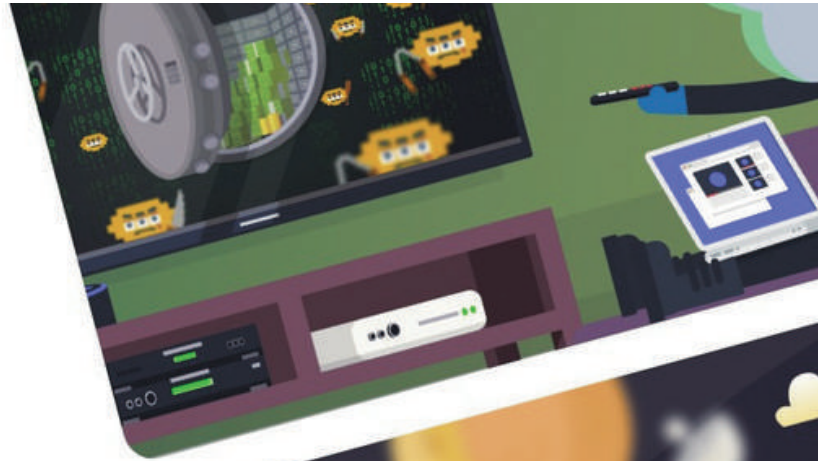


# Meet TalentLibrary™

A growing collection\* of ready-made courses that cover the soft skills your teams need for **success at work**



in partnership with



## Adaptive Leadership

*(Leadership)*

What is Adaptive Leadership?  
Using Authority & Power (Taking Chances)  
Overcoming Resistance to Shared Responsibility  
Learning through Self-Correction  
Building a Culture of Adaptability

## Artificial Intelligence Essentials

*(Technology)*

What is Artificial Intelligence?  
What is Machine Learning?  
Deep Reinforcement Learning  
Harnessing the Power of AI  
Ethics & Artificial Intelligence

## Business Innovation

*(Business Skills)*

The 7 Skills of Critical Thinking  
Creative Thinking  
Critical Observation  
Being Adaptable  
Driving Innovation  
Thinking Logically Problem-Solving  
Dealing with Uncertainty  
Being Resourceful  
The Power of Analysis

## Business Continuity Essentials

*(Business Skills)*

Introduction to B. Emergency Preparedness Planning  
Developing a Contingency Plan  
Managing Business Resilience  
Dealing With B. Continuity and Disaster Recovery  
The Incident Manager's Tool Kit

## Business Continuity Applied

*(Business Skills)*

Incidents & The Importance of Accurate Information  
The Challenges of Communication during an Incident  
Testing Business Continuity (Scenarios)  
Integrated Response & Recovery  
Dealing with Supply Chain Interruptions

## Career Management

*(Personal Development)*

Unlocking Your Potential  
Setting your Career Goals  
Discovering Your Strengths & Weaknesses  
The Importance of a Mentor  
Your Personal Brand Story  
Internal Interview Preparation  
Working Smart  
Personal Development Plans & Sticking to Them  
Setting Stretch Goals  
The Basics of MBTI & Career Development

## Coaching Essentials

*(Business Skills)*

Introduction to Coaching  
Using Coaching Models  
Establishing a Coaching Culture  
Building Trust & Rapport  
Asking the Right Questions  
The Art of Listening  
The Power of Silence  
The Importance of Goal Setting  
Creating Accountability  
Giving Effective Feedback

## Coaching Applied

*(Business Skills)*

Putting Emphasis on Holistic Wellness  
Measuring Coaching Performance  
How to Prepare for a Coaching Session (for the employee)  
The ROI of Coaching  
Digital Coaching & Virtual Reality

## Coding for Everyone

*(Technology)*

What is Coding?  
Understanding APIs  
HTML Development for Everyone  
PHP for Everyone  
JavaScript for Everyone  
Low-Code / No-Code Platforms  
Using SQL in Databases  
Coding: Ruby on Rails Open-Source Software  
Python for Everyone



