



ASPIRE TALENT

— ONLINE —

**COURSE CATALOG**



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Updated May 10, 2023

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## Business Fundamentals

### Business Acumen

Business Acumen is all about seeing the big picture and recognizing that all decisions, no matter how small, can impact the bottom line. Through the Business Acumen course, you will improve your professional judgment and decisiveness skills as you increase your financial literacy and improve your overall business sense.

Business Acumen will give you an advantage everyone wishes they had. This course will help you recognize learning opportunities to sharpen your business insights, manage risk better, and increase your overall critical thinking skills. Increasing your business acumen has the ability to positively influence your career and benefit your entire organization.

### Doing the Right Thing: A Guide to Good Business Ethics

Good ethics *are* good business. Yet sometimes we all struggle to do the right thing in the workplace. Maybe we feel stressed or overwhelmed, and the easier option becomes more attractive. We could also be afraid to speak up—or just unsure what the ethical decision would be.

In this course, you'll learn what business ethics are and why they're important. Then, you'll get seven principles to guide your ethical behavior at work. Finally, you'll explore a few of the most common ethical pitfalls in the workplace and how to avoid them.

### A Guide to Workplace Integrity

What does it mean to have integrity? And what role does it play in career advancement and job satisfaction?

These questions make up the heart of this course on workplace integrity. In it, you'll consider the benefits and challenges of maintaining integrity when making difficult workplace decisions. You'll learn about the three forms of workplace integrity and see real-world examples of it in action. You'll also uncover four steps to align your values and actions and become a professional that others trust, admire, and respect.



## **Business Etiquette**

Have you ever:

- Met someone important and had no idea what to say or do?
- Spilled soup all over yourself at an important business event?
- Showed up at an important meeting under or overdressed?

Let's face it: we've all had those embarrassing etiquette gaffes. This Business Etiquette course will help you look and sound your best no matter what the situation.

This course examines the basics, including: courteous consideration of others, appropriate dress/appearance, behavior in the workplace versus social situations, handling business meetings, proper introductions and 'the handshake', improving courteous conversation skills, understanding cultural differences affecting international business opportunities, dealing with interruptions, and proper business email and telephone etiquette.

## **Business Writing Fundamentals**

Whether you're writing an email, report, internal training document, or sales pitch - the ability to communicate a message effectively through writing is an essential business skill.

In this course, you'll learn the fundamentals of business writing. First, you'll learn how to define your writing goals, analyze your audience, and choose the best medium for your message. You'll then explore techniques for structuring your writing—and editing and proofreading your work. Finally, you'll take your writing style to the next level with tips to ensure that it's clear, concise, and courteous.

## **Improve Your Business Writing Skills**

In the workplace, solid writing skills can play a significant role in your career success. Whether you're catching up with a coworker, pitching an idea to your boss, or building a relationship with a new client, the quality of your writing can make the difference between a positive and negative impression.

So, how do you avoid disorganized, confusing, and ambiguous writing? How do you keep your work focused, clear, and relatable? What separates passable writing from excellent writing? In this course, you'll learn quick self-checks to improve your business writing and make your written professional communications stand out and achieve the results you are seeking.



## **Change Management**

Change is a constant in many of our lives. All around us, technologies, processes, people, ideas, and methods often change, affecting the way we perform daily tasks and live our lives.

This course will give any leader tools to implement changes more smoothly and to have those changes better accepted. This course will also give all participants an understanding of how change is implemented and tools for managing their reactions to change.

## **Collaborative Business Writing**

Collaborative business writing is a growing trend among industries because it is a concept that utilizes the talent and knowledge of several individuals to create one final piece of work. Since collaborative writing in the workplace can be done by several different employees, the final work can feature several different views, aspects, and opinions that may not be seen if the job had been completed by one person. This concept is also helpful when companies have large projects to finish, since it can be broken down into several parts for team members to complete individually.

## **Diversity Basics: Foundations**

You've probably heard the word "diversity" both in and out of the workplace, but are you confident you understand what it means and how it might impact your life? Having a firm grasp on diversity, equity, and inclusion is essential not only for a healthy workplace, but ultimately a healthier way of living.

This course will introduce you to diversity, equity, and inclusion (DEI). By the time you've finished this course, you'll be better equipped to understand the importance of DEI and take action to support diversity initiatives in the workplace.



## **Diversity Basics: Taking Action**

Understanding diversity, equity, and inclusion (DEI) is essential to creating a healthier community. Once you've grasped the conceptual elements of DEI, how do you put them into practice? How can you apply your knowledge to your unique community?

In this course, you'll learn how the stories we tell ourselves impact our well-being. You'll discover the power of the narratives we tell as individuals, within social groups, and through institutions, and you'll explore ways to counter these narratives through specific examples and exercises.

## **Presentation Skills**

This course can benefit anyone who needs to present to others, including a trainer, a meeting facilitator, speaker, or seminar discussion leader. No matter which role you are assuming, this workshop will help you become more efficient and proficient with the skills of providing information to others.

## **Creating and Delivering Business Presentations**

There's nothing worse than blank faces or people checking their phones when giving a business presentation. You want to engage your audience and unite, persuade, or drive them to action—but how?

In this course, you'll learn how to create and deliver winning business presentations that engage and motivate your audience and make your message the star of the show.



## **Connecting with Your Audience**

Imagine you're asked to deliver a sales presentation to your dream client. You want to seal the deal. What would you do to ensure your success? Your instinct might be to share a list of your product's features and benefits - but that's only part of the story. A good sales presentation focuses on the audience: their needs, feelings, and familiarity with your product or service. Moreover, you need to know how they define success so you can demonstrate how you'll help them achieve it.

In this course, you'll follow along with one sales team member, Grace Kim, who's facing this same problem. Through her story, you'll learn how to tailor your presentation to your audience and win their business.

## **Six Tips for Successful Peer-to-Peer Training**

Peer training is a win-win. New employees learn from someone who knows the position inside and out, while existing employees develop mentoring skills and deepen their understanding of their own role.

Do you think you might be ready to take on an exciting challenge and share what you know with a new team member? If so, this course is for you. You'll get the real-world tips and practice you need to knock peer training out of the park.

## **Project Management 101**

No matter what field you work in, project management plays a significant role. From engineering and construction to software development and marketing, new projects demand effective project management.

In this course, you'll learn the fundamentals of project management, including how to schedule project activities, how to communicate schedules and deadlines effectively, and how to report on the status of projects.



## **Getting Started with Project Management**

Project management is essential to virtually every field - and it requires expert organizational, relationship-building, and strategic-thinking skills.

In this course, you'll explore the fundamentals of project management, including what a project manager does, what skills are necessary to the role, and how to optimize a team's potential. You'll also learn how to develop plans for a successful project and what you should do once the project is complete. By the end of the course, you'll understand how to get started with project management.

## **Improving Your Project Management Skills**

With so many different clients, teams, and projects to juggle, project management is a dynamic field. There's always something new to learn for the enterprising project manager - and that means there's always room to improve.

In this course, you'll explore the five most common mistakes that plague project management - and learn ways to counter each. Then you'll discover ways to solicit valuable feedback to hone your skills. Finally, you'll learn how a mindset of continuous improvement benefits both your individual work experience and your team's success.

## **Project Management Scheduling**

Have you ever had a project get out of hand? With different people, tasks, and resources to manage, you might have felt stuck focusing on what was right in front of you. You might even have wondered if so many moving parts could be juggled at all. Scheduling out your project is one way to prevent a project from going off the rails - helping you organize tasks, clarify expectations, and alleviate stress.

In this course, you'll learn scheduling basics and discover how to develop an effective project schedule. You'll also explore specific techniques and strategies you can use to improve your scheduling skills.





## **Mastering Project Management Frameworks**

Waterfall. Lean. Scrum. Critical Path. These terms all have something in common: They are types of frameworks that project managers can use to improve their team's workflow.

In this course, you'll learn what project frameworks are and how they benefit project managers. You'll also explore specific types of frameworks that are popular in the field. Finally, you'll learn how to choose the right frameworks for your projects. By the end of the course, you'll have a better idea of which frameworks can boost your team's productivity.

## **Change Management for Project Managers**

Creating a perfect, fixed project plan can actually cause your team to fumble - or even fail. Instead of trying to predict every upcoming adjustment, experienced project managers know how to anticipate changes and integrate them into existing plans.

This course will give you a solid understanding of change management for project managers. After a brief overview of what the change management process looks like, you'll learn how to analyze impact and earn support from your team. By the end, you'll have a better understanding of how to implement project changes.

## **How to Create an Employee Wellness Program**

Why is good employee health critical to your business, and how do you protect everyone's mental, physical, and emotional well-being?

In this course, we'll guide you through each step of the creation process to equip you with all the necessary tools for a successful employee wellness program. By the end, you'll walk away with a solid grasp of the strategies behind a comprehensive approach to workplace well-being - and why they work.



## **A Guide to Effective Meetings**

Unnecessary and unproductive meetings waste significant time in the workplace. Yet we all rely on meetings to communicate and collaborate with our teams, coworkers, and clients regularly.

This course provides a guide to effective meetings - from the perspective of both the meeting facilitator and the participant. As a meeting facilitator, you'll learn about your role and responsibilities, including how to create a meeting agenda, encourage equal participation, keep a meeting on topic, and build consensus or manage conflict in meetings. As a meeting participant, you'll learn how to speak up in meetings, voice disagreement respectfully, and be a model attendee.

## **Risk Assessment and Management**

Risk assessment and management is essential for the success of any business. However, many companies do not always take the necessary precautions, which leads to disaster. Successfully managing risks will prevent mistakes, which leads to a safer work environment, happier employees, and increased productivity.

This course will provide you with the skills to identify hazards and risk, as well as risk management techniques. It will also provide you with a few basic steps to follow that will help you place your organization on the path to success.

## **Telephone Etiquette**

In this growing electronic age, we often forget how important it can be to have simple telephone etiquette. Outside the realm of texting and emails, many people still use the telephone as a primary source of communication.

In this course, you will learn the proper etiquette and procedures for speaking with someone on the telephone. By using this knowledge, you can show a great deal of professionalism and social knowledge to all types of callers.



## **Conducting Annual Employee Reviews**

Any great boss will tell you that employee reviews are a cornerstone for having happy and productive employees. Employees need to know what their strengths and weaknesses are. Once an employee understands their performance, you and the employee can take steps to improve their weaknesses.

This course will show you the process of conducting employee reviews, while avoiding common mistakes made by managers during the review process.

## **Business Succession Planning**

The loss of valuable leadership can cripple any company. Business succession planning is the process of preparing successors to take on vital leadership roles when the need arises. Whether it is preparing someone to take over as the sole proprietor of a small business or a position of leadership in a corporation, business succession planning is essential to the long-term survival of a company.

This course will teach you the difference between succession planning and replacement planning, and how to prepare people to take on the responsibilities of leadership so that the company thrives in the transition.

## **Developing Corporate Behavior**

Corporate behavior is an important aspect of any business. The right behavior can cause your company to skyrocket with effective productivity and reputation. Poor behavior can cause a company's productivity and reputation to plummet. There are many different ways to influence a corporate behavior change, but the first step is to understand what behavior is. How can you change behavior if you don't know what it is?

This course will help you understand what behavior is, and what type of behaviors you want to implement in your company. It will also provide insight into how to implement and maintain corporate behaviors.



## **Hiring Strategies**

Even the most experienced managers and human resources personnel can still have difficulty finding and hiring the perfect candidate for an open position. It can be difficult to determine if they will be right for the job or work well with the rest of the team. It is imperative to not only review the job requirements but also the candidate's attributes. By learning to utilize all of the information, you can begin to hire the best people for your company.

In this course, you will learn how to find the best candidates to interview for your open position. We will also guide you on techniques to use in an interview in order to find the best fit for your company.

## **How to Conduct an Effective Job Interview**

A good job interview empowers you to make smart hiring decisions. A great job interview convinces top talent to work for your company over competitors.

In this course, you'll learn how to conduct exceptional job interviews - from preparation to follow-up. Learn about your role as the interviewer, steps you should take to prepare, and how to ask strong interview questions. You'll also explore tips for creating a fair and positive interview experience for candidates, including how to avoid discrimination and reduce interviewer bias. At the end of the course, you can practice these skills in a mock interview scenario.

## **Employee Termination Process**

Having to fire an employee is never an easy task. Sometimes, despite attempts of open communication and encouraging performance, an employee will need to be terminated from the company. One of the hardest aspects of preparing to fire an employee is to separate the emotions from the facts. Firing an employee should always be a last resort, so it is important that the manager has covered all other avenues possible before moving forward.

In this course, you will learn how to identify which employees should be terminated. You will also learn how to establish effective termination meetings and conduct exit interviews. This course will also provide a solid understanding of the do's and don'ts of firing an employee.



## **Talent Management**

Talent management is essential to the success of any organization. Leaders need to recruit, train, and retain qualified employees. Providing incentives and developing individuals is the difference between engaging people and merely employing them. Investing in talent management will provide financial benefits as it improves the company's culture.

This course will provide you with the skills to recognize performance management, identify employee engagement, and create assessments and training programs which are vital to the development and retention of your employees.

## **How to Avoid Bias in Talent Recruiting and Retention**

Building and retaining a diverse team increases innovation, creativity, and productivity. Even so, many of us are unaware of how unconscious bias impairs our efforts to build such a team.

In this course, you'll discover how unconscious bias can lead to accidental discrimination and homogenous talent pools. Then, you'll explore the problems that unconscious bias can cause in recruiting and talent management - and get practical tips to address bias.

## **How to Attract and Retain Top Talent**

A business is only as good as the people who work there. So, how do you make sure you find and keep the best people?

In this course, you'll learn all the stages of talent management - from recruiting to transition. You'll discover ways to connect and develop relationships that benefit both the business and the talent you hire. You will also learn the reasons why employees leave - and what you can do to keep them so that you can build a high-performing team from the ground up.

## **Getting Started in Human Resources**

Human resources (HR) professionals support the people who make a business thrive and grow. But what does their work look like on a daily basis, and why is it so critical?

In this course, you'll learn about the five functions that form the basis of an HR operation, gaining a solid understanding of how HR professionals remain at the center of an organization by serving its people. Then, you'll secure strong foundational knowledge that will help you empower others.



## **Dealing with a Problem at Work? When and How to Involve HR**

We all experience problems at work. However, not every problem warrants a visit to HR.

In this course, you'll learn the role of human resources, along with when - and when not - to seek help with an issue. You'll also get four best practices for approaching HR.

## **Seven Types of Interviews and When to Use Them**

A job posting may attract hundreds or even thousands of applicants. Gone are the days when one in-person interview served the hiring manager and interviewee's needs. Today, smart employers have a selection of interview types in their toolbox. For example, a recruiter may use one style to narrow the candidate pool to a manageable number and another to choose between two finalists.

This course explores seven interview types and when it's best to use them. You'll learn how to use these interview styles to streamline your hiring process - quickly and effectively moving the strongest candidates from resume submission to start date.

## **Secrets to Successful Reporting for Project Managers**

Tasks, assignments, budgets, contingencies - these are just a few of the balls project managers must keep in the air. And while they're juggling everything, they also have to keep information organized and ready to share with the larger team. What's their secret? It starts with reporting.

In this course, you'll learn how to develop and implement project reporting. You'll also discover how to create effective plans, control progress, and even foresee possible challenges. By the end of the course, you'll understand how savvy reporting can elevate the work you and your team do.



## Five Strategies for Managing Scope

No matter how much planning goes into a project, teams are bound to struggle if scope goes unaddressed. Scope refers to all the work that goes into completing a project, and it's one of three primary project constraints along with time and money. Clearly defining your project's scope will help your team produce the best quality results.

