the Whiteboard
- Vibrant Videos and Amazing Audio
- Pumping it Up a Notch

Self-Leadership

- What Is Self-Leadership?
- Self-Leadership Motivators
- Behavior Focus (I)
- Behavior Focus (II)
- Natural Rewards
- Constructive Thinking
- Well-Being (I)
- Well-Being (II)
- Individuality
- Personal Application of Self-Leadership

Taking Initiative

- What is Initiative?
- Take a Chance
- Recognize When You Can Step In
- Recognize When You Can Go Outside the Normal
- Weighing the Consequences
- Good or Bad
- Confidence
- Find Opportunities
- Be Persistent
- Balance Initiative and Restraint

Telework and Telecommuting

- Core Skills Required for Telework
- Telework Self-Management (I)
- Telework Self-Management (II)
- Telework Time Management (I)
- Telework Time Management (II)
- Organizing and Planning for Telework (I)
- Organizing and Planning for Telework (II)
- Communication in Telework (I)
- Communication in Telework (II)
- Additional Challenges to Telework & Telecommuting

Ten Soft Skills You Need

- What are Soft Skills?
- Communication
- Teamwork
- Problem-Solving
- Time Management
- Attitude and Work Ethic
- Adaptability/Flexibility
- Self-Confidence (Owning It)
- Ability to Learn
- Networking

Time Management

- Setting SMART Goals for Time Management
- Prioritizing Your Time
- Planning Wisely
- Tackling Procrastination in Managing Your Time
- Crisis Management
- Organizing Your Workspace
- Delegating Made Easy
- Setting a Ritual
- Meeting Management
- Alternatives to Meetings

Policy & Compliance

Business Ethics

- What is Ethics
- Implementing Ethics in the Workplace
- Employer/Employee Rights
- Business & Social Responsibilities
- Ethical Decisions
- Whistle Blowing
- Unethical Behavior
- Ethics in Business 1
- Ethics in Business 2
- Managerial Ethics

Contract Management

- Defining Contract Management
- Legal and Ethical Contract Management
- Contract Management Requests
- How to Create a Contract
- Contract Negotiations
- Assess Contract Performance
- Relationships In Contracts
- Amending Contracts
- Renewing Contracts
- Conducting Contract Audits

Developing Corporate Behavior

- The Science of Behavior
- Benefits of Corporate Behavior
- Most Common Categories of Corporate Behavior
- Managerial Structure
- Company Values and Ethics
- Employee Accountability
- Workplace Incidents
- Designing and Implementing Corporate Behavior
- Corporate Team Behavior
- Auditing Corporate Behavior

Managing Workplace Harassment

- The Legal Background
- Developing an Anti-Harassment Policy
- Policies in the Workplace
- Proper Procedures in the Workplace
- False Allegations
- Types of Harassment
- Sexual Harassment in the Workplace
- Mediation
- Conflict Resolution Dealing with Workplace Harassment
- The Aftermath of Workplace Harassment

Workplace Bullying

- What is Workplace Bullying?
- Why Does One Bully?
- Effects of Bullying on Employees
- Effects of Bullying on the Company
- Company Policy on Bullying
- Workplace Bullying Training
- Company Responsibility on Workplace Bullying
- Being Bullied
- Someone Else is Being Bullied
- Addressing the Bully

Workplace Harassment

- The Legal Background
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- Policies in the Workplace
- Proper Procedures in the Workplace
- False Allegations
- Types of Harassment
- Sexual Harassment
- Mediation
- Conflict Resolution
- The Aftermath

Professional Development

Administrative Support

- Getting Organized - Part 1
- Getting Organized - Part 2
- Managing Time
- Admin Support - Getting It All Done On Time
- Special Tasks
- Verbal Communication Skills
- Nonverbal Communication Skills
- Empowerment
- Admin Support & The Team of Two
- Admin Support - Taking Care of Yourself