## Compliance Essentials

### *(Safety and Compliance)*

Equality and Diversity  
Sexual Harassment  
Fire Safety Awareness  
Drug and Alcohol Abuse  
Anti-Bribery Practices  
Anti-Money Laundering  
Active Shooter  
Code of Conduct  
Whistleblowing  
Conflict of Interest  
Sexual Harassment - Employer Version  
Whistleblowing - The Business Version  
Drug & Alcohol Abuse - Employee Version  
Fire Warden: Roles & Responsibilities  
Environmental, Social & Corporate Governance (ESG)  
Compliance in Recruitment  
Return-to-Work Compliance  
Data Ownership: The Importance of Data Accuracy  
Contractor Management  
Managing Supply Chain Compliance

## Communication Skills

### *(Leadership)*

Communicating under Stress  
Using Body Language  
Interpreting Body Language  
Tone of Voice  
The Art of Storytelling  
Assertive Communication  
Managing Anger  
Emotional Literacy  
Managing Up  
Email Etiquette

## Contract Management Essentials

### *(Business Skills)*

Creating a Contract  
Contract Collaboration  
Contract Execution  
Contract Tracking & Management  
Contract Renewal

## Customer Service Applied

### *(Sales and Service)*

Using the Right Language  
Nurturing Customer Relationships  
Practicing Positivity  
Achieving Clarity  
Maintaining Composure

## Customer Service Essentials

### *(Sales and Service)*

Maintaining CS Across Channels  
The Importance of Brand  
Customer Relationships  
Customer Loyalty  
Effective Problem Solving  
Handling Complaints Gracefully  
Cross-selling and Up-selling  
Managing Customer Expectations  
Technology  
Going beyond Customer Service

## Customer Service Mastery

### *(Sales and Service)*

Understanding Customer Types (Personas)  
Anticipating Customers' Needs  
Customer Service Coaching  
Managing Remote Customer Service Teams  
Customer Service through Social Media High-Touch Customer Service  
Self-Service Customer Management  
Empowering Customer Service  
Tracking & Improving the Customer Experience  
Customer Service is not a Cost Center



## Cybersecurity

### *(Safety and Compliance)*

The Power of a Strong Password  
The Danger of Viruses & Malware  
Keeping Your Data Safe  
Keeping Your Mobile Safe  
The Risks of Ransomware  
Network Security & Cloud Computing  
Phishing & Anti-Spam Software  
Social Engineering  
Internet of Things Attacks  
Security & Compliance Audits  
Identity Theft  
GDPR  
Data Protection  
Data Breaches  
PCI DSS (Payment Card Compliance)  
Information Security  
Wi-Fi Security  
Use of External Drives  
Incident Management & Response  
Threat Surveillance (24/7 Monitoring)  
Penetration Testing  
Information Security & Governance  
IT Disaster Recovery & Fallback  
Secure Remote Working  
Coding & Cybersecurity  
Responding to a Cyber Ransom  
Password Management Applied  
The risks of public WiFi and the use of VPNs  
Types of VPNs  
The Basics of Cryptography  
Choosing a Cloud Vendor  
Threat Monitoring  
Covert Crypto Mining  
Application Security Vulnerabilities  
Cybersecurity & Your Supply Chain  
Security Doesn't Stop at Work

## Data Analysis

### *(Business Skills)*

Data Literacy  
The Power of Big Data  
Visualizing Data  
Data Ownership  
The 5 Cs of Report Writing  
Developing Research Skills  
The Basics of Business Writing  
The Stages of Report Writing  
Report Writing: The Power of Visuals  
Business Analysis Technique - MOST & SWOT  
Business Analysis Technique - PESTLE  
Business Analysis Technique - MoSCoW  
Business Analysis Technique - The 5 Whys  
Business Analysis Technique - Six Thinking Hats  
Qualitative & Quantitative Data Analysis  
Methods Analysing Qualitative Data  
Descriptive & Exploratory Data Analysis  
Techniques Inferential and Predictive Data  
Analysis Techniques Causal and Mechanistic Data  
Analysis Techniques