In this course, you'll learn to define the scope for specific projects. Then, each subsequent lesson will cover an additional aspect of scope management. You'll also get valuable strategies you can use when the scope you've defined spins out of control.

## Lean Process and Six Sigma

During the last couple of decades, small, mid-sized, and Fortune 500 companies have embraced Six Sigma to generate more profit and greater savings. So, what is Six Sigma? Six Sigma is a data-driven approach for eliminating defects and waste in any business process. You can compare Six Sigma with turning on your water faucet and experiencing the flow of clean, clear water. Reliable systems are in place to purify, treat, and pressure the water through the faucet. That is what Six Sigma does to business: it treats the processes in business so that they deliver their intended result. What is "Sigma"? The word is a statistical term that measures how far a given process deviates from perfection. Sigma is a way to measure quality and performance. The central idea behind Six Sigma is that if you can measure how many "defects" you have in a process, you can systematically figure out how to eliminate them and get as close to "zero defects" as possible.

This course will give participants an overview of the Six Sigma methodology and some of the tools required to deploy Six Sigma in their own organizations.



## **Knowledge Management**

Today's culture thrives on knowledge. It is evident in the items we buy or activities we invest time managing. Possessing knowledge gives advantages in making the right decision or strategy to implement. The Internet distributes knowledge at split-second rates. Laptops and smart phones bring knowledge to our fingertips. As the old adage says, "Knowledge is power". Organizations have a wealth of knowledge accessible through the people they touch internally, like employees, and externally, like customers. Organizations that allow knowledge to go unmanaged may be giving their competitors the upper hand in the market. The organization that is able to capture, store, and retrieve knowledge effectively is then capable of learning as an organization. A learning organization is one where employees are empowered to change and develop new methods, thoughts, and strategies that will advance the mission of their organization. Knowledge management is the establishment of a system that captures knowledge purposefully for incorporation into business strategies, policies, and practices at all levels of the company.

This course will teach the learner how to initiate a knowledge management program at work. When it comes to knowledge management, any organization is able to implement a strategy. Wherever there are humans working together for one goal, there is knowledge to be harvested, stored, and dispensed as needed.

## **Administrative Office Procedures**

Administrative office procedures may not be glamorous, but they are essential to the success of any enterprise. A well-run office reduces miscommunications and helps to eliminate common errors.

This course will give you the tools you need to develop administrative office procedures. By making the administrative office a priority, you will establish clear policies and procedures with employee understanding and buy-in, which ensures that your work environment runs smoothly.





## **Archiving and Records Management**

Every organization is responsible for maintaining records. The ability to create, organize, and maintain records and archives is essential to success. Correct records keeping will not only offer liability protection, it will also increase efficiency and productivity. To put it simply, maintaining records and archives will improve the bottom line.

In this course, you will learn different ways to analyze and classify records, as well as the various systems used to maintain them.

## **Basic Bookkeeping**

Numbers! Numbers! Numbers! Wherever you go, you are bound to see them. On addresses, license plates, phones, prices, and of course, money. Numbers connect us all to each other in many more ways than we might imagine. Essentially, our world revolves around numbers. Some of us enjoy dealing with numbers, while others would rather not deal with them at all.

In this course, we will take a look at ways to increase your understanding of numbers for those times when you do have to deal with them. You will learn different terms associated with accounting, such as cash, accrual, accounts receivable, accounts payable, journal, and general ledger. We will also show you how to identify different types of financial statements.

## **The Cloud and Business**

The cloud has become a vital component for business as technology becomes embedded in modern life. Every leader needs to understand the cloud and how it operates, as well as the potential dangers and pitfalls associated with cloud computing. Knowledgeable monitoring and maintenance can be the difference between the success and failure of the technology's use.

This course will give participants an understanding of the cloud and how it works, along with the risks and benefits of using it.



## **Budgets and Financial Reports**

All businesses deal with budgets and financial reports in some form or fashion. At minimum, business managers review budget numbers and run financial reports in order to make decisions and report to shareholders and Federal regulators once a month. Many companies devote the last few months of the calendar year to creating budgets for the next calendar year. In addition, organizations create and disseminate year-end financial reports to investors.

The goal of this course is to give the participant a basic understanding of budgets and financial reports so they can hold relevant discussions and render decisions based on financial data. This course will define key terms like ROI, EBIT, GAAP, and extrapolation. Furthermore, this course will discuss commonly used financial terms, financial statements, budgets, forecasting, purchasing decisions, and laws that regulate the handling of financial information.

## **Supply Chain Management**

This course has been carefully designed to help you better understand supply chain management – from suppliers to customers. When the supply chain is running smoothly, customers receive their product in a timely fashion. However, if there is a bottleneck in one area, you could end up with an unhappy customer.

In this course, you will learn how supply chain management relates to customer satisfaction, improved performance, lowered cost, and product development. You will also develop an understanding of the different levels and flows of supply chain management.

## **Contract Management**

It is easy to overlook the importance of contract management because it seems to be a boring, mundane topic. Contracts, however, are the basis of most business relationships. If contracts are managed well, business relationships will flourish. If they are not, companies face financial loss, relationship harm, and damaged reputations.

This course will help you identify the different elements of a contract, as well as show you ways to calculate value, negotiate, and create basic amendments.



## **Change Management Fundamentals**

While change initiatives may be necessary, they're not easy. Thankfully, understanding how best to manage change can help smooth out the rough spots. In this course, you'll learn to do just that by mastering the basics of change management.

After this course, you will be able to explain the types of organizations change, list best practices for change management, and understand the different change management models. You will also be able to apply different techniques to overcome common barriers to change.

## **Change Management Models: Understanding the Basics**

From new software and new leadership to restructuring and scaling, companies frequently operate in a state of flux. But how do you manage that flux? Answering that question correctly is critical to your organization's success. Thankfully, change management models simplify the process by helping companies prepare for, implement, and sustain changes.

At the end of this course, you'll be able to define change management and explain how a change management model can streamline your success. In addition, you'll be able to describe the basics of five foundational models and how they work.

## **Change Management Models: Advanced Application**

Change is inevitable. Still, that doesn't make it any easier to implement. What can make it easier is a change management model. A proven model can guide you by helping your organization decide what needs changing, how to do it, and how to anticipate and respond to heightened emotional reactions.

This course will help participants understand the five popular change management models and how they work. Additionally, participants will be able to discuss the different change management models and explain how popular models can help business streamline the change process.



## Customer Service

### Customer Service Skills

Providing great customer service is crucial to any successful business. Customer service representatives not only assist customers with products and services, but also make them feel valued. Contrary to popular belief, customer service isn't about the customer always being right - it's about building positive relationships, making them feel heard, and solving problems with care.

Whether you're new to customer service or a veteran looking for fresh strategies, this course teaches critical skills that will take your customer service game to the next level. Learn valuable customer service strategies, how to effectively work with different customer personality types, advice for recognizing and overcoming empathy fatigue - a common sign of stress in customer service roles - and tips for helping customers troubleshoot issues.

### Customer Service Fundamentals

The health of a business depends on the strength of its customer relationships. Yet every interaction is different - what pleases one customer won't necessarily pass muster with the next one. So, how do you provide effective customer service across the board? And what takes a customer experience from adequate to excellent?

This course will zero in on the fundamentals of customer service and provide you with solid foundational skills. You'll learn how customer service impacts a business, how to balance being personable and being professional, and how you can meet and exceed customer expectations.

### Do You Have These Four Essential Customer Service Skills?

There are a handful of customer service skills that can make the difference between an average experience and one that leaves your customers feeling completely delighted. Do you know what those skills are? Do you have them?

In this course, we'll uncover four essential customer service skills and give you tons of tips, food for thought, and resources for developing these skills.



## **Cultural Sensitivity in Customer Service**

Every day, businesses interact with people across a variety of cultures—from the call center employee taking complaints from across the globe to the barista taking orders from a customer in front of them. These exchanges can strengthen or ruin a business deal. That’s why it’s crucial to learn to practice cultural sensitivity in customer service.

In this course, explore the benefits of cultural sensitivity and get practical tools to excel in cross-cultural communication and customer service. These skills help create connections amid differences, an understanding of cultural cues, and respect for cultures different from our own.

## **Handling a Difficult Customer**

At first glance, handling a difficult customer may seem like a thankless job. Fortunately, you can develop skills to adapt to the challenges that difficult customers pose and extend these skills to handling difficult people and situations throughout your daily life.

In this course, you will learn ways to improve the focus of your thoughts and feelings, manage stress, and listen to and empathize with others so that you will be better able to meet the challenges other people pose in both your professional and personal life. Implementing the guidelines in this course is the first step in a process towards forever changing how you interact with others.

## **Handling Difficult Customer Service Scenarios**

As a customer service representative, you naturally know a lot about your company and its offerings. Paired with compassion, that knowledge allows you to help customers successfully navigate through their troubles. What happens when those challenges get extra tricky, even for a seasoned professional?

In this course, we’ll answer that question by diving into four complex customer service scenarios. You’ll learn to approach each situation with expert skill and sensitivity - propelling your customer service talents to the next level.



## Optimizing Customer Communication Across Channels

Phone, email, social media - there are many ways to communicate with customers. Each channel has unique requirements and etiquette. With so many ways to communicate, how can you give customers a cohesive experience?

In this course, you'll start by reviewing different types of customer communication channels. Then, dive deeper into four channels, exploring strategies to optimize customer communications. Then, you'll learn ways to seamlessly switch between channels and even incorporate multiple channels into an overarching strategy.

## Managing a Customer Service Team

On the front lines every day, the customer service team takes orders, fields complaints, and fixes errors as quickly as possible. Their goal, no matter what the problem, is to make customers feel like their needs have been met - and hopefully exceed their expectations. As their manager, you're leading the charge. It's your job to make sure they're supported; with the skills and tools they need to solve problems effectively.

In this course, you will learn the skills and strategies necessary for guiding and empowering your customer service team to deliver excellent customer service to all customers they come in contact with on a daily basis.

## Working with Upset Customers

Does dealing with an upset customer make your heart race and your stomach churn? If so, you're not alone. It's easy to lose our composure or feel flustered when we encounter someone who is unsatisfied, unhappy, or just plain difficult. As challenging as emotional customers are, they're simply a fact of life in customer service. After all, customers don't typically reach out when things are going well. They need help when there's a problem or an unmet expectation - and that, understandably, can feel upsetting.

In this course, you'll learn why customers get upset and how to defuse those situations with an effective apology and action plan for making things right. Then, you'll learn to spot when customers go too far, so you can protect yourself from abuse.



## **Customer Communication Essentials**

Expert communication skills and exceptional customer support go hand-in-hand. Whether you're answering questions, resolving problems, or developing rapport with customers - a positive experience starts with friendly, empathetic, and effective communication.

In this course, you will learn how to improve the customer experience by becoming a better listener and communicator. Some specific skills you'll develop include starting and ending customer conversations, listening to understand customers and identify their needs, and providing empathetic and personalized support. At the end of the course, practice everything you've learned with a real-world customer scenario.

## **Contact Center Training**

For many people, the term contact center relates to sales calls and telemarketers. However, there are so many avenues that a contact center can be of assistance within a company that do not pertain to sales calls. A contact center can provide customer support, information technology support, and much more. The key to having a great customer experience using a contact center is in the training. A well-trained contact center can be the difference between gaining more customers and losing customers. Customers want a well-educated agent when they contact a business. They want to know that the person answering their questions knows what they are talking about. Training your staff and giving them the information that is needed to effectively assist your customer base is paramount.

In this course, you will learn different strategies for building rapport with callers. You will also learn how to navigate calls with difficult customers to reach a mutual understanding.

## **Soliciting and Responding to Customer Feedback**

A customer has just finished relating the negative experience they had with your product. What now? Do you react defensively or thank them for their candor? Either way, what do you say?

At the end of this course, you will be able to explain the importance of customer feedback and discuss ways to solicit feedback effectively. In addition, you will understand the different ways to respond to positive, neutral, and negative feedback in order to use that information to make changes for the better.



## Management & Leadership

### **A Guide to Mentoring Others**

Do you enjoy helping others? Do you have the time, energy, and desire to take on a new challenge? Are you highly experienced or skilled in your field? If you answered “Yes,” to all of these questions, then you may be a good candidate for mentoring. Mentoring is an excellent development opportunity. While mentees benefit from the advice, guidance, and encouragement of someone more skilled, you get to develop coaching skills, increase your influence, and gain a sense of personal satisfaction from taking a protégé under your wing.

In this course, you’ll find a complete guide to mentoring others. That includes learning who a mentor is and what they do, qualities to look for in an ideal mentee, how to lead productive mentoring sessions, and the do’s and don’ts of becoming an effective mentor. You’ll also learn five common challenges in a mentoring relationship along with strategies to overcome each.

### **A Manager’s Guide to Resolving Team Conflict**

You’d love for your employees to always get along. But the reality is that disagreements happen when you bring together people with different personalities, opinions, and values. As a manager, you need to keep an eye on potential conflicts between employees and help them resolve issues effectively. Otherwise, your team’s morale, productivity, and communication may take a hit.

In this course, you’ll learn why conflict happens, common ways people react to conflict, and how to turn workplace disagreements into opportunities for constructive dialogue, change, and new understanding.

### **Communicating Change**

If you’ve ever been part of an organization in flux, you probably know instinctively that communication can make or break a given transition. But did you know that “change communication” is a defined process that leaders can use to ease the way through a transformation?

In this course, you will learn the basic principles of change, as well as tips for developing a communication strategy and cultivating employee buy-in.





## Delivering Constructive Criticism

Constructive criticism can be a helpful tool when used with the intent of helping or improving a situation in the workplace. However, it can be one of the most challenging things not only to receive, but also to give. When management learns effective ways to handle and deliver constructive criticism, employees can not only learn from their mistakes, but even benefit from them.

In this course, you will learn how to identify when feedback is needed, the proper steps to be taken, and the appropriate atmosphere in which it should take place. You will also understand how various emotions and actions can negatively impact the effects of the feedback.

## How Great Leaders Solve Problems

Leaders wear many hats in the workplace - coach, facilitator, and strategist are just a few. But when it comes to meeting goals and objectives, *problem-solver* is one of their most important roles. As problem-solvers, effective leaders take proactive measures to avoid issues, address them when they arise, and keep their teams moving forward. A *good* leader possesses strong problem-solving skills, but a *great* leader also develops these skills in employees. They also foster a work environment that elicits creative solutions from their teams. So, what skills and strategies do effective leaders employ when facing workplace problems?

In this course, you'll learn the fundamentals of problem prevention, detection, and resolution. You'll also learn how to solve problems more effectively as a team by communicating effectively, facilitating creative brainstorming, and removing barriers.

## Developing New Managers

Effective, high-quality management is key to organizational success. No matter what your industry, your organization needs to have skilled managers in place to be the best it can be. However, managers don't just appear out of nowhere, equipped with the skills to succeed. Managers, like individual contributors, need to be developed. While your organization is likely to do a mix of external hiring and internal promotion, taking the time to develop new managers from within the organization is a worthwhile time investment.

In this course, you will learn about several strategies that can help you develop new managers, which ensures not just the success of individual employees but of the organization as a whole.



## **Leading with Emotional Intelligence**

Can you identify your emotions and understand why they're happening? What about the emotions of others? Are you skilled at spotting and responding to their cues? Those with high emotional intelligence readily recognize their feelings, manage their reactions, and build positive interactions with others. A skill that leads to success inside and outside the office, emotional intelligence is well worth refining.

In this course, you'll first unpack what emotional intelligence is. Then you'll learn to boost your emotional intelligence skills by strengthening your personal and social competence.

## **Motivating Your Team**

What is motivation? It's what makes you spring out of bed in the morning or smile when you see who's calling. It makes you willing to put in a long day to close that sale. In short, motivation is the reason you do what you do. Motivation comes from internal and external forces - and those forces are unique to every person. Why should managers learn about motivation? For starters, motivated employees are more productive, happier at work, and stick around longer. So, how can managers motivate employees?