Adult Learning - Mental Skills

- Bloom's Taxonomy Adult Learning
- Knowledge and Adult Learning
- Comprehension in Adult Learning
- Application of Adult Learning
- Analysis of Adult Learning
- Synthesis of Adult Learning
- Evaluation of Adult Learning
- Adult Learning and Mental Skills
- Types of Knowledge
- Training Techniques for Adult Learning

Adult Learning - Physical Skills

- Bloom's Taxonomy Adult Learning
- Observation of Adult Learning
- Imitation in Adult Learning
- Manipulation and Adult Learning
- Precision of Adult Learning
- Articulation in Adult Learning
- Naturalization in Adult Learning
- Versions of Psychomotor Domain
- Psychomotor Measurements
- Considerations When Planning Adult Learning

Administrative Office Procedures

- Why Your Office Needs Administrative Procedures
- Gathering the Right Tools
- Identifying Procedures to Include
- Top Five Office Procedures
- What to Include in Your Office Binder - Part 1
- What to Include in Your Office Binder - Part 2
- Organizing Your Office Binder
- What Not to Include in the Office Procedure Guide
- Sharing Office Procedure Guides
- Successfully Executing Office Procedures

Archiving and Records Management

- Understanding Records Management
- Management of Records
- Record Management Context 1
- Record Management Context 2
- Classifications in Records Management
- Paper-Based Systems for Records Management
- Electronic Records Management
- Hybrid Systems for Records Management
- Appraisals & Systems for Record Management
- Record Maintenance

Entrepreneurship

- Decide on the Type of Business
- What is the Market/Competition Like?
- Basics of Starting a Business
- Creating a Business Plan
- Get Financing
- Hire Employees
- Training Employees
- Market the Business
- Run the Business
- Grow the Business

Executive and Personal Assistants

- Working with Your Manager
- Administrative Soft Skills
- Effective Time Management
- Meeting Management
- Tools of the Trade - Part 1
- Tools of the Trade - Part 2
- Being an Effective Gatekeeper
- Organization Skills
- Confidentiality Guidelines
- Special Tasks for Executive Assistants

Life Coaching Essentials

- Why You Need a Life Coach?
- The Benefits of Life Coaching
- Life Coaching Challenges
- Basic Structure of a Life Coaching Session
- Essential Skills for Successful Life Coaching
- Life Coaching Tools and Techniques
- Specialized Areas (I)
- Specialized Areas (II)
- Specialized Areas (III)
- Apply What You Learned about Life Coaching

Measuring Results from Training

- Kolb's Learning Styles
- Kirkpatrick's Levels of Evaluation
- Training Measurement Tools
- Focusing the Training Measurement
- Creating a Training Evaluation Plan
- Assessing Learning before Training
- Assessing Learning during Training
- Assessing Learning after Training
- The Long-Term View
- Calculating the ROI for Training

mLearning Essentials

- What is MLearning?
- Common MLearning Devices
- Ancillary Equipment in MLearning
- M-Learning vs E-Learning
- Four C's of MLearning
- Aspects of MLearning
- Challenges of MLearning
- Benefits of MLearning
- Getting MLearning Started
- Employee Training

Project Management

- Project Integration Management
- Project Scope Management
- Project Schedule Management
- Project Cost Management
- Project Quality Management
- Project Resource Management
- Project Communications Management
- Project Risk Management
- Project Stakeholder Management
- Project Procurement Management

Supply Chain Management

- Why Supply Chain Management?
- Key Supply Chain Terms (I)
- Key Supply Chain Terms (II)
- Three Levels of Supply Chain Management
- Five Stages of Supply Chain Management
- The Flows of Supply Chain Management
- Inventory Management
- Supply Chain Groups
- Tracking and Monitoring
- Supply Chain Event Management

Trade Show Staff Training

- Pre-Show Preparation
- Booth Characteristics & Setup 1
- Booth Characteristics & Setup 2
- During the Trade Show 1
- During the Trade Show 2
- Qualifying Visitors
- Engaging the Right People
- Rules of Engagement 1
- Rules of Engagement 2
- After the Trade Show