## Design for Everyone

### *(Technology)*

Web Design Basics  
eCommerce Design (Best Practice)  
Principles of Effective UI Design  
Design & Accessibility  
Designing and the Law

## Digital Transformation

### *(Business Skills)*

What is Digital Transformation?  
Why do you Need a Digital Culture?  
The Four Types of Digital Transformation  
Digital Disruption  
The Design Thinking Mindset  
What is a Digital Transformation Strategy?  
The Power of Data Visualization  
The Impact of Training on Digital Change  
Leading a Digital Transformation  
Is Digital Transformation Just Change?



## Diversity & Inclusion

### *(Human Resources)*

The Key Values of Equality, Diversity and Inclusion  
Unconscious Bias  
Recognizing Your Privilege  
Gender Inclusion  
LGBT Awareness and Inclusion  
Types of Discrimination  
Digital Accessibility  
Confronting Discrimination  
Becoming an Inclusive Leader  
The Value of Diversity and Inclusion in the Workplace

## Emotional Intelligence

### *(Personal Development)*

What is EQ?  
Self Awareness  
Self Regulation  
Emotional Intelligence: Motivation  
Emotional Intelligence: Empathy  
Social Skills  
Improving your EQ  
Conflict Management using EQ  
Collaboration & Developing EQ in Teams  
Creativity and EQ

## Employee Experience

### *(Human Resources)*

Creating the Best Onboarding Experience  
Employee Experience: Space, Technology & Culture Helping Employees Belong (before they start)  
How to focus on outcomes instead of outputs  
The Rise of Flexible Benefits  
Employee Engagement Surveys  
Measuring the Employee Experience  
The Role of Employee Champions  
Putting the Human back into HR  
Increasing Retention through Journey Mapping

## Employee Termination

### *(Human Resources)*

Having Tough Conversations  
Implementing a Performance Plan  
The Correct Way to Dismiss an Employee  
Disclosure of Dismissals  
Effective Exit Meetings

## Entrepreneurship

### *(Leadership)*

The Five Ps  
The Entrepreneurial Mindset  
Being Curious  
The Power of Imagination  
Being Self-Aware  
Building Relationships & Networking  
The Power of Influence  
Taking Calculated Risks  
Being Prepared to Fail  
Turning Ideas into Action

## Environment & Sustainability

### *(Safety and Compliance)*

Wishcycling  
Sustainability & Innovation  
The Benefits of Becoming a B Corp  
Going Net Zero  
Sustainable Construction

## Finance Essentials

### *(Business Skills)*

The Basics of Financial Management  
The Flow of Money  
Key Financial Statements  
The Importance of Cash Flow  
The Value of Budgeting  
Vulnerable Customers & Finance  
Financial Risk Management  
The Basics of Accounting  
Financial Ratios  
Financial KPIs - Measuring Performance

## Finance Applied

### *(Business Skills)*

Working Capital Management  
Risk & Financial Controls  
Short-Term Cash Monitoring  
Common Financial Management Systems  
Finance & The Role of Bookkeeping