In this course, you'll review types of motivation. You'll also understand the unique forces that motivate individuals - and use that knowledge to everyone's advantage.

## **Managing a Successful Contact Center**

Managing customer care successfully requires more than providing phones and people to answer them. Today, customers expect instant support - whether by phone, live chat, email, or social media. Many businesses turn to a contact center model to field and resolve customer issues seamlessly through multiple channels.

This course is for managers who want to take their team's skills from functional to fantastic - helping customers in a way that creates brand fanatics.



## **Create an Enviable Team Culture**

You're catching up with an old friend, Harley, who has a new position. "I love my new job!" Harley exclaims. "The culture is just fantastic." What do you think Harley means? Most of us strive to find a good team culture yet defining exactly what that means isn't always easy.

In this course, you'll learn some common culture types, and how to objectively assess your own culture. You'll also discover how to overhaul a toxic team culture in favor of a positive one that leverages individuals' strengths.

## **The Four Stages of Team Development**

As a manager, it's up to you to bring your team together so that everyone can reach their highest potential. Teams don't gel overnight.

This course will help you facilitate optimal performance - together, as a team. You'll learn how to take your team through four development stages - from first meeting to a well-oiled performance machine. Also, discover how to smooth over differences and harness team members' strengths. By stage four, you'll understand how the process inspires competent and committed achievement.

## **Performance Management**

Performance management is people management. An ongoing process to align individual and company goals, performance management helps make both the individual employee and the overall business more successful. Performance management is a cycle. It begins with planning and goal setting, then moves to tracking and monitoring, and ends with reviewing results and modifying as needed.

In this course, you'll learn to give feedback effectively and continually. You'll cover how to improve poor performance, challenge top performers, and meaningfully engage managers. You'll also take away tips to continually improve performance and results for management, team, and company.



## **Leadership and Influence**

They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Often, people who have never had a leadership role will stand up and take the lead when a situation they care about requires it. An example of this is parenting. When a child arrives, many parents discover leadership abilities they never knew existed. These newfound abilities are necessary in order to guide and protect their offspring. There are also countless war stories of soldiers and sailors who rose to a challenge on their own in the heat of battle.

Leadership potential exists within each of us. That potential can be triggered by outside events, or it can be learned by exploring ourselves from within. This course takes the latter approach. Once you learn the techniques of true leadership, you will be able to build the confidence it takes to take the lead. The more experience you have acting as a genuine leader, the easier it will be for you. It is never easy to take the lead, as you will need to make decisions and face challenges, but it can become natural and rewarding. Leadership is not telling others what to do. Leadership is inspiring and influencing others to do what needs to be done. Genuine leaders take a stand and motivate others to join them in a noble purpose. What is it that makes a leader, and what separates the good from the great?

This course will explore different leadership theories and examine what makes a great leader. While leadership addresses tasks, influence addresses attitudes and awareness. Influence is subtle, yet incredibly powerful. You can order someone to do a task, but you cannot order them to do their best. It simply does not work and usually has the opposite effect. You can influence people to do their best by providing a strong, motivating example in addition to positive reinforcement. Influence is the soul of leadership.

## **Supervising Others**

Supervising others can be a tough job. Between managing your own time and projects, helping your team members solve problems and complete tasks, and helping other supervisors, your day can fill up before you know it.

This course will help supervisors become more efficient. They will also become more proficient with delegating, managing time, setting goals and expectations (for themselves and others), providing feedback, resolving conflict, and administering discipline.



## **Employee Onboarding**

Employee onboarding is essential to retaining top talent. An onboarding program does more than help orient new employees. It also shapes how new employees relate to their organization.

In this course, you will learn how implementing an employee onboarding program will shape the company culture while developing a highly qualified pool of talent.

## **Employee Recognition**

To a business, an employee recognition program is not a luxury, it is a necessity. Employees are more likely to continue employment with a company if they feel they are appreciated. There are many different types of employee recognition programs, and all are beneficial to your employees.

This course will help you develop a well-built employee recognition program which can help improve job retention, employee engagement, and teamwork while reinforcing company values.

## **Five Leadership Styles to Influence a Team**

Great leaders bring out the best in their teams. They inspire people to action, boost group cohesion, and cultivate an environment of consistent, high-quality performance. However, no two teams or situations are the same. So, how do these leaders do it? The secret lies in the strategy. Accomplished leaders are skilled at switching between styles - knowing when to intervene, when to motivate, and when to let go of the reins.

In this course, you'll first learn what a leadership style is. Then, you'll discover five common leadership styles. Finally, you'll determine how to choose among and implement your chosen style - or styles.



## **Servant Leadership**

Servant leadership can seem like a contradicting term, but it is becoming a very popular tool in many businesses. Servant leadership is a philosophy that involves focusing on employees and their success, and in turn building better professional relationships that can benefit both manager and employee. Servant leadership shows that managers can be great leaders while boosting their employee's confidence and furthering their success at the same time.

In this course, you will learn the characteristics and barriers of servant leadership. You will also identify the necessary skills to become a mentor and motivator.

## **Introduction to Team Management**

As a manager, you're not just the "person in charge". It's your responsibility to help your team realize their potential. Solid team management brings people together to maximize their strengths, overcome differences, and achieve shared goals. By doing so, you improve performance, productivity, and employee satisfaction. A well-managed team makes everyone - including you - look better.

In this course, you'll learn tips to build an effective team, communicate better, and resolve common problems that naturally arise in a diverse group of people with their own interests.

## **Fostering Fearless and Resilient Teams**

Every business encounters change and adversity. New, disruptive technologies emerge, markets evolve, and consumer attitudes shift. The social, political, and economic climates that companies operate within also change. Is your team prepared? Can they roll with the punches, adapt, and thrive in the face of setbacks and uncertainty? Or will the stress break them? Now, more than ever, successful teams demonstrate courage and resilience. They voice ideas, take creative risks, embrace challenges, learn from failure, practice self-care, and bounce back from setbacks or mistakes.

In this course, you'll learn strategies for developing these traits and habits in your team - including the expert advice of bestselling author Mollie West Duffy. First, you'll explore what resilience is and why it gives teams a competitive advantage. Second, you'll discover how building psychological safety and creating a culture of continuous improvement encourages innovation and responsible risk-taking. Finally, you'll see the role work relationships and self-care play in fostering resilience.



## **A Guide to Managing Remote Teams**

You've managed teams before but never in a remote environment. What can you do to set your employees - and yourself - up for success? Will your go-to strategies be as effective?

This course helps managers transition from in-person to virtual workspaces. Overhaul your management toolkit with targeted techniques for hiring, increasing accountability, improving communication, and keeping remote workers connected.

## **Overcoming Common Challenges of Remote Managers**

Every manager faces challenges, from motivating employees to keeping projects on track. Remote work amplifies those difficulties. If you're not in an office setting, how do you know if your team is working? Will communication and morale suffer?

In this course, you'll learn four common challenges remote teams face, along with best practices to overcome each.

## **Manager Management**

Management is known as a form of art and science. The key is making employees more efficient and productive while finding the correct way to do it. Every manager has a different personality type and learns differently, but with some helpful tools and tips, you can help them become great managers who will continue to grow and succeed with their new teams.

This course will provide you with the necessary skills to successfully coach and mentor employees to become successful managers.

## **Being a Likeable Boss**

While many who enter into management and leadership roles want to be genuinely liked by the workers they supervise, seeking popularity for its own sake can be a dead-end path. Many have tried to lead while seeking popularity only to find that, indeed, they are loved but not respected. Becoming a more likeable boss does not mean you have to sacrifice respect. However, being a likeable and respected boss means you have to learn to be more effective.

This course helps you take the first steps on what will be a continuous journey towards becoming a more effective boss who is both liked and respected.



## **Middle Manager**

Traditionally, middle managers make up the largest managerial layer in an organization. Middle managers are responsible to those above them and those below them. They head a variety of departments and projects. In order for a company to operate smoothly, it is essential that those in middle management be committed to the goals of the organization and that they understand how to effectively execute these goals. It is crucial for businesses to focus on these essential managers and provide them with the opportunities to succeed. No matter the organization's structure or size, it will benefit from employing well-trained middle managers.

In this course, we will look at ethics in the workplace. We will also discuss the importance of creating structures and processes to manage teams and using organizational strategies to facilitate changes in the workplace.

## **Office Politics for Managers**

Office politics, or work politics, are the strategies and procedures that employees use to function and advance in a work setting. It is important for managers to learn and understand the office environment and the employees that make it tick. Since the manager interacts with several aspects of the workplace, one should learn how to effectively work with colleagues, supervisors, and upper management in order to help keep the department functioning as a whole.

During this course, you will learn how to set boundaries and ground rules for new employees, as well as learn how to interact with colleagues and manage various personality types in the office.

## **Becoming the Boss: A Guide for New Managers**

As a first-time manager, you likely feel a mixture of excitement and apprehension about your new role. What changes should you expect? How can you build rapport and make a good first impression with your new team? Above all, how can you become an effective boss?

This course will help you transition seamlessly from employee to manager. First, you'll learn about your new responsibilities and key differences between employee and manager roles. You'll then explore the first steps every new manager should take, followed by some top tips to help you thrive. Finally, you'll examine a few common challenges new managers face and how to overcome them.





## **Women in Leadership**

Women make up almost half the United States workforce, yet they are promoted to leadership positions at a rate far lower than their male colleagues. What accounts for this leadership gap? How can organizations foster and develop women leaders? Studies show that having women in leadership positions brings many benefits to an organization, including greater accountability and a culture of work-life balance. Yet it can be difficult to determine the barriers to women's advancement, and even more difficult to surmount them. Learning how to foster and develop women as leaders not only benefits individual employees, but it can also benefit your entire organization.

In this course, we will discuss the barriers that women face in entering leadership positions. We will also show you steps your organization can take to foster women leaders.

## **Leading Through Change**

A valued employee quits. A key trend shifts. An unexpected setback strikes. These are just a few of the changes that are bound to arise in the workplace. As a leader, you play a unique role when your team encounters a change. Not only are you responsible for your own reaction - you're also in charge of guiding your team through the transition.

In this course, you'll learn the fundamentals of leading through change. You'll explore strategies to empower and engage your employees during a time of transition and discover how to solve common challenges that teams experience when facing a change.

## **How to Be an Ethical Leader**

Taking on a leadership role means more than executing smart business decisions - you also need to model ethical practices that create long-term value and sustainability. So, how do you lead with ethics at the forefront?

In this course, you'll learn why ethics matter in business and how to create a conscientious culture. Then you'll get practical tips to help you guide and interact with employees ethically.



## **A Blueprint for Effective Workplace Leadership**

Companies depend on great leadership for success and longevity. Leadership takes many forms and encompasses a number of characteristics. In the workplace, leaders aren't just responsible for the bottom line. They set the tone for fair and ethical behavior, equality, accountability, professionalism, and employee growth.

In this course, discover what leadership is and the qualities necessary to be a great leader. Then, learn how to engage and motivate employees in a way that aligns with the company's vision. Finally, explore five key practices that will make you a better leader.

## **Leading Through Difficult Times**

Data breaches, natural disasters, and workplace violence are just a few of the risks businesses face. Crises like these can throw a company into chaos, threaten public and employee safety, and more. While predicting a crisis is nearly impossible, you can take steps to prepare for, mitigate, and navigate the most likely risks.

In this course, you'll learn how to lead through difficult times using crisis management. You'll get an in-depth look at each stage of crisis management, including the critical steps you should take before, during, and after a crisis.

## **Developing a Thriving Team**

Your team is your greatest asset, and as a manager, you're responsible for their success - yet the roadmap to achievement is often murky. This course is designed to help you become a partner and successful facilitator in your team's career development - and help you thrive - together.

In this course, we will discuss strategies for learning about your team's strengths and weaknesses, as well as steps for conducting a gap analysis. We will also touch on common training methods so that you may select the right one for your team. We will explain why one-on-ones are beneficial to your team and introduce you to the GROW method of coaching.



## **The Secrets to Skilled Delegation**

When you think of a leader, who do you imagine? Chances are, it's someone who knows the difference between *doing* and *leading*. Great leaders strategically guide the team's work - they don't do the team's work. That's where delegation comes in. Delegation is assigning responsibility for specific activities to others.

In this course, you will learn the reasons why you should delegate and how to do it successfully. You will also learn how to select the right people for the delegated job. Finally, you will learn techniques for stepping back so the assignments can be completed by the person you assigned to the job.

## **Letting an Employee Go Gracefully**

Letting an employee go is tough, especially when you're the one who has to deliver the bad news. It will never feel good to tell someone that their performance is unsatisfactory, their behavior is unacceptable, or that they aren't a good fit for your team. Still, someone has to do it, and the more tact you have, the better.

At the end of this course, you will be able to understand the good reasons for termination. You will also be able to describe the initial steps you need to take to mitigate legal risk. In addition, you will understand how to develop a smooth transition plan. Finally, you will be able to deliver the dreaded news and maintain workplace morale afterward.



## Personal Growth & Development

### **Assertiveness & Self-Confidence**

Self-confidence and assertiveness are two skills that are crucial for success in work and in life. If you don't feel worthy, and/or you don't know how to express your self-worth when communicating with others, life can be very difficult, even painful. Learning how to develop your self-confidence and assertiveness will provide opportunities and benefits to you in your professional and personal life.

This course will give you an understanding of what assertiveness and self-confidence each mean (in general and to you personally) and how to develop those feelings in your day-to-day life. The impact of developing these skills will encompass many aspects of your life and have a positive effect on all of them.

### **Creativity: Thinking Outside the Box**

Creativity allows individuals to view every aspect on earth, explore new paths, and find new discoveries that help to advance our consistently thriving world of business. Without creativity, we would only see what is visible to the eye. To evolve as a business, it is critical to look beyond what is visible and consider new ideas. When creativity is incorporated into daily workplace practices, there is an increase in opportunity for growth, engagement, and productivity. Creativity and innovation will turn ideas and dreams into reality.

This course will provide you with informative tools and practical strategies that will help shape a creative workplace. Creativity plays a big role in building a positive work environment in which employees will feel confident in expressing their ideas. Be mindful that there is creativity in all of us. When this creativity emerges, powerful opportunities and advancements will happen.

### **How to Overcome Your Fear of Failure**

Having a fear of failure is normal, but do you let it hold you back from doing what you want to do?

In this course, you'll learn how to overcome your fear of failure and take positive risks, while pursuing your greatest ambitions. In addition, you will learn how to reframe your thinking and position failure as a growth opportunity.



## **Digital Citizenship**

The Internet has changed the way that people connect, communicate, and conduct business. The digital age has provided many benefits, but it does have a downside. Given the sheer volume of digital information that we send and receive each day, it is important to learn basic citizenship skills. These skills will help prevent missteps and keep your digital relationships running smoothly.

In this course, we will discuss the importance of using technology appropriately and safely. We will go over ways to use social networking to create your brand – for yourself or for your company. Lastly, we will discuss digital etiquette and ways to protect your reputation online.

## **Feeling Unmotivated at Work? Common Causes and Tips to Increase Motivation**

Do you ever have days where you can't seem to muster the motivation to get anything done? While everyone feels unmotivated occasionally, chronic low motivation can prevent you from achieving your professional goals. Not only that, it can also foster feelings of anxiety, guilt, and shame that harm your well-being. So, how do you stay productive - when the last thing you want to do is work?

In this course, you'll learn the four primary causes of low motivation, along with specific strategies to overcome each.

## **Transitioning to Remote Work**

Since the COVID-19 pandemic, more and more companies have turned to remote and hybrid work models to maintain employee health as well as organizational productivity. Very few, however, were prepared for the transition or have made it effectively. Spinning up a remote workforce takes more than dispensing laptops - it takes careful planning and oversight.