Train-the-Trainer

- Understanding Training and Facilitation
- Gathering Materials
- Creating a Lesson Plan
- Choosing Training Activities
- Preparing for the Workshop
- Making a Good First Impression
- Delivery Tips and Tricks
- Keeping Training Interactive
- Dealing with Difficult Training Participants
- Tackling Tough Topics

Sales Mastery

Build the Ultimate Sales Presentation Slide Deck

- What is a Slide Deck
- Why Use a Slide Deck
- Slide Deck Content that Convert
- Slide Deck Design Tips
- Practice Your Skills

Building Relationships in Sales

- How to Qualify Sales Leads Using the BANT Framework
- Understanding Potential Buyers' Needs
- 7 Things to Know About Potential Buyers
- Leveraging Decision-Makers, Influencers, and Gatekeepers
- How to Build Trust
- Why Transparency is Key
- What is Consultive Selling
- Developing Emotional Intelligence

Closing the Deal: Negotiation Strategies to Increase Sales

- Introduction to Sales Negotiations
- 5 Stages of a Sales Negotiation
- Essential Sales Negotiation Techniques
- Countering Common Buyer Negotiation Tactics
- Closing the Sale

Coaching Salespeople

- What is a Coach
- Coaching Salespeople
- Coaching vs Training
- Inspiring Salespeople
- Authentic Leadership
- Best Practices in Coaching Salespeople
- Competition
- Data and Sales
- Maintenance Strategies
- Avoid Common Sales Coaching Mistakes

Connecting With Your Audience

- Introduction
- Know Your Audience
- Know What You're Selling and Why
- Know How to Engage Your Audience
- Let's Practice!
- Grace's Story Concludes

Expert Strategies for Overcoming Sales Objections

- Introduction to Handling Sales Objections
- 5 Common Sales Objections and How to Overcome Them
- Winning Techniques for Handling Sales Objections
- Common Mistakes When Handling Sales Objections

Getting Customers to Say "Yes!"

- Introduction to Handling Sales Objections
- Common Misconceptions About Sales Objections
- How to Address Sales Objections
- Recognizing Sales Objections
- Common Sales Objections
- Techniques for Handling Objections
- Common Mistakes When Handling Sales

Guide to Negotiation and Persuasion

- Negotiation vs. Persuasion
- The Three Types of Negotiation
- Negotiation Tactics
- Three Types of Persuasion
- Persuasion Tactics
- Improving Your Negotiation and Persuasion Skills

In Person Sales

- Introduction
- Know Your Audience
- Know What You're Selling and Why
- Know How to Engage Your Audience
- Let's Practice!
- Grace's Story Concludes

Managing a Sales Team

- Introduction
- Best Practices for Sales Managers
- Overcoming Challenges for New Sales Managers
- What is a Sales Process
- Automating Your Sales Process
- Common Sales Methodologies
- Setting Realistic Sales Quotas
- Creating a Sales Forecast
- How to Track and Improve Team Performance
- Understanding Team Roles
- Structuring Your Sales Team
- Identifying and Nurturing Hunters and Farmers

Motivating Your Sales Team

- Create a Motivational Environment
- Communicate to Motivate Your Sales Team
- Train Your Sales Team
- Emulate Best Practices
- Provide Sales Tools
- Find Out What Motivates Employees
- Tailor Rewards to the Employee
- Create Team Incentives
- Implement Incentives
- Recognize Sales Achievement

Overcoming Sales Objections

- Three Main Factors for Sales Objections
- Seeing Objections as Opportunities
- Getting to the Bottom of Objections
- Finding a Point of Agreement
- Have the Client Answer Their Own Objection
- Deflating Objections
- Unvoiced Objections
- The Five Steps of Overcoming Objections
- Dos and Don'ts
- Sealing the Deal

Proposal Writing

- Understanding Proposals
- Beginning the Proposal Writing Process
- Preparing A Proposal Outline
- Finding Facts for Your Proposal
- Proposal Writing Skills (I)
- Proposal Writing Skills (II)
- Writing the Proposal
- Checking for Proposal Readability
- Proofreading and Editing Proposals
- Adding the Final Touches To Your Proposal