## Introduction to Microsoft Software (Technology)

Introduction to Microsoft Outlook  
 Introduction to Microsoft OneDrive  
 Introduction to Excel - Basic Navigation Part 1  
 Introduction to Excel - Basic Navigation Part 2  
 Introduction to Excel - Basic Formulas  
 Introduction to Excel - Advanced Formulas  
 Introduction to Excel - Data Visualization  
 Introduction to Excel - Pivot Tables  
 Introduction to Excel - VLOOKUP Function  
 Introduction to Excel - Conditional Formatting  
 Introduction to Excel - Data Tools  
 Introduction to Excel - Review & Comment  
 Introduction to Word - Basic Navigation  
 Introduction to Word - Formatting Text Part 1  
 Introduction to Word - Formatting Text Part 2  
 Introduction to Excel - Basic Navigation Part 3  
 Introduction to Word - Inserting Objects  
 Introduction to Word - Page Layouts, Review & Comment  
 Introduction to PowerPoint - Basic Navigation  
 Introduction to PowerPoint - Working with Templates  
 Introduction to PowerPoint - Inserting Objects  
 Introduction to PowerPoint - Tables & Charts

## KPIs & OKRs (Business Skills)

OKRs vs KPIs  
 OKRs - Vision, Planning & Measuring  
 Types of OKRs - Committed & Aspirational  
 How to Write Effective OKRs  
 OKRs and Going Beyond Vanity Metric

## Leadership Essentials (Leadership)

The Four Types of Leader  
 Delegation and Empowerment  
 Humility  
 Emotional & Cultural Intelligence  
 Being Authentic  
 Inspiring Others  
 Taking Accountability  
 Making Decisions  
 Being Confident  
 Being Brave

## Leadership Tool Kit (Leadership)

Managers vs. Leaders  
 Conflict Management  
 Effective Meetings  
 Motivating Others  
 Promoting Talent  
 Leading by Example  
 Facilitating Results  
 Making Deals  
 Leading Remote Teams  
 Managing Change

## Learning Essentials (Human Resources)

The Psychology of Learning  
 Learning Styles  
 The Power of Micro-Learning  
 Defining Learning Objectives  
 Learning ROI  
 Learning Culture in the Workplace  
 Learning & Employee Engagement  
 Promoting Social Learning  
 Growth Mindset  
 Removing the Barriers to Learning

## Learning Applied (Human Resources)

Creating a Learning Strategy  
 The Flipped Classroom  
 Using Blended Learning  
 Synchronous vs. Asynchronous Learning  
 The Purpose of UX and UI in Learning

## Marketing Essentials (Business Skills)

Your Shop Window - Your Website  
 Do Your Research (Brand & Product)  
 Know Your Customers  
 The Power of Social Media  
 Curating the Right Content  
 The Role of Partnerships  
 Brand Ambassadors  
 The Power of Networking  
 Show Don't Tell  
 Introduction to Marketing Automation



## Marketing Skills Applied

### *(Business Skills)*

Developing your Marketing Strategy  
Planning Campaigns  
SEO & PPC  
Digital Marketing: LinkedIn & Social Media  
Customer Insights & Analysis  
Digital Optimization  
Content Marketing  
Email Marketing  
Influencer and Affiliate Marketing  
Viral Marketing

## Marketing Skills Mastery

### *(Business Skills)*

The Marketing Funnel - From the Top to the Bottom  
The Power of Pillar Pages  
Campaign Management  
Inbound vs. Outbound Marketing  
Content Marketing  
Content Management Systems  
Content Communities  
AI-Powered Copy  
The Power of User-Generated Content  
The Different Content Marketing Strategies  
Copywriting Essentials  
Brand Building Basics Part 1  
Brand Building Basics Part 2  
Gettings Hands-On with PPC  
Getting Hands-On with Google Ads  
Getting Started with Google Analytics  
The Power of Google Analytics  
The Role of Product Marketing  
Conducting a Successful Outreach Campaign  
Video Marketing

## Mastering Happiness

### *(Personal Development)*

Finding your Purpose & Passion  
Finding Happiness Within Yourself  
Self-Limiting Beliefs  
Changing Negative Habits  
The Power of Self-Reflection

## Mindfulness

### *(Business Skills)*

Mindfulness  
Relaxation through Meditation  
Learning to Let Go  
Breathing Techniques to Relax  
Learning to Stay Calm  
Living in the Moment  
Raising Low Self-Esteem  
Dealing with Grief  
Stress, Fear & Panic  
Feeling Lonely

