



Meet TalentLibrary™

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

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

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

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

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



Financial Compliance

(Safety and Compliance)

Financial Regulation Frameworks
KYC - Know Your Customer
Tax Evasion (Domestic & International)
Accounting Ethics
Finance Roles - Pre-Employment Checks
Gifts & Hospitality
Anti-Corruption
Dealing with Consumer Fraud
Trade Surveillance & Rogue Trading
Greenwashing

Food Safety Essentials

(Safety and Compliance)

Food Safety Management Systems
Food Fraud Prevention
Handling Food Safely
Food Allergy Awareness
Food Safety & Cross Contamination

Food Safety Applied

(Safety and Compliance)

Creating Robust HACCP Plans
Using Process Automation in Food Safety
The Importance of Food Labeling
Innovation in Packaging
Food Safety - The Last Mile

Healthcare Essentials

(Healthcare)

Duty of Care
Privacy & Dignity
Handling Patient Data
Infection Prevention & Control
Mental Health in Healthcare

HIPAA Compliance Essentials

(Sector Specific)

What is HIPAA compliance?
Protected Health Information
What are the HIPAA rules?
Introduction to the HIPAA revenue cycle
Common HIPAA Privacy Violations in the Workplace

HR Essentials

(Human Resources)

The Importance of Training
Adapting to Innovation
Performance Management
Handling Disciplinarys
Talent Management & Development
Bullying & Violence
Employee Engagement
Flexible & Remote Working
HR for Non-HR Managers

Hybrid Working

(Human Resources)

What is Hybrid Working?
Hybrid Working: The Role of Leadership
Managing Employee Experiences
Inclusive Environment for the Hybrid Workforce
The Perfect Hybrid Working Policy

Introduction to Google Suite

(Technology)

Google Suite Overview & Google Calendar
Introduction to Google Docs Part 1
Introduction to Google Docs Part 2
Introduction to Google Docs Part 3
Introduction to Google Docs Part 4
Introduction to Google Docs Part 5
Introduction to Google Sheets Part 1
Introduction to Google Sheets Part 2
Introduction to Google Sheets Part 3
Introduction to Google Sheets Part 4
Introduction to Google Sheets Part 5
Introduction to Google Slides Part 1
Introduction to Google Slides Part 2
Introduction to Google Slides Part 3
Introduction to Google Slides Part 4
Introduction to Gmail
Introduction to Google Drive
Introduction to Google Meet



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
 Introduction to Microsoft Teams

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

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
 Getting 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
 Bloodborne Pathogens
 Confined Spaces
 Electrical Safety
 Ladder Safety
 Machine Guarding

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 Mastery

(Sales and Service)

- Shortening your Sales Cycle
- Sales Strategies - The Power of Resellers
- Understand why Deals are Lost
- Emotional Intelligence for Sales Success
- Mastering Cold Calling
- Dealing with Sales Fear
- Resilience in Sales
- Mastering Cold Emailing
- Reducing Sales Friction
- Automating Sales Processes
- Designing your Sales Dashboard
- Pre-Call Preparation & Planning
- Qualifying Your Lead
- Discovery: Presenting
- Follow Up, Follow Up, Follow Up
- Creating an Ideal Prospect Profile
- Working your Call List
- Sending Personalised Emails
- Video Prospecting
- Becoming a Subject Matter Expert
- The Power of Referrals
- 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 Listening Skills**
- Creating your Pipeline**
- Managing your Pipeline**
- The Sales Pitch**
- Effective Presentations**
- Building Benefits**
- Keeping Prospects Engaged**
- Closing Difficult Deals**
- Importance of Sales Feedback**
- Researching Your Prospect***



How to Build Rapport***
 Questioning Skills***
 Prioritizing Prospects***
 Obtaining Commitment***

Sales Methodologies

(Sales and Service)

SPIN Selling
 NEAT Selling
 SNAP Selling
 Challenger Selling
 Conceptual Selling
 Approach to Inbound & Outbound Sales
 Target Account Selling
 Gap Selling
 Selling the Proposed Solution**
 Sales Methodologies
 How to sell ethically
 Virtual Selling
 Value-Based Selling
 Cross-Selling, Upselling & Account Growth

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

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





Remote Working

(Business Skills)

- Onboarding Remote Teams
- How to Work Remotely (Employee Version)
- Remote Culture
- Remote Workspace
- Remote Working & Workplace Harassment

Neurodiversity

(Human Resources)

- Introduction to Neurodiversity
- Neurodiversity Awareness
- Recognizing the Value of Neurodiverse
- Building an Inclusive Recruitment Process
- Neurodiversity in the Workplace

Career Management

(Personal Development)

- How to Master Your Attention

Customer Service

(Sales and Service)

- Leading a Customer Service Team for the First Time
- KPIs for Customer Service Teams
- Using Data in Customer Service
- Customer Service & Cultural Awareness
- The Role of The Helpdesk
- Customer Service & NPS
- Different Types of Interactions
- Customer Service Teamwork & Collaboration
- Prioritization & Time Management
- Gaining Meaningful Feedback
- Customer Service Mindset
- Customer Service & Chatbots
- Customer Service OKRs
- How to Say 'No'

Customer Success

(Sales and Service)

- Customer Success & Onboarding
- Customer Loyalty
- Customer Success KPIs
- Increasing & Expanding MRR (Revenue Growth)
- User Journeys & User Personas
- Educating Customers
- Reducing Customer Churn
- The Role of the Account Manager in Customer Success
- Social Proof: Testimonials & Case Studies
- Dealing with the End of a Customer Relationship)
- Automating Customer Success

OSHA - Workplace Safety

(Safety and Compliance)

- Basic Respiratory Protection
- Cold Stress
- Driver Safety
- Lockout / Tagout
- Hazard Communication

KPIs

(Business Skills)

- Setting Business KPIs
- KPIs & Employee Performance Management
- The Balanced Scorecard
- Leading & Lagging KPIs
- KPIs & The Golden Thread

Human Resources

(Human Resources)

- How to have a Conversation about Mental Health
- How to have a Conversation about Mental Health
- Introduction to Psychological Safety
- How to Create a Psychologically Safe Workplace





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 antisppam
 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.

**Updated version from Sales Essentials Collection

***Sales Applied Collection