In this course, we'll walk you through the essentials of transitioning to remote work, including key guidance for managers and employees.



## **The Remote Work Survival Guide**

Remote work has gained popularity over the past decade, and for good reason. But as you say goodbye to in-office distractions, daily commutes, and coworker gossip, you open the door to new challenges. A remote environment offers extraordinary autonomy - but demands complete accountability. Whether you're an executive, manager, or entry-level team member, succeeding at a remote job requires discipline and craft.

In this course, you'll learn how to thrive as a remote worker with four expert strategies for overcoming typical challenges.

### **Improving Mindfulness**

Life constantly demands our attention, but when we become fixated on the past or worried about the future, we often miss vital information in our present situations. Cultivating a state where you are consistently aware of your present moment is not impossible, but it takes practice. Nevertheless, by learning to abide in the present, you acquire a sense of perspective that can allow you to learn from the past without it overwhelming you with resentment and regret, and plan for the future without it overwhelming you with anxiety or dejection. Implementing the techniques in this course is the first step to changing your mental and emotional outlook to one that operates in the present moment.

In this course, you'll learn how to develop techniques to make oneself more attuned to the present moment. You will also discover ways to identify and counter distorted thinking, while cultivating genuine positive emotions.

### **Improving Self-Awareness**

A vital way of becoming more effective in both business and life is by becoming more self-aware. If you can become aware of your self - your strengths and your weaknesses - you can become aware of the effects you create. When you know your effects, you can figure out how to change them if you need to. Becoming more effective can only deepen your rewards in both your professional and personal life.

In this course, you will learn the importance of introspection and appreciation for oneself and those around you, while also learning and understanding the nature and value of emotions.



## **Increasing Your Happiness**

It might sound a little strange to say that we should be happy at work. After all, it's called work. However, we spend more time at our jobs than we do engaged in almost any other activity. If we're unhappy at work, we're likely to feel the effects in other areas of our lives, too. Finding ways to be happy at work not only brings you greater productivity and greater job satisfaction, but it will also help you achieve greater overall mental, emotional, and physical health.

In this course, we will guide you through actions that will create greater workplace happiness. We will also discuss how planning ahead and creating routines helps to cultivate happiness in the workplace.

## **Social Intelligence**

Social Intelligence is about understanding and having a positive influence on your environment. You may become more confident in social situations by learning how to express and interpret social cues. This may help you create positive connections and increase your influence during social situations.

In this course, we will explain why having a high degree of social intelligence provides benefits throughout your professional and personal lives. Improving social skills through active listening, understanding body language, and being more empathic will give you an advantage in your interactions with others.

## **Organizational Skills**

Good organizational skills can prove beneficial in many areas of life, including personal and business areas. Organization can increase a person's general productivity, project management, and can even affect his memory and retention skills. These skills are not acquired overnight - it will take a lot of hard work and practice. However, with a little guidance and the right tools, anyone can learn how to stop hunting for missing things and become better organized. To effectively learn better organization skills, a person must first learn efficient training tools and tips to help reach their goals. With this help, anyone can take a better look at their current habits and form a new plan to become better organized in life.

This course will show you how to prioritize your time schedule and daily tasks. You will also learn how to identify routines that are not organized and then use the techniques provided to organize your workspace. Finally, we will discuss ways to resist procrastination.



## **Personal Productivity**

Most people find that they wish they had more time in a day. How is it possible to do everything you need to do and still have time left over for yourself?

This course will show participants how to organize their lives and find those hidden moments. Participants will learn how to establish routines, set goals, create an efficient environment, and use time-honored planning and organizational tools to maximize their personal productivity.

## **Overcoming Procrastination**

If you've ever put off doing an important task or project, you're not alone. Procrastination is common in the workplace. While it may not seem harmful in the moment, chronic procrastination can hinder your productivity, damage your relationships with coworkers, impact your well-being, and more.

In this course, you'll discover the real reason many of us are prone to procrastination. You'll also learn how to break the cycle of procrastination and reclaim your productivity.

## **A Guide to Workplace Professionalism**

What does it mean to be a professional at work? How does professional behavior affect your career?

These questions and more provide the foundation for this course on workplace professionalism. Here, you'll learn the basics of professional behavior at work with examples of do's and don'ts in real-world scenarios. Then, you'll learn the fundamentals of professional communication, whether through emails, phone calls, or other formal and informal situations. When finished, you'll understand how to build professionalism into every aspect of your job.

## **Good Stress? Embracing Eustress to Improve Your Life**

The word "stress" has a bad rap. However, it isn't always negative. The right type of stress - known as eustress - offers many benefits.

In this course, you'll learn what separates eustress from its damaging counterpart, distress. You'll also gain strategies for increasing the good vs. bad stress in your life.





## **Dealing with Stress, Pressure, and Burnout**

Do you ever feel stressed at work? How do you react to high-pressure situations? Is burnout a threat to your well-being and productivity? The truth is that we're all prone to stress, pressure, and burnout. Understanding what they are and how they work helps us create a better, more satisfying lifestyle.

This course will help you define stress, pressure, and burnout, recognizing the unique ways they show up for you. You'll be able to evaluate your work and lifestyle to identify opportunities for healing. You'll also get valuable strategies to manage the effects of stress, pressure, and burnout. By the end of the course, you'll have a clearer understanding of how these forces affect you - and what you can do about it.

## **Seven Go-to Strategies to Tame Stress**

Stress is inevitable, yet many of us struggle to cope effectively when we encounter stressful situations. We resort to unhealthy outlets like procrastinating or overeating—typically making our problems worse. Most of us know that managing stress in a healthy way benefits our well-being, relationships, job performance, and more. So, how do we get there?

In this course, you'll learn to tame stress by first understanding the difference between healthy and unhealthy coping strategies. Then, you'll learn seven effective techniques that can help you relieve stress and regain control.

## **Beating Burnout: Spot the Symptoms and Take Action**

Would you describe yourself as a workaholic, perfectionist, or high achiever? Do you skip breaks and vacations - or struggle to "switch off" at the end of the workday? Do you suffer from chronic stress? If you answered "yes" to any of these questions, then you may be at risk for burnout.

In this course, you'll learn what burnout is and how it negatively impacts your health and performance. You'll also learn how to spot the warning signs of burnout and reverse its effects.



## **Managing Workplace Anxiety**

It is normal to have some fear or feel out of place at work sometimes, but when the anxiety begins to control you and keep you from performing your normal activities, it becomes a serious problem. For many workers that suffer from some sort of workplace anxiety, their productivity decreases and they fail to contribute to the job, which can make them more anxious. Remember, it is perfectly normal to feel stressed at work and even a little anxious at times. Although everyone will experience some form of workplace anxiety in their career, everyone portrays them differently. Learning key signs and symptoms of workplace anxiety will not only help identify the problem but will lead you down the right path to know how to manage them successfully.

In this course, you will learn to recognize symptoms and warning signs of anxiety, along with the different types of workplace anxieties and common triggers and accelerants. You will also learn the difference between anxiety and common nervousness and understand the different ways of coping and managing problems.

## **Appreciative Inquiry**

Appreciative inquiry focuses on finding the best in people, and how they use it to function in their work and everyday life. Through appreciative inquiry, an employer uses the art of asking questions and opinions to strengthen the system as a whole, creating a positive environment and heightening employee potential. This approach is designed to focus less on negativity and criticism, and utilize personal design and encourage discovery.

In this course, you will learn how to think in positive terms while avoiding negative self-talk. You will also learn to recognize positive attributes in people and encourage others to think positively.

## **Life Coaching Essentials**

Life coaching is a growing industry that transcends typical counseling, therapy, and even mentoring. The goal of life coaching is to address personal goals, aspirations, and relationships and how they work in a person's life. The key is to discover which obstacles the client can overcome, and which paths will lead them to their own success.

In this course, we will discuss the purpose and benefits of life coaching, along with different areas of life coaching.



## **Taking Initiative**

From before we start our first job, we often dreamt about what career we wanted to have when we grew up. Soon, we start the journey to find the job we want to have and discover ways to make it happen. However, that's only half the battle. Once you've landed the job you want, you have to know ways to not only stay in your job field, but also excel in it.

This course will help you identify what initiative looks like so that you can recognize when it is okay to step outside of your normal and find opportunities to grow personally and professionally.

## **Coping with Workplace Change**

Change takes many shapes in the workplace. You might face project changes, shifting organizational goals, and job or team restructuring - to name a few. Regardless of what the change is, how does it make you feel? Excited? Anxious? Skeptical? Most people feel at least a little unsettled by change. Change disrupts the status quo and forces us to try new things. Sometimes, we also have to navigate changes we don't like or agree with - which can leave us feeling powerless, sad, or angry. So, how can you make the transition as smooth as possible?

In this course, you'll explore five common reactions to change and identify your emotions. From there, you'll learn four strategies to embrace change, roll with the punches, and focus on the things within your control. While you can't always predict or prevent change, you can manage your response.

## **Imposter Syndrome: What Is It and How to Overcome It**

Do you ever get a nagging feeling that you're a fraud? A feeling like you don't deserve your accomplishments, you'll never be "good enough," and it's only a matter of time before people find out? That feeling, while isolating, is common. Impostor syndrome is a type of chronic self-doubt that causes us to feel like we're inadequate, despite evidence showing otherwise. The result is that we become our own worst enemy - selling ourselves short and hurting our workplace performance. So, what does it take to overcome impostor syndrome?

In this course, you'll learn to define impostor syndrome and determine whether it's something you're experiencing. Then, you'll learn how impostor syndrome holds you back as well as six strategies to face your insecurities head-on.



## **Work-Life Balance**

Work-life balance is essential to combat stress, ensuring both individual and company success. The stress associated with unbalanced lifestyles is costly, damages productivity, and increases individual health risks. Employees who have the tools to balance their professional and personal lives are happier, healthier, and more productive. In addition to improving performance, many younger employees place a high value on work-life balance. Companies that include work-life balance as part of their culture will be able to better attract qualified candidates.

This course will explain the benefits of a work-life balance for all employees, as well as review the signs of an unbalanced life so that you can adjust to create more balance.

## **Anger Management**

Simply put, anger management is the process of controlling anger before this anger controls you. Anger can be an incredibly damaging force, costing people their jobs, personal relationships, and even their lives when it gets out of hand. However, since everyone experiences anger, it is important to have constructive approaches to manage it effectively.

This course will help teach participants healthy ways to express their anger and identify anger triggers, as well as techniques to de-escalate an angry individual. It is not always possible to eliminate the things that enrage you. However, it is possible to learn how to gain control and manage your anger effectively.

## **Developing Creativity**

Creativity and innovation will improve your chances of success in business and in life. Fortunately, there are steps that can be taken to inspire you and develop your creative mindset. By changing the way that you think and overcoming your fear of risk, you will improve your creativity and change your life. Implementing the guidelines in this course is the first step to forever changing your creative process.

In this course, we will talk about the importance of acting with confidence, taking risks, and engaging in curiosity to develop creativity.



## **Developing a Growth Mindset**

Developing a growth mindset allows individuals and companies to realize their potential, increase resilience, and achieve success. A growth mindset can unlock your capacity to learn, grow, and thrive -regardless of your current abilities or skill level.

In this course, you'll first learn about the differences between a fixed mindset versus a growth mindset. You'll then explore how a growth mindset can benefit you and your team. Finally, uncover specific strategies to develop a growth mindset - and expand your possibilities.

## **Time to Find a New Job? Here's How**

Are you feeling stuck in your current job? Struggling to find motivation? Maybe you're ready for advancement, but have gone as far as you can at your current company? If you answered yes to any of these questions, it may be a sign you're ready to start looking for a new job.

This course walks you through the entire process from start to finish. You'll learn more signs that it's time to find a new job, how to conduct an effective job search, and how to know if remote work is right for you. You'll also get a primer on writing a killer cover letter and resume to score that coveted interview. Then, you'll explore tips and tricks for interview preparation and strategies for nailing even the most challenging interview questions.

## **Retirement Planning for Every Stage of Life**

When you imagine your retirement, what do you see? Are you traveling the world, practicing a new hobby, or volunteering for a worthy cause? Are you living in a new city, connecting with friends and family, or spoiling grandchildren? Whatever you're picturing, ask yourself: "Can I afford that dream?" The future comes with a price tag. If you want the life you envision, you need to plan for retirement.

In this course, you'll learn why planning is crucial and how to choose a retirement plan, avoid common mistakes, and get back on track if you're behind.



## **How to Get Noticed at Work**

Have you ever felt unnoticed, undervalued, or underappreciated at work? If so, then you may suffer from a lack of workplace visibility.

In this course, you'll discover what it means to have visibility at work - and how increasing it can advance your career. You'll also learn about three of the biggest obstacles to workplace visibility, along with tips to overcome them and get recognized by your boss and peers.

## **Four Ways to Add Value and Earn a Raise at Work**

If you want to be the highest-earning employee, then you have to be the highest-contributing employee. In other words, you need to show your company that you're worth the investment.

This course examines the relationship between contribution and compensation. In it, you'll learn the 4 P's for increasing your contributions at work, along with some tips on how to be a culture add instead of a culture cost. You'll also explore best practices to ensure that your efforts are recognized - and rewarded.

## **Five Career Roadblocks and How to Overcome Them**

While everyone's path to professional success varies, some experiences are universal. We've all struggled with fear, self-doubt, or staying motivated at work, for example. We all know how difficult it can be to admit a mistake - or stand out in a sea of colleagues.

In this course, you'll learn how to overcome five challenges most professionals face. First, you'll confront fear of failure, step outside of your comfort zone, and embrace positive risks. Second, you'll learn about impostor syndrome and how to squash self-doubt. From there, you'll explore tips to get noticed by your boss and colleagues for exceptional work. Finally, the last two lessons cover how to bounce back from a big mistake and stay productive when you're unmotivated.



## **Coming Back from a Big Workplace Mistake**

There's no escaping it - we all make mistakes. The good news is that most mistakes aren't career-ending. Rather, it's your response to mistakes that matters most.

In this course, you'll learn five steps to take after making a workplace mistake, along with four tips to handle the aftermath. By taking responsibility for your mistakes and acting quickly, you can repair the damage, rebuild your reputation, and walk away with a valuable life lesson.

## **A Guide to Empathy at Work**

Empathy - the ability to understand and share other people's emotions - is critical in the workplace. Customers want to feel appreciated for their business and acknowledged when they have a problem. Employees want to feel valued and for their coworkers and managers to notice when they're happy or in distress.

In this course, you'll first learn what empathy is and why it's an essential business skill. Then, you'll uncover how to communicate with empathy and overcome roadblocks. Finally, you'll work on strategies to help you build empathy.

## **How to Improve Your Focus at Work**

If you're familiar with the feeling of letting hours fly by without accomplishing anything, you're not alone. So, what can you do to improve your focus in order to be more productive?

This course will help you identify problematic habits that disrupt your focus. Find out why we struggle to focus at work and learn how to optimize your body and mind to stay fresh throughout the day. Then, discover how clearing space can affect your concentration. Finally, learn to identify energy-draining sources and behavior, including multitasking.

## **Workplace Distractions: How to Avoid Common Time-Wasting Traps**

You've created the perfect schedule to launch a productive day at work when a small "ding" snaps you out of focus – and it's not a one-time occurrence. Numerous distractions peck away at your attention until there's no energy left for work. Want to wake up from this nightmare?

In this course, you'll learn to think more critically about how you're using your attention, identify the biggest distractions, and pick up simple tricks to eliminate anything that wastes time.



## **Common Workplace Challenges and How to Handle Them**

Even the best workplaces face challenges. So, how can you find your way through these challenges?