## Networking

### *(Personal Development)*

What is Networking?  
Key Traits of a Successful Networker  
Common Networking Pitfalls  
Preparing to Network (Research & Prep)  
Overcoming Shyness  
Your Personal Elevator Pitch  
Approaching People & Introductions  
Carrying & Ending a Conversation  
Following up with your Connections  
Virtual Networking

## Nurturing Talent

### *(Human Resources)*

Encouraging Employee Stretch  
Don't Avoid Low Performance  
Identifying Employees' Personal Goals  
Fostering Peak Performance  
Learning to Let your Best People Leave

## One-Minute Learning

### *(Personal Development)*

How to delegate a task properly  
How to prepare a one-page business proposal  
How to mediate a conflict  
Reducing Sitting & Screen Time  
Taking Sleep Hygiene Seriously





## Online Social Presence

### *(Personal Development)*

The Right way to use Social Media  
 Building your Personal Brand  
 LinkedIn - Using your Best Profile to Promote your Business  
 LinkedIn & Social Media Networking  
 Social Media - Hints & Tips (on What to Avoid)

## OSHA-Workplace Safety

### *(Safety and Compliance)*

OSHA Worker Rights & Protection  
 Fall Prevention  
 PPE (Personal Protective Equipment)  
 OSHA Severe Injury Reporting & Record Keeping  
 Trenching & Excavation  
 First Aid: CPR  
 Spills & Hazardous Waste (HAZWOPER)  
 Chemical Hazards & Toxic Substances  
 Occupational Noise Exposure  
 The Dangers of Working in the Heat

## Performance Management

### *(Human Resources)*

Preparing for a One-to-One Meeting (Manager)  
 Preparing for a One-to-One Meeting (Employee)  
 Running an Effective One-to-One Meeting  
 Effective questioning for One-to-One Meetings  
 How to take good notes in a Meeting  
 Having a Constructive Conversation About Low Performance  
 Running One-to-One Meetings Remotely  
 Manager vs. Coach vs. Mentor  
 Managing Short & Long-Term Sickness

## Personal Finances

### *(Personal Development)*

Good Money Habits Personal Budget Management  
 Setting Financial Goals  
 Tackling Debt  
 Learning to Save  
 The Importance of Pensions

## Presentation Skills

### *(Personal Development)*

Presentations & The Magic of Stories  
 What makes a good Presentation?  
 Presenting with Power: Hints & Tips  
 Structuring your Presentations  
 Setting up for Successful Presentations  
 Dealing with Nerves  
 Using Positive Visualization  
 Power Posing  
 The Art of Breathing  
 Becoming a Master Orator

## Project Management Applied

### *(Business Skills)*

Project Management Methodologies 1  
 Project Management Methodologies 2  
 Activity & Resource Planning  
 Organizing & Motivating a Team  
 Time Management in Projects  
 Developing a Budget (Cost Estimating)  
 Ensuring Customer Satisfaction  
 Managing Project Risk  
 Monitoring Progress  
 Producing Reports

## Project Management Essentials

### *(Business Skills)*

Initiating a Project  
 Planning a Project  
 Executing a Project  
 Monitoring a Project  
 Closing a Project

## Project Management Mastery

### *(Business Skills)*

Agile in Practice  
 Kanban in Practice  
 Scrum in Practice  
 Waterfall in Practice  
 Choosing the Right Project Methodology

## Quality Management Essentials

### *(Business Skills)*

Quality Control Planning  
 Quality Control  
 Quality Assurance  
 Quality Control vs. Quality Assurance  
 Quality Improvement

## Recruitment 101 Essentials

### *(Human Resources)*

Interview Skills  
 First Impressions  
 Career Planning  
 Hiring Right, First Time  
 Importance of Onboarding