Prospecting and Lead Generation

- Prospecting
- Traditional Marketing Methods
- New Marketing Methods
- Generating New Leads
- Avoid Common Lead Generation Mistakes
- Educate Prospects
- The Pipeline
- Follow up Communication with Prospects
- Tracking Lead Activity
- Create Customers

Psychology Tips That Unlock Sales

- Understanding Why People Buy
- How to Sell to Different Personality Types
- Dealing with Rejection
- How to Succeed in Sales as an Introvert
- How to Use Body Language to Win More Sales
- Managing Stress as a Salesperson

Sales Enablement

- What is Sales Enablement?
- Best Practices for Enabling Your Sales Team
- Creating Sales Battle Cards

Sales Foundations

- Introduction to Sales
- The Importance of Ethics in Sales
- Basic Sales Communication Skills
- Integrating Your Sales and Marketing Efforts
- An Overview of the Sales Pipeline
- Aligning Sales With the Buyer's Journey
- Essential Sales Tools
- What Is a CRM System and Why Is It Important in Sales?

Sales Fundamentals

- Understanding the Talk
- Getting Prepared to Make the Call
- Creative Openings
- Making Your Pitch
- Handling Objections
- Sealing the Deal
- Following Up
- Setting Sales Goals
- Managing Your Data
- Using a Prospect Board

Secrets to Winning Sales Presentations

- Developing Your Proposal
- Creating Your Sales Narrative
- Winning Sales Presentation Techniques
- 5 Steps to Prepare for a Sales Presentation
- The Role of Storytelling in Sales
- Persuasion vs. Manipulation
- Translating Features Into Benefits
- Giving an Effective Product Demonstration

The Ultimate Sales Prospecting Guide

- What is Prospecting
- The Prospecting Process
- Techniques for Reaching Out to Prospects
- Analyzing Your Competition
- Perfecting the Cold Call
- Connecting With Prospects Through Social Selling
- Effective Warm Calling In Sales

Top 10 Sales Secrets

- Sales Secret on Effective Traits
- Sales Secret on Knowing Clients
- Sales Secret on Products
- Sales Secret on Leads
- Sales Secret on Authority
- Sales Secret on Building Trust
- Sales Secret on Relationships
- Sales Secret on Communication
- Sales Secret on Self-Motivation
- Sales Secret on Goals

Why People Buy

- What Are Buyers' Needs?
- How to Uncover Buyers' Needs
- Active Listening Tips
- 7 Psychological Motivations
- Putting It Into Practice

Software, Systems, & Security

Cyber Security

- Cyber Security Fundamentals
- Types of Malware
- Cyber Security Breaches
- Types of Cyber Attacks
- Prevention Tips
- Mobile Protection
- Social Network Security
- Prevention Software
- Critical Cyber Threats
- Defense Against Hackers

Digital Citizenship

- What is Digital Citizenship?
- Being a Good Citizen
- Best Practices for Sharing
- Networking and Personal Branding - Part 1
- Networking and Personal Branding - Part 2
- Digital Security and Safety - Part 1
- Digital Security and Safety - Part 2
- Dealing with the Digital Dark Side
- Digital Etiquette - Part 1
- Digital Etiquette - Part 2

Social Media in the Workplace

- What is Social Media?
- Defining Your Social Media Policy (I)
- Defining Your Social Media Policy (II)
- Creating a Living Document
- Keeping an Eye on Security
- Rules to Follow When Posting (I)
- Rules to Follow When Posting (II)
- Benefits of Social Media
- The Pitfalls of Social Media
- Listen to Your Customers

The Cloud and Business

- The Cloud
- Models for Business
- Advantages of the Cloud in Business
- Address Risks in the Cloud and Business
- Cloud Security
- Device Management
- Service Oriented Architecture
- Business Processes
- Cloud and Business Standards
- Monitoring Business Systems

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Presented by:
Gwendolyn J. Tucker
President and DEI Expert

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• Combating Behavior Discover how biases can negatively affect interactions with others.

• Committing To Excellence – Create an action plan to apply what you've learned. Identify changes that will strengthen your ability to work well with others.

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