In this course, you'll learn how to navigate some of the most common - from dealing with difficult people to overcoming your own mistakes.

## **How to Build Better Relationships with Your Boss and Coworkers**

Good relationships can boost your professional success and satisfaction at work. Having positive rapport with your boss and coworkers helps you collaborate effectively together on shared goals. Plus, it's more enjoyable to work in an environment of mutual trust, respect, and camaraderie. Successful relationships require care and effort - and working relationships are no exception. By taking responsibility for your work relationships, you can cultivate cooperation and enable professional growth.

In this course, you'll learn how being a better teammate and employee can help you foster better working relationships with your coworkers and boss. You'll also analyze the role you play in strengthening - or weakening - your workplace relationships with the help of some do's and don'ts. You'll also learn how to repair a relationship that's been damaged.

## **Master the Art of Verbal Communication**

Whether talking, listening, or presenting - most of us are constantly communicating verbally at work. A vital skill, it's also one we can continually improve.

In this course, you'll learn how to make a great first impression and have an amazing conversation. Plus, you'll get strategies to escape from the tight spots that sometimes constrain us when we communicate with others.

## **Four Personality Types That Suffer from Chronic Lateness**

Do you always arrive late no matter what you do? Then you're probably suffering from chronic lateness.

This course will help you understand what causes lateness by introducing four personality types, along with tailored tips to overcome lateness for each type. Learn your unique strengths and weaknesses so you can apply them to your best advantage.





## **Managing Personal Finances**

For many people, finances are an unsolvable Rubik's cube filled with anxiety. There are millions of Americans who live with the shackles of debt each day. We don't teach children the value of a good credit score. Many people have a hard time formatting and sticking to a budget. You can easily solve the finance puzzle with a little hard work, self-control, and the right tools. Today is a new day and you are taking the first steps to reclaiming your financial freedom.

This course will help you understand your personal expenses and the importance of creating a budget, setting goals, and developing good spending habits.

## **Stress Management**

Positive and negative stress is a constant influence on all of our lives. The trick is to maximize the positive stress and to minimize the negative stress.

This course will give participants a three-option method for addressing any stressful situation, as well as a toolbox of personal skills, including using routines, relaxation techniques, and a stress log system.

## **The Basics of Managing Stress**

Do you often feel overwhelmed and exhausted? We all deal with stressful situations at times, but chronic stress is damaging. Keeping stress under control helps maintain your energy, motivation, and health.

In this course, you'll learn the basics of managing stress. First, you'll discover what stress is and how your body responds to it. Then, you'll learn common stress triggers and how to manage them.



## **How to Recognize and Overcome Bias – Featuring Bestselling Author Dr. Jennifer Eberhardt**

Categorization is universal. With so much information and stimuli coming our way, the brain's instinct is to sort it quickly and efficiently. These shortcuts are helpful when deciding important things like what might be dangerous or even little things like what breakfast cereal to buy. But when our brains use shortcuts to categorize people based on surface traits, it's called unconscious or implicit bias. These biases, when unexamined, can lead to stereotyping and discrimination - ultimately harming productivity, morale, and retention at work.

In this course, you'll look at the brain functions that cause bias, and the real and harmful consequences of even unintentional bias - including messages from bestselling author and psychologist Dr. Jennifer Eberhardt. You'll also learn about common bias types. Finally, you'll get strategies to break out of these mental habits and enjoy a more productive, engaging workplace and community. By bringing awareness to our unintentional assumptions, we can address and overcome the effects of implicit bias.



## Professional Development

### **Accountability in the Workplace**

Accountability helps to ensure that every employee will take responsibility for their performance and behaviors and continue to manage this responsibility. When we implement goals and communicate with one another, we can achieve powerful results. Building an accountable workplace requires strong teamwork and collaboration. Every team member must have a strong understanding of the values of the company and recognize the importance of their dedication to attain greater success.

This course will provide you with informative tools and practical strategies that can be used to help empower your team to work towards achieving the benefits of accountability. Accountable employees fuel performance and productivity and generate an enhanced workplace culture and results.

### **Body Language Basics**

Can you tell if someone is telling the truth just by looking at them? It is a skill that a lot of people do not have. Through the Body Language Basics course, you will be given a set of tools to use to your advantage when communicating with others. These tools can be utilized in the office and at home. Understanding body language will provide you great additional insights around your daily communications.

This course will provide you with a great set of skills to understand that what is not said is just as important than what is said. It will also give you the ability to see and understand how your own body language is being seen. As a result, you will be able to adjust and improve the way you communicate through non-verbal communication.

### **How to Work Effectively with Different Communication Styles**

Everyone communicates differently. Some people take a collaborative approach to their work and like to discuss ideas or talk through issues with colleagues. Others simply want the facts and communicate to produce results. Understanding different communication styles is crucial to working together effectively.

In this course, you'll learn four communication styles, how to identify each, and how to adapt your own communication approach.



## **Supercharging Your Career with the Help of a Mentor**

A good mentor offers an empathetic ear, encouraging words, and a wealth of professional knowledge, experience, and expertise. They can advise you, challenge you, and connect you with development opportunities to reach your goals. In short, having a good mentor in your corner can boost your confidence and accelerate your career. Where do you find one, and how do you cultivate a positive and mutually beneficial mentoring relationship?

In this course, you'll first discover what mentoring is and how a great mentor can vault your career to the next level. You'll then learn how to find a mentor and adopt the attitudes and behaviors you need to be a model mentee.

## **Communication Strategies for Project Managers**

Imagine managing a project without speaking to your teammates. How successful would you be? You'd soon discover that communication is key to collaboration. Without it, teams miss deadlines, fumble information, and fail to present a quality product.

In this course, you'll explore strategies project managers use to improve communication. These range from individual methods to team-wide efforts that will elevate your team's ability to share information. By the final lesson, you'll be ready to develop effective communication plans for your projects.

## **Resolving Conflict with Coworkers**

Have you ever worked with someone who you just seemed to disagree with on everything? Getting along with coworkers can be tricky - but not impossible.

This course guides you on how to work through conflict with coworkers to achieve positive outcomes. You'll discover why workplace conflict can actually be a good thing, how to have a difficult conversation, and how to seek help when progress is at a standstill or you're dealing with an abusive coworker.



## **Resolving Conflict**

At best, workplace conflict stifles communication and productivity. At its worst, tensions escalate to aggression and bullying. That's why it's important to address conflict quickly.

In this course, you'll learn common sources of discord and some typical responses to it. You'll also discover techniques to resolve conflict, address anger, and stop abusive behavior.

## **A Step-by-Step Guide to Problem Solving**

When faced with an unfamiliar problem, where do you start? By assessing the issue and possible solutions? By jumping into action with the first strategy that comes to mind? Or, by simply avoiding the situation, hoping it resolves itself? We all take different approaches to problem solving - with varying levels of success. Although there's no single, best approach, using a problem-solving framework can improve your results.

In this course, you'll learn a five-step approach to overcoming problems. You'll also learn to identify root causes of problems using root cause analysis and use a decision matrix to select the best solution to a given problem.

## **Problem-Solving Fundamentals**

Have you ever known someone who seems to have an answer for any challenge? No matter what life throws their way, they take it in stride. While some people may just have a knack for it, the truth is that anyone can develop strong problem-solving skills.

In this course, you'll start with a five-step problem-solving process anyone can use. Then, you'll learn some strategies and behaviors to make problem solving easier. Finally, you'll get tips for rising above challenges and barriers that will inevitably come your way.



## **Advanced Problem Solving**

Being an effective problem solver is a useful skill in any line of work. Whether it's a small issue or a complex dilemma, understanding how to solve problems efficiently and effectively gives you an advantage in work and life. But how do you become a great problem solver? Exceptional problem solvers don't just rely on gut instinct. Rather, they've built up a repertoire of skills, strategies, and processes, along with the ability to identify which problem-solving approach—or combination of approaches - will work best to navigate a given situation. In other words, being able to solve problems isn't a natural talent - it's a skill that anyone can learn.

In this course, we'll focus on sharpening problem-solving skills to help you deal with challenges big and small. Whether you're new to problem solving or just want to improve your skills, this course is packed with valuable information and proven strategies that will set you up for success. We'll cover topics like divergent and convergent thinking, the benefits and risks of using heuristics in problem solving, how to reframe problems to find creative solutions, and how to use design thinking to take a human-centered approach to solving complicated problems.

## **Crisis Management**

The phone rings. An explosion has ripped through one of your manufacturing plants. Two people have been killed, and a dozen others are injured. The media have picked up the story, and reporters are already on site. So, what do you do? How do you respond? How will you move to minimize the damage and take control of the situation? How do you lead others through a crisis—and land on your feet?

This course will help. You'll learn to prepare for, and potentially prevent, crises before they occur - and, if disaster does strike, you'll get tools to help you respond and recover.

## **Giving Effective Feedback**

Feedback is essential for growth. It helps us understand the impact we're making in the workplace, how others see us, and how we can improve. However, giving feedback isn't always easy. If the thought of it makes you uneasy, you're not alone. So, how do you get past the nerves and share a clear, compassionate, and concise message?

In this course, you'll learn what feedback is, why it's valuable, and how to overcome the fear of giving it. You'll also learn to follow a step-by-step feedback process, deliver an effective message, and handle difficult reactions.



## **Critical Thinking**

We live in a knowledge-based society, and the more critical you think the better your knowledge will be. Critical Thinking provides you with the skills to analyze and evaluate information so that you are able to obtain the greatest amount of knowledge from it. It provides the best chance of making the correct decision and minimizes damages if a mistake does occur. Improving your critical thinking skills will lead you toward being a more rational and disciplined thinker. It will reduce your prejudice and bias which will provide you a better understanding of your environment.

This course will provide you the skills to evaluate, identify, and distinguish between relevant and irrelevant information. It will lead you to be more productive in your career and provide a great skill in your everyday life.

## **How to Have a Difficult Conversation**

No one loves having a difficult conversation at work - but most of us have had to do it. Because it's so common, knowing how to navigate a sensitive discussion effectively is essential.

This course can help you navigate through it. Whether you need to confront a coworker, give an employee bad news, or discuss a delicate issue with your boss, you will learn a four-step process to help you have that difficult conversation. You'll also learn what to do before, during, and after your discussion to confidently engage your teammates, reach a place of mutual understanding, and overcome issues in the workplace.

## **Cultivating Diversity, Inclusion, and Belonging at Work**

When it comes to innovation, creativity, and problem-solving, research consistently shows that diverse workforces perform better. But, for diversity to work, every employee must feel included. They need to have a seat at the table and know that they and their opinions matter. So, how do you ensure that all employees - regardless of who they are - feel like they can be their true selves at work?

In this course, you will gain insights on how to create a culture of inclusion that strengthens your organization by attracting and retaining diverse talent, in which will, in turn, provide a competitive advantage to your team and your organization.



## **Working Across Cultures**

In today's diverse and globally interconnected world, organizations large and small find themselves working with and serving people from many different cultural backgrounds. Each culture brings its own perspectives and ways of interacting with the world. Learning about the way different cultures see the world broadens your own perspectives and gives you an edge in working in diverse and multicultural environments. To work effectively with people from different cultures, you need to be aware of cultural differences.

In this course, we'll take a look at some of those differences and how to interact with people who are on the opposite side of the cultural spectrum.

## **Emotional Intelligence**

An employee with high emotional intelligence can manage his or her own impulses, communicate with others effectively, manage change well, solve problems, and use humor to build rapport in tense situations. These employees also have empathy, remain optimistic even in the face of adversity, are gifted at educating and persuading in a sales situation, and excel at resolving customer complaints in a customer service role.

This course will give you the tools you need to be emotionally intelligent and effectively impact others in your workplace.

## **A Guide to Navigating Team Dynamics**

What's the number one cause of conflict at work? People. When different personalities clash, it's bound to cause some reverberations. But understanding and embracing what makes each person unique can produce a high-performing team that excels without exception.

This course will teach you how to build team dynamics that serve rather than hinder your development by discovering different roles, work styles, and generational differences. You'll learn to improve collaboration by finding a style that resonates and learning what makes your colleagues tick.





## **Interpersonal Skills**

We've all met that dynamic, charismatic person that just has a way with others and has a way of being remembered.

This course will help you work towards being that unforgettable person by providing communication skills, negotiation techniques, tips on making an impact, and advice on networking and starting conversations.

## **Setting Goals That Actually Work**

Supervising others can be a tough job. Between managing your own time and projects, helping your team members solve problems and complete tasks, and helping other supervisors, your day can fill up before you know it.

This course will help supervisors become more efficient. They will also become more proficient with delegating, managing time, setting goals and expectations (for themselves and others), providing feedback, resolving conflict, and administering discipline.

## **Ten Soft Skills You Need**

Having the technical skills and knowledge to successfully execute your job duties is only one part of being the best you can be in the workplace. In addition to these "hard" skills, we also need "soft" skills. Soft skills are those skills which allow us to effectively work with others. No matter what your position, organization, or industry, you work with people. Taking the time to build effective soft skills can contribute to a more efficient, more harmonious, and more productive workplace, as well as to your own overall job happiness and satisfaction.

In this course, you will learn the importance of soft skills in the workplace, and how to use them to be more successful in your position and relate more effectively to others.

## **Facilitation Skills**

Facilitation is often referred to as the new cornerstone of management philosophy. With its focus on fairness and creating easy decision making, facilitation can help any organization make better decisions.

This course will give participants an understanding of what facilitation is all about, as well as some tools that they can use to facilitate small meetings.



## **Driving Your Career**

Are you happy with your career path? Do you understand what's next and how to get there? To make sure you're heading in the right direction, this course gives you the tools and training you need to drive your professional development. You are unique in what drives you so your path will be different than your coworker's path.

In this course, you'll learn how to embrace that individuality - carving out a career path that supports your personal happiness and success.

## **Self-Leadership**

As we grow, we learn to become leaders. Being a leader is natural for some and learned for others. No matter how we have become a leader, it is important to remember we must lead ourselves before we lead others. Take the time to motivate yourself and realize that you can do it.

In this course, you will learn what self-leadership is, as well as techniques to use to motivate yourself, set goals, think positively, and reward yourself when positive things happen.

## **The Complete Guide for New Professionals**

You've soared through grueling interviews, nailed awkward negotiations, and finally accepted the offer. Yet, when the alarm goes off on the first day of your new job, you can't quite get a handle on your emotions. Landing a big job early in your career brings with it a mix of feelings: excitement and pride, but also anxiety and self-doubt. You want to make sure to start this new chapter off right.

This course will help. Start by learning strategies to make your first weeks on the job a success. Then, get tips to build a strong network that will help you today and in the future. Finally, complete the course with some practical tips to move from "newbie" to "rising star" as you work to grow your skills and career.



## **The Art of Managing Up**

Your manager determines a lot about your work life. They communicate organizational and project goals, facilitate teamwork, and remove roadblocks. They also support you by providing coaching and feedback—and even advocating for your needs. So, what can you do to help your manager help you? And what part do you play in ensuring an effective, collaborative relationship?

In this course, you'll explore the answers to these questions by learning the art of “managing up” - making your employee-supervisor relationship the best and most effective it can be.

## **Social Media in the Workplace**

People love to stay connected, so it's no wonder that social media sites have grown in popularity. However, since social media sites are open 24 hours a day, people can often forget where to draw the line, especially at work. Companies need to examine how this affects them and how they can implement ways to move forward with technology without letting it interfere with productivity.

In this course, we will discuss the benefits and pitfalls of using social media, as well as different ways social media is used and altered. We will also discuss how to build and maintain a strong social media policy which includes rules for what type of social media the company posts. Finally, we'll discuss ways to keep your social media secure.