## Remote Leadership

*(Leadership)*

The Remote Leadership Model  
Building Trust at a Distance  
Remote Goal Setting  
Engaging Remote Workers  
Remote Team Communication

## Retail Essentials

*(Sector Specific)*

Greeting Customers  
Service at the Cash Register  
Connecting with Customers  
Giving Advice (Confidently)  
Dealing with Stressful Situations  
The Importance of Procedures  
The Basics of Commercial Awareness  
Developing Product Knowledge  
The Desire to Help Others  
Service with a Smile (Even When Tired)

## Retail Applied

*(Sector Specific)*

Adopting a 'Customer First' Mindset  
Commercial & Product Awareness  
Coaching Retail Employees  
The Importance of Store Windows  
GDPR in a Retail Environment  
Ethical Retail  
Attention to Detail  
Using your Initiative  
Handling Complaints - Taking Ownership  
The Self-Service Experience

## Retail Mastery

*(Sector Specific)*

Social Commerce  
Online Stores in Offline Spaces  
Hyper-Personalization & Hyper-Localization  
Retail & Augmented Reality  
Creating a Retail Experience - Not just Shopping

## Risk & Uncertainty

*(Personal Development)*

Embracing Risk & Uncertainty  
Risk & Decision-Making  
Managing your own Decisions  
Obstacles to Decision-Making  
The Reward of Taking Risks

## Safety Leadership

*(Leadership)*

What is Safety Leadership?  
What is Behavioral Safety?  
Building a Proactive Safety Culture  
Understanding H&S Responsibilities  
The Consequences of poor H&S practices

## Sales Skills Applied

*(Sales and Service)*

Researching Your Prospect  
How to Build Rapport  
Questioning Skills  
Prioritizing Prospects  
Obtaining Commitment

## Sales Essentials

*(Sales and Service)*

Sales Listening Skills  
Creating your Pipeline  
Managing your Pipeline  
The Sales Pitch  
Effective Presentations  
Selling the Proposed Solution  
Building Benefits  
Keeping Prospects Engaged  
Closing Difficult Deals  
Importance of Sharing Sales Feedback

## Sales Mastery

*(Sales and Service)*

Shortening your Sales Cycle  
Sales Strategies - The Power of Resellers  
Sales Methodologies  
Understand why Deals are Lost  
How to sell ethically  
Emotional Intelligence for Sales Success  
Virtual Selling  
Mastering Cold Calling  
Dealing with Sales Fear  
Resilience in Sales  
Mastering Cold Emailing  
Value-Based Selling  
Reducing Sales Friction  
Automating Sales Processes  
Designing your Sales Dashboard Cross-Selling, Upselling & Account Growth



## Teamwork Essentials

### *(Business Skills)*

The Power of Teamworking  
Setting Common Goals  
Collaboration  
Celebrating Differences & Diversity  
Building Trust & Respect  
Roles & Responsibilities  
Communicating Openly  
Encouraging Different Opinions  
Dealing with Difficult Personalities  
Celebrating Success  
What is a Millennial  
Communicating with a Millennial  
Millennials and Technology  
Training Millennials

## Teamwork Applied

### *(Business Skills)*

High-Performing Teams Framework - Forming  
High-Performing Teams Framework - Storming  
High-Performing Teams Framework - Norming  
High-Performing Teams Framework - Performing  
High-Performing Teams Framework - Adjourning

## The Leadership Role Model

### *(Leadership)*

Using Humor  
The Power of Patience  
Recognizing & Rewarding Others  
Leading with Empathy  
Knowing when you're wrong  
A Healthy Manager is a Good Manager  
Being Positive  
Leading with Commitment  
Leading with Respect  
Leading with Energy

## Well-being Essentials

### *(Personal Development)*

Eating Healthily  
Understanding Emotions  
The Importance of Sleep  
Work / Life Balance  
The Importance of Exercise  
Dealing with Stress  
Wellbeing & Productivity  
Kicking Bad Habits  
The Dangers of Sitting Down!  
Promoting Health & Wellbeing at Work

## Work Ethic

### *(Human Resources)*

Being Punctual  
Meeting Deadlines  
Multi-tasking & Being Organized  
Self-Management  
Time Management  
Working Under Pressure  
Persistence & Resilience  
Avoiding Distractions  
Staying Motivated  
The Importance of Planning

## Workplace Safety Essentials

### *(Safety and Compliance)*

Slips, Trips & Falls  
Use the Handrail  
Cable Management  
Reporting a Hazard  
Manual Handling  
Workstation Ergonomics  
Don't Speed on Site  
Driving & Using Your Phone  
Don't Walk & Text  
Going Remote

## Workplace Health

### *(Safety and Compliance)*

The Importance of Housekeeping  
Workplace Inspections  
Near Misses and Workplace Safety  
The Role of Hygiene in the Workplace  
Washing your Hands





## Corporate Risk

*(Business Skills)*

Enterprise Risk Management  
 Managing Risk in the Boardroom  
 The Role of the Risk Register  
 Creating a Risk Culture  
 The 4 Types of Risk Management

## Cybersecurity

*(Safety and Compliance)*

The Risks of Shadow IT  
 The Use of Passwordless Authentication  
 How to work well with your IT Teams

## Introduction to Microsoft Software *(Technology)*

Introduction to Microsoft Teams

## Learning Applied

*(Human Resources)*

Reskilling & Upskilling - The Power of Skills  
 Designing Effective Learning Interventions  
 Adopting the Right Strategy to Learning Design  
 Applying Adaptive Learning  
 Learning Analytics

## OSHA-Workplace Safety

*(Safety and Compliance)*

Bloodborne Pathogens  
 Confined Spaces  
 Electrical Safety  
 Ladder Safety  
 Machine Guarding

## Sales

*(Sales and Service)*

Creating an Ideal Prospect Profile  
 Working your Call List  
 Sending Personalised Emails  
 Video Prospecting  
 Becoming a Subject Matter Expert  
 The Power of Referrals  
 Pre-Call Preparation & Planning  
 Qualifying Your Lead  
 Discovery: Presenting  
 Follow Up, Follow Up, Follow Up  
 SPIN Selling  
 NEAT Selling  
 SNAP Selling  
 Challenger Selling  
 Conceptual Selling  
 Approach to Inbound & Outbound Sales  
 Target Account Selling  
 Gap Selling  
 Cross Cultural Negotiations (when Selling)  
 Sales Proposals  
 Sales & Tech Tools  
 The Art of Sales Forecasting  
 Sales Dashboard & Analytics  
 Networking in Sales  
 Time Management in Sales

## Sales to Customer Success

*(Sales and Service)*

Defining Customer Success for Sales  
 Collecting Customer Information  
 Managing a Successful Customer Handoff  
 Sales & The Role in Onboarding  
 Time for Renewal





## Atención al Cliente Aplicado

### *(Ventas y Servicio)*

- Utilizar el lenguaje adecuado
- Cómo cultivar la relación con los clientes
- Cómo poner en práctica la positividad
- Cómo lograr la claridad en la comunicación
- Cómo mantener la serenidad

## Atención al Cliente Avanzado

### *(Ventas y Servicio)*

- Comprensión de los tipos de clientes (personajes)
- Cómo anticiparse a las necesidades de los clientes
- Coaching de servicio al cliente
- Manejo de los equipos de servicio al cliente a distancia
- Servicio al cliente a través de las redes sociales
- Servicio al cliente personalizado
- Gestión de los clientes de autoservicio
- Empoderamiento del servicio al cliente
- Dar seguimiento y mejora de la experiencia del cliente
- El servicio al cliente no es un centro de costos