## **Personal Branding**

In the information age, personal branding is necessary for the success of any company or individual. Failing to manage personal branding can lead to misinformation about you or your company becoming public. Taking control of your public image is no longer an option. Identifying and using the tools that affect personal branding correctly will ensure that the public sees the image that you want them to see. A positive brand is necessary for success.

This course will give you the tools to define, develop, and control your image, along with tips for managing your brand in a crisis.



## **Time Management Essentials**

It's a perennial dilemma: How do we make the most of the time we have? Time is both precious and fleeting, and many of us feel like there just aren't enough hours in the day.

This course will give you core strategies to tackle that problem. First, you'll learn the basic principles of time management, along with some symptoms that could uncover poor uses of time. Then, you'll discover how to track and analyze your time to boost productivity. Finally, you'll get seven tips to start managing your time more effectively.

## **Time Management**

Do you ever wish you had more hours in the day? While we can't manufacture time, we can take control over how we spend it.

In this course, you'll first learn what effective time management is - and how it helps you juggle competing responsibilities and interests. Then, you'll learn how to track, analyze, prioritize, and schedule your time so that you can maximize each day.

## **Developing and Maintaining a Professional Network**

Networking gets a lot of hype. Often described as the secret ingredient to driving your career, networking introduces you to coveted opportunities. It can give you a competitive edge in the workplace. But what exactly is networking, and why is it worth the investment? Perhaps more importantly, how do you get started?

In this course, we'll unpack those answers. You'll learn why networking is so powerful - and how to impress others as you nurture your web of professional contacts.

## **Proposal Writing**

A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice.

This course will take participants through each step of the proposal writing process: understanding why they are writing a proposal, gathering information, writing and proofreading, and creating the final, professional product.



## **How to Be an Ally for Diversity and Inclusion**

Diverse and inclusive organizations want all employees to feel recognized, valued, and welcomed. They applaud each person for who they are individually and encourage everyone to feel secure in their differences and come to work as their true selves. Propelling that charge, those with privileged social identities can empower others by being an ally for diversity and inclusion.

In this course, you'll learn more about what it means to be an ally and what characteristics an ally embodies. Then, you'll learn about five ally roles you can take on the next time you spot injustice.

## **Write Like a Boss**

Have you ever emailed a coworker and gotten a confused reply? Have you filed a great report only to have your boss complain it was riddled with spelling and punctuation errors? Did a client misunderstand a letter you sent? If any of these situations sound familiar, you're not alone. It's easy to fall into common writing traps like confusing language, grammar mishaps, and poor structure. Anyone can improve their writing - but even the best writers need practice.

In this course, you'll learn some tricks and techniques to improve your writing, avoid common mistakes, structure your message, and target communication to your audience.

## **Communication Fundamentals**

You're unlikely to see a job description without these words: "Must have excellent communication skills." Have you ever found yourself wondering what that means - or how to demonstrate you're a good communicator?

In this course, you'll learn how to define communication, the types of communication we use at work, how to choose the right delivery method for your message, and how to remove barriers to having it understood.



## **Scheduling 101: How to Prioritize Tasks and Avoid Procrastination**

Do you constantly create schedules only to find you can't make them work? Changing priorities, inaccurate time estimates, and procrastination are just a few of the elements that can stand in the way of your plans.

In this course, you'll learn why scheduling is such a valuable skill set and how to create a schedule that works for you - not the other way around. You'll also take away tips for prioritizing tasks and learn how to minimize procrastination so that you can actually stick to your schedule.

## **Administrative Support**

Having effective administrative skills are essential in today's work environment. Being organized, punctual, and effective in both written and verbal communication skills are crucial if you want to achieve your goals in any endeavor you pursue. The current business environment is filled with many sources of information, and you have to take that information and analyze it, prioritize it, and process it to the extent where value is achieved for the organization. Good administrative skills reduce the risk of "things falling through the cracks". Great administrative skills create exponential results that spot potential problems, overcome obstacles, and leverage resources effectively.

In this course, you will learn the core skills that will help you use your resources efficiently, manage your time wisely, communicate effectively, and skillfully collaborate with others. The practices presented in this course will take time to root into your daily work routine. However, making the commitment to consistently apply the concepts every day is the key to changing and adopting new behaviors in a short amount of time.

## **Executive and Personal Assistants**

Executive and personal assistants have always played an important role in business. Their roles and responsibilities have evolved, but assistants are still vital to the profitability of any organization. Training to become an effective assistant will make you a valued employee who assists management on the road to success.

In this course, you will learn how to adapt to the needs and styles of different types of managers. You will also learn how to improve your time management skills, act as a gatekeeper, and manage meetings effectively.



## **Developing a Lunch & Learn**

The working lunch can develop a negative reputation among employees. It often involves being in a roomful of other people with low blood sugar, trying to stay awake while someone drones on about policies and procedures. Lunch and learns, however, should be engaging and enjoyable. Hosting a lunch and learn correctly will improve employee satisfaction and the quality of employee training.

This course will discuss what a lunch and learn is and what it is not. You will learn how to create new content and useful takeaways for your participants, as well as use participant feedback to improve future lunch and learns. Lastly, you will learn how to address difficult situations and people when needed.

## **Creating a Great Webinar**

Webinars are staples of modern business. Anyone can create a webinar and reap the rewards. When webinars are done well, they can increase your customer base and grow the knowledge of your brand. Webinars that are not done well can decrease the customer base and ruin your reputation. By following the advice in the course, you will understand the necessary steps to create a successful webinar.

In this course, you will learn about different webinar formats and how to choose the best one. You will also learn how to prepare for your webinar, interact with your audience, follow up successfully, and avoid common mistakes.

## **Measuring Results from Training**

Although we all know that training can have many amazing benefits, sometimes it can be hard to prove those benefits and attach a dollar value to training. Some topics, like sales training or time management, might have direct, tangible benefits. Other topics, like communication or leadership, might have benefits that you can't put a dollar value on.

In this course, we will learn about the different ways to evaluate training progress, and how to use those results to demonstrate the results that training brings. You will gain an understanding of Kolb's learning styles and Kirkpatrick's levels of evaluation. You will also learn how to identify the costs, benefits, and return on investment associated with training.



## **Train-the-Trainer**

Whether you are preparing to be a professional trainer, or you are someone who does a bit of training as a part of their job, you'll want to be prepared for the training that you do.

This course will give all types of training tools to help create and deliver engaging, compelling workshops that will encourage trainees to come back for more.

## **Public Speaking**

According to a survey by the Sunday Times of London, 41% of people list public speaking as their biggest fear. Forget small spaces, darkness, and spiders - standing up in front of a crowd and talking is far more terrifying for most people. However, mastering this fear and getting comfortable speaking in public can be a great ego booster, not to mention a huge benefit to your career.

This course will give you some valuable public-speaking skills, including in-depth information on developing an engaging program and delivering your presentation with power.

## **Social Learning**

We are continually placed in social learning situations. Whether we are continuing education, learning new skills at work, or participating in a club, learning often takes place in social settings.

This course will give you the tools needed to enhance your social and learning skills in order to reap the full benefits of any social learning situation.

## **Workplace Communication Basics**

What do most great employees have in common? Stellar communication skills. In this course, you'll learn why having excellent communication skills is so important in the workplace, and how you can improve yours.

In this course, you will learn how to use verbal, nonverbal, and written communication effectively. You will also be able to identify strategies for effective listening. Finally, you will develop an understanding of when to ask closed versus open questions.





## How to Avoid a Conflict of Interest

Doing the right thing means that you're acting with integrity in all that you do. However, doing the right thing can become challenging when you're faced with ambiguous and complicated ethical dilemmas, like a potential conflict of interest. By working through the following activities, you'll learn how to identify potential conflicts and how to handle them when they arise.

At the end of this course, you'll be able to define a conflict of interest, identify potential conflicts of interest in order to avoid them, and handle conflicts of interest when they arise.

## When to Ask Your Boss for Help

Have you ever had to wrestle with whether to ask your boss for help? On the one hand, you don't want to waste your boss's time. On the other hand, some issues could benefit from your boss's authority, expertise, or perspective.

In this course, you will learn how to determine when to bring issues to your boss. In addition, you will learn the best ways to get the help you need when you do ask for help.

## Take Control of Your Future: Career Development 101

Lewis Carroll wrote: *"If you don't know where you are going, any road will get you there."* The Alice in Wonderland author meant that without a goal and a plan, you'll wander aimlessly to nowhere. This wisdom rings especially true when it comes to career advancement, where a wishy-washy idea won't get you to your dreams.

At the end of this course, you'll be able to map your career development plan, track progress with your manager, and add value to your role. In addition, you will be able to assess your goals, improve your personal brand, and get the raise or job move you've been working toward.



## **Receiving and Seeking Feedback**

Receiving regular and direct feedback from managers, subordinates, and peers empowers us to grow as professionals and produce better results. However, not everyone has the same experience and relationship with receiving feedback. Feedback may make you feel anxious, afraid, or even threatened.

At the end of this course, you'll be able to understand common reactions to feedback, adopt the right mindset and build a positive relationship with feedback, receive and respond to feedback gracefully, and effectively seek more feedback from managers and peers.

## **Assessing Your Strengths, Interests, and Values**

How do you create a successful, fun, and personally meaningful career? The answer depends on your unique strengths, interests, and values.

This course will help you identify your professional strengths, interests, and values. What are you good at? Leveraging your strengths boosts self-confidence and performance. What tasks do you enjoy? Following your interests makes work feel fun and engaging. Finally, what's important to you? Practicing your core values infuses work with a greater sense of purpose.

Knowing your strengths, interests, and values empowers you to make career choices that align with your authentic self, and showing up as your authentic self is key to feeling more confident, passionate, and invested at work.



## Sales & Marketing

### Sales Fundamentals

A successful sales organization is the lifeblood on most organizations. Without healthy sales and visibility to ongoing and increasing revenue, organizations can quickly lose market share, progress on strategic objectives, and opportunities for growth. Great salespeople know the importance of fundamentals to achieving success, and whether you're a seasoned salesperson or brand new to the field, you need to know the basics. These fundamentals lay the foundation for a successful sales career.

In this course, you will learn the essential and fundamental elements that lead to sustained sales success which will provide you with a solid groundwork on which to grow your sales skills.

### Managing a Sales Team

As a sales leader, you play a critical role in your company's growth and financial success. Your salespeople keep the company in business. The revenue they generate supports new product and service lines, hiring initiatives, infrastructure, and more. So, what can you do to set your team up for success? How do you inspire reps to sell more, while also nurturing their professional growth? In addition to day-to-day activities like recruiting skilled talent, coaching reps, analyzing performance, and assigning goals, you need to adopt the right management strategies.

In this course, you'll learn the about the key skills required to manage your sales team for ongoing success and performance.

### Closing the Deal: Negotiation Strategies to Increase Sales

Effective sales negotiation is like a dance: Sellers must read their partners, synchronize movements, and know when to lead versus when to follow.

In this course, you'll learn how to master the art of sales negotiation. First, you'll identify the goals, prerequisites, and stages for entering a negotiation. You'll then walk through five essential sales negotiation techniques. Finally, you'll explore how to counter common buyer negotiation tactics and close the deal.



## **A Guide to Negotiation and Persuasion**

“Influencers” make a name for themselves because they can make others change or take action. Whether in a boardroom or on a social media platform, people who can influence others possess one or both of these skills: persuasion and negotiation.

In this course, we’ll review the differences, competencies, and use cases for persuasion and negotiation. You’ll also learn common types and tactics. Finally, we’ll look at common mistakes to avoid when trying to influence others and learn five steps critical to improving your negotiation and persuasion skills.

## **An Introduction to Sales Enablement**

In any sales endeavor, representatives can’t achieve success without the proper resources. Managing a team without proper enablement tools is like trying to drive a car without fuel.

In this course, you’ll learn the basics of sales enablement and why it’s critical for success. You’ll also get some best practices for putting it into action. Afterwards, you’ll be prepared to equip your team for the best possible outcome.

## **In-Person Sales**

In the age of technology and online interaction, the importance of in-person sales can often be overlooked, but the truth is that personal contact is as important as ever! You never know when or where you will meet your next customer, and it is important to make a good impression. Everyone who is interested in sales must be confident in the art of in-person sales.

In this course, we will discuss ways to connect with potential customers and move them through the sales process by utilizing different sales techniques. We will also touch on how to develop customer loyalty to keep them coming back to you when they need something.

## **How to Handle Objections: Getting Customers to Say, “Yes!”**

Every salesperson will encounter hesitation from customers. What separates the good and the great salespeople is knowing how to handle objections.

This course explores what sales objections are, how to overcome them, and how to avoid rejection.



## **Expert Strategies for Overcoming Sales Objections**

No matter your solution, the dreaded excuse - “I’m not interested” - comes with the territory in sales. Customers won’t always be ready or eager to buy. They’ll have questions, concerns, and likely some fears about being taken advantage of or making the wrong decision. So, what’s the solution? Don’t let objections rattle you. Instead, remember that a “No” is simply an opportunity for you to pivot, adjust your sales pitch, and relate to your prospect.

In this course, you’ll learn what sales objections are and how to address them effectively by exploring popular objections, winning techniques, and common mistakes.

## **Top 10 Sales Secrets**

No one is born a salesperson, and everyone can learn how to sell successfully. By learning to communicate with customers, build lead lists, and sell the company’s services with authority and credibility, anyone can be a successful at sales.

This course will cover the top 10 secrets every salesperson should know as you learn to master the art of the sale!

## **Build the Ultimate Sales Presentation Slide Deck**

Think of the best presentation you ever attended. Can you name one thing that made it great? It’s hard to pinpoint what makes a presentation amazing, but we can usually identify what makes it awful. Maybe it’s long-winded, confusing, or uses outdated images crowded on a screen. One tool takes center stage in many horror stories: the slide deck. Slide decks have gotten a bad rap. And that’s unfortunate because a well-designed slide deck can give your sales presentations a big boost.

In this course, you’ll learn best practices for slide content and design to develop pitch decks that enhance your sales presentations - not aggravate your audience.



## **The Ultimate Sales Prospecting Guide**

Every sale depends on a buyer. Where do you find that buyer? How do you create interest - not aggravation - once you've found them? The answer is prospecting.

In this course, you'll learn what prospecting is and how to use it to target the right people and foster productive relationships. Then, you'll learn to connect with potential buyers through winning techniques like cold calling, warm calling, and social selling - all while watching out for the competition.

## **Psychology Tips That Unlock Sales**

Have you ever had a coworker who gets along with everyone? They turn the reserved, the gregarious, and everyone in between into friends. It's not magic that helps them connect. Your coworker likely understands human psychology. Psychology is the science of mind, motivation, and behavior. Thus, it's a useful tool for salespeople. Psychology helps salespeople understand their prospects, make a good impression, build relationships, and ultimately, close deals.

In this course, you'll learn what motivates people to make purchases, how to read body language to interpret what's unsaid, and how to sell to different personality types. You'll also discover how to master your own mind with tips to deal with common side effects of sales work - stress and rejection. The result? You'll know yourself and your customers better, giving you the resilience and outlook to build strong connections and clinch deals.

## **Building Relationships in Sales**

From the first point of contact, all the way through the buyer's journey, and even beyond the close, salespeople constantly interact with customers. That makes relationship-building an essential skill in sales.

This course introduces valuable strategies to increase your relationship-building skills. First, you'll learn about the importance of understanding your buyers. Then, you'll learn how to use that foundation to earn trust and build rapport, while developing your own emotional intelligence. By the end, you'll have a clear understanding of how to best connect with potential buyers.



## **Why People Buy: Boost Sales by Understanding Customers' Needs**

Sales would look very different if we based our decisions on price or quality alone. In reality, our motivations for buying vary widely. Uncovering a customer's underlying needs and motivations for buying can make it easier to close the deal. So, what are buyers' needs? How do you identify them? What other psychological factors influence purchasing decisions?