## Diversidad e Inclusión

### *(Recursos Humanos)*

- Los valores clave de igualdad, diversidad e inclusión
- Prejuicios inconscientes
- Reconocer tus privilegios
- Inclusión de género
- Conciencia e inclusión LGBTQ+
- Tipos de discriminación
- Accesibilidad digital
- Hacer frente a la discriminación
- Cómo convertirte en un líder inclusivo
- El valor de la diversidad y la inclusión en el trabajo

## Fundamentos de Atención al Cliente

### *(Ventas y Servicio)*

- Cómo mantener el servicio al cliente en todos los canales de comunicación
- La importancia de la marca
- Relaciones con los clientes
- La lealtad del cliente
- Cómo lograr la resolución de problemas
- Cómo tratar una queja de manera satisfactoria
- Venta cruzada y venta ascendente
- Cumplimiento de las expectativas del cliente
- Tecnología
- Ir más allá del servicio al cliente

## Fundamentos de Liderazgo

### *(Liderazgo)*

- Los cuatro tipos de líderes
- Delegación y empoderamiento
- Humildad
- Inteligencia emocional y cultural
- Ser auténtico
- Inspirar a los demás
- Asumir responsabilidad
- Toma de decisiones
- Tener confianza
- Ser valiente

## Fundamentos de Recursos Humanos

### *(Recursos Humanos)*

- La importancia de la capacitación
- La adaptación a la innovación
- Gestión del desempeño
- Cómo gestionar los procedimientos disciplinarios
- Gestión y desarrollo de talentos
- Diversidad en el lugar de trabajo
- Acoso y violencia
- Participación del empleado
- Trabajo a distancia y flexible
- RR. HH. para gerentes de otros departamentos



## Fundamentos de Seguridad en el Lugar de Trabajo

*(Seguridad y Cumplimiento)*

Resbalones, tropezones y caídas  
Usa el pasamanos  
Organización de cables  
Informar sobre un peligro  
Manipulación manual  
Ergonomía en la estación de trabajo  
Conduce con prudencia en el sitio de trabajo  
Conducir y usar tu teléfono  
No envíes mensajes de texto al caminar  
La importancia del orden y la limpieza en el trabajo

## Fundamentos de Ventas

*(Ventas y Servicio)*

Habilidades de escucha en ventas  
Cómo crear tu proceso de ventas  
Cómo gestionar tu proceso de ventas  
La presentación de ventas  
Presentaciones efectivas  
La venta de la solución propuesta  
Creación de beneficios  
Cómo mantener la interacción con los prospectos  
Cómo cerrar acuerdos difíciles  
La importancia de compartir comentarios de retroalimentación de ventas

## Habilidades de Ventas Aplicadas

*(Ventas y Servicio)*

Cómo investigar a tu prospecto  
Cómo establecer una relación  
Habilidades para hacer preguntas  
Priorizando prospectos  
Obtención de compromiso

## Seguridad Informática

*(Seguridad y Cumplimiento)*

El poder de una contraseña fuerte  
El peligro de los virus y los programas malignos  
Protección de tus datos  
Cómo mantener tu celular seguro  
Los riesgos del secuestro de datos  
Seguridad de la red y computación en la nube  
Fraude electrónico y software antispham  
Ingeniería social  
Ataques al Internet de las cosas  
Auditorías de cumplimiento y de seguridad informática

## Ventas Avanzadas

*(Ventas y Servicio)*

Afrontar el miedo a las ventas  
Resiliencia en ventas  
Cómo acortar tu ciclo de ventas  
Estrategias de venta - El poder del revendedor  
Metodologías de ventas: SPIN, SNAP, etc  
Comprender por qué se pierden los acuerdos  
Cómo vender de forma ética  
La inteligencia emocional para el éxito en las ventas  
Venta virtual  
Dominar la llamada en frío

\*The content and projected timeline of the scheduled courses are subject to change at any time, without prior notice, may vary and should not be construed as binding.