In this course, you will learn questions and listening techniques that will help you understand potential buyers' needs. You'll also explore seven psychological motivations that drive buyer behavior.

## **Secrets to Winning Sales Presentations**

A wise salesperson knows that closing isn't really about the product. It's about your relationship with the client - and how well you can demonstrate that your solution will make their life better.

In this course, you'll learn to connect potential clients to a solution that works for them - while generating more sales and happy customers. You'll review proposal development, effective presentation techniques, the importance of storytelling and narrative to your sale, and some common mistakes to avoid when demonstrating the value of your product or service.

## **Motivating Your Sales Team**

Sales can be a tough job, and it can be hard to keep your sales team motivated to pursue leads and close deals day after day. Rejection is sometimes part of the job in sales, and that can make some days more difficult than others. Developing a solid set of strategies for motivating your sales team will not only increase your bottom line but will increase team member satisfaction and retention. Taking the time to figure out how best to prepare and motivate your sales team is one of the best investments you can make in your organization.

In this course, we'll discuss how communication and training plays a large role in motivating your sales team. We'll also look at steps your organization can take to not only motivate your employees as a team, but also as individuals by tailoring motivation to specific motivators.



## **Trade Show Staff Training**

Deciding to attend a trade show is a large investment for any company. Preparation is essential; it's better not to go to a trade show than to go unprepared! Every person in your booth is an ambassador of your company, so it's important to be prepared to make the best possible impression.

This course will show you how to effectively prepare for a trade show. We will discuss the importance of setting up your booth to support the message you want to convey. We'll also look at ways to engage potential customers and act on leads that you acquire at the trade show.

## **Event Planning**

Creating an event is no small feat. It takes planning and understanding of the process. When planning an event, there are a multitude of tasks to consider.

In this course, we will explore together how to effectively plan and produce an event.

## **Customer and Market Research**

Let's say you're the marketing manager for a spice company. Should you choose the tagline, "Take your taste buds on an adventure", or "Quality spices for quality palates"? The answer depends on your audience. Understanding your audience's needs, problems, and choices in the market helps you reach them with a targeted message that makes it impossible for them to choose any brand but yours. It's not magic - it's customer and market research.

You'll begin this course by defining useful research sources and types. Then, explore how to use research to identify and segment your market - and scoop your competitors' place in it. Finally, you'll learn to use your hard-won insights to thrive in the market you've chosen.

## **Paid Advertising**

What is paid advertising? And why should businesses consider the investment when there are so many free or inexpensive methods for marketing and advertising?

In this course, you will learn the benefits of paid advertising, as well as the different types of paid advertising and how they fit into a marketing strategy.





## **Marketing Fundamentals: Your Getting Started Guide**

What springs to mind when you think of marketing? It's a big concept, and several images might surface. Maybe you imagine a company billboard or promotional sign. Perhaps you picture social media ads, blog posts, and email campaigns. You might even envision what happens behind the scenes around the brainstorming table. Marketing is a massive, complicated, multi-part process. Many of us have a general idea of what fits under the marketing umbrella but forming a clear understanding of the fundamentals is not easy.

In this course, we will decode the foundational elements of marketing and how to get started on the right path to building a successful career in marketing.

## **Internet Marketing Fundamentals**

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the internet has completely changed the way people communicate. The Internet is a marketer's dream come true, especially with social media, which serves as a low-cost marketing tool that can reach a large audience.

This course will provide you with an introduction to the skills needed to effectively market online.

## **Social Media Marketing**

Social media is a staple of modern life. It is so enmeshed in the way that we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks of using different social media platforms to reach current and potential customers.

In this course, you will learn tips and techniques for identifying your target market, as well as the pros and cons of using social media to reach them.



## **Your Comprehensive Email Marketing Guide**

More than 4 billion people across the globe have an email account. In the United States, people check their email 15 times per day, on average. With so much opportunity to connect with customers and potential leads, it's no wonder businesses are clamoring to get their brand into people's inboxes. Email marketing consistently ranks among the most reliable digital marketing strategies for generating revenue, retaining customers, and building brand loyalty, and now is the time to use this inexpensive, powerful marketing tool. So, how do you get started?

This course teaches you what email marketing is, why it's critical, and how it's done. We begin with strategies for creating an email marketing campaign, segmenting your audience, and using email automation. Then, we'll tackle how to write and design engaging emails, avoid spam filters, and analyze results.

## **A Guide to Content Marketing: Developing Your Strategy and Crafting Compelling Content**

Have you ever heard the phrase, "Content is king"? Of course, it refers to the widely endorsed idea that content is important. But why does it matter so much, and how can companies create content that attracts the right audience?

In this course, we pinpoint the factors that create a smooth content marketing ecosystem. First, you'll learn how to build a sustainable strategy. Then, we give you tips to ensure your content doesn't fall flat.

## **A Guide to Brand Identity and Strategy**

A business's brand is more than a logo and color scheme. It's also the personality, the story, and the way the brand makes people feel. No wonder then that a brand is almost as hard to define as it is to create.

This course can help. You'll get practical definitions and advice on crafting a brand story, showing your best side, establishing your market position, and telling people exactly who you are and who you're for.



## **Optimizing Your Images for SEO**

Companies place a lot of emphasis on editorial content, especially when it comes to search engine optimization (SEO). However, words are only half the equation. To capture attention and garner a reader's trust, you also need images. If you're not optimizing those images for the web, you're missing out on a prime competitive advantage.

In this course, you'll learn what image optimization is and why it's worth the effort. Then, you'll get six must-know tips for taking your image optimization to the next level.

## **Media and Public Relations**

Networking and public relations are the most successful methods of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network.

In this course, you will get the knowledge you need to effectively manage your image and value by forming solid networks through strategic communication planning.

## **A Quick Guide to Developing a Go-to-Market Strategy**

Whether you're releasing a new product or entering a new market, buttoning up your go-to-market strategy is essential for success. A winning go-to-market strategy clarifies your ideal customer and the best way to market to them. It also coordinates your marketing, sales, and customer service team efforts to create a smooth, and profitable, product launch.

At the end of this course, you'll be able to describe the five components of an effective go-to-market strategy, develop a pricing strategy, and drive product adoption with consumers.

## **How to Develop Winning Product Pages and Descriptions**

Visitors to your online store are already halfway sold. The hard part is getting them through the (virtual) door. A stellar product page closes the deal from there. Effective product pages convey the value and need-to-know information about a product. They provide quick answers and selling points - converting casual browsers into buyers.

In this course, you will learn the role and anatomy of product pages. In addition, you will learn how to design successful product pages and write product descriptions that convert browsers into buyers.



## Getting Started with Marketing Analytics

How do you know your campaigns are performing well? Can you measure the success of a strategy? How can you be sure your hard work is bringing you closer to your goals?

Marketing is a dynamic field, and analytics can help you get a handle on your strategy. With analytics, you'll have a clearer picture of where you've been, how your plans are working, and where you could be moving forward.

At the end of this course, you'll be able to define marketing analytics, explain how marketing analytics can benefit your team, and apply tips and tricks for making the most out of your data.

## Website Marketing

Today, websites are often the first place customers interact with your brand. Web users expect a seamless experience finding the information they need to choose a product or service. If your website doesn't quickly meet their needs, they'll look elsewhere.

This course is an introductory guide to utilizing your website to attract and retain customers. We will start by discussing the important components of a website. Then, we will describe the importance of having a good design and discuss how to maximize conversions. Finally, we will explain why having a good landing page is critical to your website's success.

## Search Engine Optimization

For the uninitiated, searching for things online might seem like magic. You type a few words in the search bar, click a button, and voila, the answers to your questions are right at your fingertips. But why do certain webpages appear at the top of a results page? The answer is search engine optimization. However, search engine optimization (SEO) isn't magic. It takes careful strategy.

At the end of this course, you will be able to improve your search rankings and visibility, explain the importance of keyword research and selection, and understand technical optimization practices in order to optimize your content.



## **Product Marketing Fundamentals**

It doesn't matter how innovative or exciting a product is if no one wants to buy it. That's why effective product marketing is essential. Product marketing shapes a product that will provide value to customers, and then communicates that value to them.

In this fundamentals course, you'll learn more about what product marketing is, why it's important, and how to start developing your product marketing strategy. You'll also explore the four phases of the product life cycle and how to find product-market fit.



## Workplace Safety & Development

### Online Security Fundamentals

How do you keep your home safe? At the minimum, most people lock the doors when they leave. Others install motion-sensitive lights or security cameras. Some invest in alarm systems to protect against threats. However, safeguards aren't just for physical spaces. We store highly sensitive data online. Exposure of that data has a far-reaching impact, with consequences more devastating than losing valuables to a thief.

In this short course, you'll learn strategies to protect yourself online and get tips to block incoming threats. Finally, you'll review how to act fast to minimize damage if a security breach occurs.

### How to Protect Your Data

Modern-day theft scarcely resembles heists and burglaries of the past - it has evolved into the digital sphere, requiring us to learn new security practices alongside the old ones.

In this course, learn what constitutes confidential data, why it's important to keep it safe, and essential security best practices that include both cyberspace and physical facilities.

### How to Protect Yourself Against Phishing Attacks

Reports of online scams and cyberattacks are on the rise, but most people don't heed them until it's too late. So, what steps can you take right away to avoid becoming another cautionary tale? One critical security measure is protecting yourself against phishing - when an attacker pretends to be a trusted contact or organization to gain access to personal information.

In this course, you'll learn exactly what you're dealing with in a phishing attack, as well as how to spot one. Most importantly, you'll pick up immediately applicable tips to prevent theft and stop attackers in their tracks.



## **What is Social Engineering?**

Social engineering is the art of manipulation to steal information. Unlike cybercrimes that involve cracking complex algorithms, it relies on predictable human behavior to get victims to reveal information voluntarily.

This course provides an overview of how social engineers exploit human psychology to access sensitive information, as well as tips for spotting attacks. By becoming aware of these dangers, you're less likely to fall victim to various forms of manipulation.

## **Safety in the Workplace**

Those who are in management are responsible for protecting the safety of their employees. Workplace safety, however, is the responsibility of everyone in an organization. Companies have legal obligations to meet certain safety requirements, but many go further than the minimum obligations. Safety standards and procedures must be put in place, and everyone needs to follow the standards in order for them to be effective.

In this course, we will discuss the legal responsibilities associated with a safe work environment. We will also discuss potential hazards, and the importance of creating and implementing training procedures and a safety plan.

## **Workplace Harassment**

Workplace harassment can be based on a variety of factors that differ from one person to another, such as race, sex, and disability. There are three main actions that constitute harassment: when someone does something to make you feel uneasy, when someone says something to make you feel uneasy, and when someone knowingly puts your life at risk in some way.

This course will give you the tools necessary to recognize harassment in the workplace, as well as understand your rights and responsibilities under the law. It will also touch on safety in the workplace, which is a very important item in any organization.



## **Workplace Violence**

Workplace harassment is illegal and destructive to any organization. It is important to treat everyone in the workplace with respect and dignity. Left unchecked, harassment can escalate into violence. Allowing workplace harassment to continue will cause legal problems while destroying company morale. Many people are uncertain about what constitutes harassment, and they are confused when their actions are pointed out as demeaning. Legally, harassment is any word, gesture, or action that offends people or makes them feel uncomfortable or intimidated.

In this course, we will discuss the importance of identifying, discouraging, and preventing workplace harassment in order to keep a hostile work environment from developing into workplace violence. We will also touch on the responsibility of the organization to develop policies and procedures aimed at preventing harassment, as well as how to address and investigate complaints of harassment.

## **Sexual Harassment Prevention Training**

What comes to mind when you think of a constructive work environment? Is it one that's safe? Professional? Welcoming? Everyone has a slightly different answer, but one theme is unifying: a respectful, inclusive culture, free of harassment and discrimination.

In this course, you'll learn what a respectful workplace looks like, how to recognize harassment and discrimination, and what laws are in place to safeguard the workplace. We'll then dig into the specifics of sexual harassment, including how to prevent and respond to inappropriate behavior as both an employee and a manager.

While this course is designed to comply with most states' requirements for sexual harassment prevention and response training, it does not contain legal advice. You should consult your local and state statutes to ensure compliance with applicable law.





## **Civility in the Workplace**

While a training program on workplace manners and courtesy may seem like overkill, the reality is that rudeness is an epidemic costing organizations millions of dollars per year. Indeed, what society seems to be gaining in terms of both knowledge and technological advancement, it is losing out on basic social values that directly impact the bottom line. Bosses freely intrude on subordinates' personal space, gossiping co-workers are the norm, and quality customer care has been forgotten. The result is an environment not conducive to getting work done, dissatisfied clients aiming for the competition, and in some cases, blatant tolerance for abuse and harassment.

To address the growing problem of incivility in the work setting, this course introduces the concept of civility and its importance to a company, as well as its typical causes and effects. Skills needed to effectively practice civil behavior, as well as different ways organization scan systematize civility in the workplace, will also be discussed.

## **Respect in the Workplace**

A respectful work environment is essential to the overall success of your team, as well as contribution to a stronger work reputation. Evidently, when we learn to accept the differences between the values and perspectives of those around us, we can continue to grow as a team with this shared knowledge. The concept of respect is often taught at a young age. However, it is just as important to remind adults to model respectful behaviors. Remember, it is the responsibility of all team members to be respectful to one another, and address conflict in a positive manner in order to accomplish a healthy, safe work environment.

This course will give you the tools and conversation to help empower your team to recognize behaviors that influence the performance done within the workplace. A respectful workplace is one in which integrity and professionalism are displayed, and skills to communicate and recognize one another are practiced.



## Book Club

### **Alex Hutchinson on Endurance**

Where does endurance come from, and can we increase it to perform beyond our limits? Those are the questions Olympic-class runner turned award-winning journalist Alex Hutchinson tackles in his book *Endure: Mind, Body, and the Curiously Elastic Limits of Human Performance*.

Examining extraordinary feats of endurance, Hutchinson determines that limits aren't as rigid as they seem - and we can push beyond perceived performance barriers. In this course, you'll learn why limits are an illusion and how to stretch through yours with techniques from Hutchinson's book.

### **Amanda Ripley on Why We Get Trapped in Conflict and How We Get Out**

In *High Conflict: Why We Get Trapped in Conflict and How We Get Out*, investigative journalist Amanda Ripley chronicles the stories of people who were involved in high forms of conflict - and how they emerged from that chaos.

In this course, you'll find out why some conflict keeps us from moving forward. You'll also learn about the systems and people that thrive on unhealthy conflict. Finally, you'll discover techniques to avoid getting trapped.

### **Annie Murphy Paul on Thinking Outside the Brain**

Life is complicated. Both at work and in our personal lives, we face daily dilemmas requiring complex, critical thought. We sit at our desks and wrack our brains for insight. "Think harder," we tell ourselves. "Use your head. Focus."

Renowned science writer Annie Murphy Paul argues for another, more inventive solution: Thinking outside our heads. In her book, *The Extended Mind: The Power of Thinking Outside the Brain*, she shares how a host of extra-neural resources can help us focus more effectively, comprehend more deeply, and create more imaginatively.



## **Ayelet Fishbach on Getting It Done**

Write a book. Run a 5K. Quit smoking. Institute family dinners. Start a hobby. Develop a new skill. No matter the goal, many of us start new projects or pursuits bright-eyed, bushy-tailed, and determined to make our dreams a reality.

Yet too often - as time goes on - our motivation dwindles. We get distracted or lose interest. The effort and sacrifice are too much. We give up our goals because we can't sustain that inner fire or spark that incited us to pursue them in the first place.

What would you do or accomplish if you could stay motivated? Author and motivation scientist Ayelet Fishbach wants to help you achieve your greatest ambition in her book *Get It Done: Surprising Lessons from the Science of Motivation*. In this course, you'll learn her proven methods for changing your circumstances and mindset to maximize self-motivation.

## **Bradley Staats on How to Stay Relevant, Reinvent Yourself, and Thrive**

In a world of constant change and technological advancement, how can individuals and organizations adapt, innovate, and succeed?

This question is at the heart of the book, *Never Stop Learning: How to Stay Relevant, Reinvent Yourself, and Thrive*, written by UNC Business School professor Bradley Staats. In this course, you'll learn about the psychological biases that trap us in old ways of thinking, along with tips to overcome them. You'll also explore simple strategies to expand your skills and become a more dynamic learner who excels in the modern world.

## **Chip Heath on Making Numbers Count**

According to Stanford Graduate School of Business Professor Chip Heath, only about half of us consider ourselves "numbers people". However, Heath argues, numbers are essential for everyone to understand. That's why Heath and his coauthor, journalist Karla Starr, wrote *Making Numbers Count: The Art and Science of Communicating Numbers*.

In this course, Heath will guide you through tips and strategies for communicating numbers more effectively. He'll also reveal some fascinating facts about how the human brain processes numbers.



## Daniel Coyle on the Secrets of Highly Successful Groups

Daniel Coyle, author of *The Culture Code: The Secrets of Highly Successful Groups*, shares the insights he gained after spending four years with some of the best teams in the world - including Pixar and SEAL Team Six - about creating a high-performing culture.

In this course, you'll learn the three key principles behind every great culture: safety, vulnerability, and purpose. You'll also hear real-life examples for each tip you gain, and learn how to identify the type of culture that's right for you.

## Daniel Levitin on Re-Envisioning the Aging Process

Neuroscientist Daniel Levitin wrote *Successful Aging* to share the latest research on aging and help people live longer, healthier, and happier lives.

In this course, you'll learn strategies for optimal aging. First, you'll explore the impact of personality on aging, along with how to improve your outlook. Then, Levitin reveals best practices for eating, exercising, and sleeping, including how to optimize your time each day. Finally, you'll discover the benefits of staying engaged at work and with people in your later years.

## Daniel Pink on the Benefits of Regret

*"I should've done better."*

*"I could've made a different decision."*

*"I wonder what would've happened if I made another choice."*

Regret is an incredibly common human experience. It's likely that everyone you know could tell you a story of their regrets. Sometimes regrets are small, like sleeping in too long or forgetting to call a friend. However, sometimes regrets are debilitating. They fester and grow, taking root in our minds and making us feel upset, disappointed, and inadequate.

In his book *The Power of Regret*, Daniel Pink argues that processing these core regrets can help us move past them and even use them to our advantage. To Pink, regrets aren't something to avoid - they're tools that can give us insight, direction, and motivation. In this course, you'll learn how to face your regrets and use them to gain more fulfilling life experiences.



## **Daniel Pink on the Science of Perfect Timing**

Daniel Pink wrote *When: The Scientific Secrets of Perfect Timing* because he wanted to use the science of timing to help people work smarter and live better.

In this course, you'll uncover the secret role that timing plays in our work and daily lives. First, you'll explore evidence-based tips for effectively organizing tasks, scheduling the perfect nap, and exercising during the best part of the day to reach your fitness goals. Next, you'll learn how to use beginnings, midpoints, and endings to maximize momentum on work projects or personal pursuits. Finally, you'll gain best practices for synchronizing with groups and improving collaboration.

## **David Epstein on Why Generalists Triumph in a Specialized World**

*Specialize early. Commit to a single path.* That's what many of us are told we must do to succeed in school, sports, or work. Bestselling author, acclaimed journalist, and renowned TED speaker David Epstein argues that this advice is just plain wrong - and in his book *Range: Why Generalists Triumph in a Specialized World*, he lays out the evidence.

In this course, you'll learn why Epstein believes generalists have a competitive advantage over those who specialize early. First, you'll find out why "head starts" are overrated, when switching careers is a smart idea, and how a breadth of skills and experiences uniquely prepares you for an increasingly "wicked world". You'll then explore how to broaden your range to boost cognitive flexibility and analogical thinking, allowing you to solve problems across fields. Finally, you'll discover the benefits of ditching long-term plans or old tools to pick up something new.



### **Dr. Ethan Kross on Harnessing the Chatter in Our Minds for Good**

Humans have a unique capacity for introspection - looking inward and examining their thoughts and feelings. We use this power to imagine, remember, and reflect, but psychologist and neuroscientist Dr. Ethan Kross says there is a darker side to introspection. The founder of the Emotion and Self Control Laboratory at University of Michigan calls this negative thought spiral “chatter”.

In his book *Chatter: The Voice in Our Head, Why It Matters, and How to Harness It*, Kross explores how introspection can harm us. Engaging with our inner thoughts in times of distress can interfere with decision-making, undermine our performance, and negatively impact relationships.

Happily, with research-based tools, we can break free from harmful negative cycles. In this course, you’ll learn to lower the volume on the tyrannical inner critic and harness the true power of your inner voice.

### **Dr. Lisa Feldman Barrett with Seven and a Half Lessons About the Brain**

The brain controls nearly everything you do. Whether sleeping, running, breathing, thinking, talking, or feeling - your brain calls the shots, but how much do you really know about it?

As a distinguished professor, psychologist, and neuroscientist, Dr. Lisa Feldman Barrett wrote *Seven and a Half Lessons About the Brain* to make the top findings in neuroscience more accessible to everyday audiences. Consider this your crash course on her book and the hidden workings of the brain. In it, you’ll explore mind-expanding answers to questions about human nature. For example: Why do we have a brain? How does it work? What separates the human brain from other species’ brains? What factors impact our brain development and activity?



## **Dr. Vivek Murthy on the Healing Power of Human Connection in a Sometimes Lonely World**

Dr. Vivek Murthy, the 19th surgeon general of the United States and author of *Together: The Healing Power of Human Connection in a Sometimes Lonely World*, discusses the dangers of loneliness, and the power of social connection, to improve our lives and health.

He argues that loneliness is a contributor to or the root cause of many of the world's most pressing health concerns. From alcohol and drug addiction to violence, depression, and anxiety, loneliness affects our health and hurts our performance at work or school.

So, what is loneliness? Why do we feel lonely? What can we do to combat loneliness? In this course, you'll learn the answers to these questions along with evidence-based tips for building a more connected life and world.

## **Elena Botelho on the Secrets to Career Success**

In *The CEO Next Door: The 4 Behaviors That Transform Ordinary People Into World-Class Leaders*, Elena Botelho and co-author Kim Powell share the secrets of the world's most successful business leaders - and how you can use those lessons to achieve in your own career.

In this course, you'll uncover what it means to be a great CEO. First, you'll learn the four behaviors that outstanding leaders use to drive themselves - and their organizations - forward. Next, you'll explore three stages to becoming a CEO, plus strategies for accelerating your progress. Finally, you'll discover common mistakes leaders make when building a team and how to avoid them.

## **Harnessing Emotions in the Workplace with Liz Fosslien and Mollie West Duffy**

Liz Fosslien and Mollie West Duffy offer an engaging and insightful perspective on work-life balance in *No Hard Feelings: The Secret Power of Embracing Emotions at Work*.

In this course, you'll gain a new perspective on the relationship between your personal life and your professional life. You'll also explore different ways to create a healthier, more productive balance that improves your quality of life.



## **Henry Timms and Jeremy Heimans on Redefining Power in a Hyper-Connected World**

Two visionary thinkers, Henry Timms and Jeremy Heimans, teamed up to explore the concept of power in the 21st century in *New Power: How Power Works in Our Hyperconnected World - and How to Make It Work for You*.

In this course, you'll learn what Timms and Heimans mean by "new power" and how you can harness its principles to turn a strategy into a movement. You'll explore what new power leadership looks like and how this concept is already creating significant social and economic change.

## **James Suzman on What Hunter-Gatherer Societies Teach Us About Work, Time, and Well-Being**

In *Work: A Deep History, from the Stone Age to the Age of Robots*, author Dr. James Suzman challenges modern conceptions about work. He offers a stark comparison of our approach to work with that of the Ju/'hoansi, a hunter-gatherer society in southern Africa.

In this course, you'll first uncover what work is, why we work, and the role of skills development in our success. Then, you'll examine common misconceptions about competition, scarcity, and hierarchy. Finally, you'll learn how agriculture, community, and prosperity influence our approach to work.

## **Janelle Shane on the Realities of Artificial Intelligence**

Research scientist and TED speaker Janelle Shane shares her insights on artificial intelligence (AI) in *You Look Like a Thing and I Love You: How Artificial Intelligence Works and Why It's Making the World a Weirder Place*.

In this course, you'll learn what AI is - and isn't - and what its current limitations are. You'll also discover how the collaboration between AI and human intelligence can lead to new, exciting innovations.





## **Jennifer Eberhardt on Uncovering the Hidden Prejudice That Shapes What We See, Think, and Do**

Dr. Jennifer L. Eberhardt, author of *Biased: Uncovering the Hidden Prejudice That Shapes What We See, Think, and Do*, probes the workings of our brain to discover how implicit biases form and influence our everyday decisions. Implicit bias is when we unconsciously attribute particular qualities to members of a social group. We may not realize the assumptions we're making about people from different races, genders, ability status, and more, but we all do it, and it impacts the choices that we make every day.

In this course, you'll gain a deeper understanding of how bias has come to shape so much of what we think and believe - despite our conscious awareness or deliberate intentions. More importantly, you'll learn how to interrupt and transform biased behavior with a single step.

## **Kate Murphy on the Science of Effective Listening**

In *You're Not Listening: What You're Missing and Why It Matters*, author Kate Murphy shares the latest research on effective listening.

In this course, you'll learn strategies for improving listening skills. First, you'll discover how our brains respond when we're engaged in conversation. You'll then get best practices for effective listening, including creating the right environment, engaging curiosity, supporting - rather than shifting - the conversation, and embracing silence.

## **Katy Milkman on How to Change for the Better**

Behavioral scientist and professor Katy Milkman explores the inner workings of change in her book *How to Change: The Science of Getting from Where You Are to Where You Want to Be*.

In this course, you'll learn about behavioral change and explore strategies you can use to achieve your own goals. You'll also discover what keeps us from changing and how we can overcome these typical barriers to change.



## **Maria Konnikova on Poker, Decision Making, and Human Psychology**

A New Yorker writer with a Ph.D. in psychology, Maria Konnikova spent years studying how people manipulate one another, solve complex problems, and make decisions under pressure. Konnikova then decided to see if she could use her knowledge of human behavior to become a professional poker player - starting as a complete novice. The result of her experiment is *The Biggest Bluff: How I Learned to Pay Attention, Master Myself, and Win*, a book that weaves together human psychology and poker.

In this course, you'll hear how Konnikova used what she learned playing poker to minimize uncertainty, manage risk, and harness the fickle power of luck. You'll also discover how understanding common poker elements like "tilting" and "folding" can help you develop your own healthy decision-making skills.

## **Paul Bloom on Finding Meaning and Pleasure Through Suffering**

Renowned psychologist Paul Bloom explores why we're drawn to difficult experiences in his latest book, *The Sweet Spot: The Pleasures of Suffering and the Search for Meaning*.

In this course, you'll learn why a meaningful existence is about more than just increasing pleasure and avoiding pain. You'll discover why seeking out the right kind of struggle and unpleasantness might be the key to a full and healthy life.

## **Rutger Bregman Offers a Hopeful History of Mankind**

In *Humankind: A Hopeful History*, renowned historian Rutger Bregman seeks to answer an age-old question: Are humans inherently good or bad?

Traversing the realms of psychology, history, politics, and archaeology, Bregman concludes that, at our core, humans are decidedly good, and that it is the very trait of friendliness that gives us an evolutionary advantage over other species. The real problem Bregman identifies is civilization: Once we started to settle down, claim property, and live sedentary lifestyles, our health and happiness plummeted - as did our faith and trust in other people. Moreover, today's news outlets further distort our views on the prevalence of human violence and cruelty.

How did the long-held belief that humans are essentially aggressive and selfish come to be? How can we get back to our true nature? In this course, you'll learn the answer to these questions while exploring scientific findings that support humanity's "goodness". You'll then dismantle the entrenched beliefs that keep us from trusting one another and imagining a better future.



## **Safi Bahcall on Nurturing the Ideas That Win Wars, Cure Diseases, and Transform Industries**

In *Loonshots: How to Nurture the Ideas That Win Wars, Cure Diseases, and Transform Industries*, physicist Safi Bahcall shares key principles from science that can help you thrive in business.

In this course, you'll learn what science tells us about the nature of groups and organizations, what happens as they evolve, and how to cultivate innovative ideas that change the world.

## **Shankar Vedantam on the Hidden Benefits of Delusion**

What do Santa Claus, pregame rituals, and optimism have in common? They are all beneficial delusions. Shankar Vedantam is the host and executive editor of the Hidden Brain podcast and radio show and author of the 2010 book of the same title. His new book, co-written with Bill Mesler, is *Useful Delusions: The Power and Paradox of the Deceiving Brain*. It poses the question, "Is self-deception or delusion always bad?" The short answer, according to the authors, is "No".

In this course, Vedantam explores his observations on delusion from various perspectives and disciplines, including medicine, psychology, and economics. Self-deception does have benefits - in our relationships, the groups to which we belong, and even to our longevity.

## **Shellye Archambeau on Being Unapologetically Ambitious**

From Steve Jobs to Mark Zuckerberg, Silicon Valley's tech companies are led primarily by well-connected white men. While their achievements are certainly laudable, their homogeneity gives the impression that only a certain kind of person can succeed at high-powered innovation. Shellye Archambeau is here to prove that impression wrong. In *Unapologetically Ambitious: Take Risks, Break Barriers, and Create Success on Your Own Terms*, Archambeau details how determination, patience, and meticulous planning allowed her to accomplish goals she first established as a driven teenager.

In this course, you'll learn to go after what you want - no matter who you are or where you're from - with techniques from Archambeau's book. You'll learn to confront impostor syndrome, prepare for opportunities, and develop self-assurance. We'll tackle building a reputation, growing your network, and integrating your passions and responsibilities. Finally, you'll learn to focus on what matters, practice self-care, find mentors, and advocate for what you want.



## **Steven Johnson on Farsighted Decisions**

Most people think they're fairly skilled at making big life decisions. But in his groundbreaking book, *Farsighted: How We Make the Decisions That Matter the Most*, science historian Steven Johnson argues that we're not as good as we think.

Drawing insights from behavioral psychology, neuroscience, military strategy, and management theory, Johnson builds a compelling case for why typical decision-making processes are too narrow - and the benefits of a more full-spectrum approach.

In this course, you'll learn to tackle complex, long-term decisions with conclusions from Johnson's book - including how to map your options, predict outcomes, and consider your values before making final choices.

## **Wendy Wood on Good Habits, Bad Habits**

Wendy Wood - the leading scientist on the nature of habit - provides the first scientifically grounded analysis of habit formation in *Good Habits, Bad Habits: The Science of Making Positive Changes That Stick*.

In this course, you'll uncover Wood's knowledge about the complex processes behind habits and dive into the three bases for habit formation: context, repetition, and reward. You'll gain a toolkit for how to break unwanted habits and create new, desired ones. You'll also learn how to form and stick with habits that work with you, not against you.

## **Zachary Wood on Having Uncomfortable Conversations About Sensitive Issues**

In *Uncensored: My Life and Uncomfortable Conversations at the Intersection of Black and White America*, author Zachary Wood walks learners through a nine-step process for having difficult conversations about controversial issues.

First, you'll glimpse inside Wood's personal story and how it impacted his approach to engaging with opposing viewpoints. Then, you'll learn strategies to use before, during, and after challenging conversations to promote deeper understanding and productive dialogue.