



Business Skills Library

ALPHABETIZED BY TOPIC

- TOPICS ARE HIGHLIGHTED IN ORANGE.
- COURSES IN SERIES (HIGHLIGHTED IN BLACK) ARE SHOWN IN ORDER THEY SHOULD BE VIEWED.
- COURSES MARKED WITH A "*" INDICATE THAT CONTENT HAS 4TIFY EXAMS ENABLED - A FEATURE EXCLUSIVE TO THINKZOOM CLIENTS.

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Featured Topics

- Business Basics
- Building a Business Case
- Business Grammar
- Business Math
- Communications
- Communication Styles
- Creativity
- Customer Service
- Decision Making
- Developing Your Culture
- Driving Safety
- Finance for Non-Financial Employees
- Health and Wellness
- Hospitality
- Leadership
- Managing an Enterprise Account
- Marketing
- Negotiating
- Performance Excellence
- Personal Development
- Problem Solving
- Presentation Skills
- Professional Productivity
- Project Management
- Retail Excellence
- Risk Management
- Safety
- Selling Skills
- Supervision
- Talent Development
- Team Building
- Territory Development
- Workplace Sustainability
- Understanding the Media

Business Basics

- Managing Negativity

Business Travel

- Business Travel
- Before Leaving
- My Bags Are Packed
- I've Got a Plane to Catch
- Hotel, Motel, Holiday Inn
- International Business Travel
- Staying Healthy
- Safe Travels
- There's an App for That
- Technology Security

Business Attire Basics for Men

- Casual Attire
- Business Casual Attire
- Business Formal Attire
- Semi-Formal/Casual Attire
- Black Tie Optional Attire
- Black Tie Attire

Business Attire Basics for Women

- Casual Attire
- Business Casual Attire
- Business Formal Attire
- Semi-Formal/Casual Attire
- Black Tie Optional Attire
- Black Tie Attire

How to Know What You Don't Know

- Getting Up to Speed
- Identifying Blind Spots

Respect

- How to Be Liked*
- How to Be Respected*
- How to Work with Someone You Dislike*

This vs. That

- Persistent vs. Pestering
- Aggressive vs. Assertive
- Compromise vs. Cave
- Finished vs. Flawless
- Concise vs. Curt
- Confident vs. Conceited

- Reserved vs. Rude

Building a Business Case

- Concept Evaluation: Identifying Opportunities
- Concept Evaluation: Finding Support
- Concept Evaluation: Making Decisions
- Gathering Data: Costs and Benefits
- Gathering Data: Identifying and Addressing Risks
- Gathering Data: Understanding Financial Metrics
- Gathering Data: SWOT Analysis
- Telling the Story: Writing a Proposal
- Telling the Story: The Art of Persuasion
- Telling the Story: Presentation
- Telling the Story: After Approval

Business Math

Job Offer Math

- Understanding a Job Offer
- Cost of Living Comparisons
- Benefits by the Numbers
- Medical Insurance Basics

New Employee Math

- How to Fill Out a W-4
- Retirement Savings Basics
- Your First Paycheck
- Taxation Basics
- Budgeting Basics
- Savings
- Investment Basics

Introduction to Math

- Fighting the Fear
- Positive and Negative Numbers
- Adding and Subtracting
- Multiplying and Dividing
- Inequalities

- Finding Averages
- Estimation Basics
- Understanding the Metric System
- Understanding Fractions
- Understanding Decimals
- Understanding Percentages
- Choosing the Right Operation

Specialized Math

- Understanding Ratios, Proportions, and Percentages
- Mark-ups and Mark-downs
- Inventory Basics
- Payroll Basics
- Net vs Gross
- Calculating Production Costs
- Determining Pricing
- Understanding Profits and Profit Margins
- Understanding ROI
- Interest Rates
- Compound vs. Simple Interest
- Understanding Annuities
- Understanding Loans

Statistics

- Introduction to Statistics
- Understanding Probability
- Organizing Data
- Data Analysis Basics

Business Writing

Writing Basics

- Why Care About Writing
- Parts of Speech
- Parts of a Sentence
- Capitalization

Punctuation

- Ending Sentences
- Commas
- Semicolons and Colons
- Apostrophes
- Quotation Marks

Writing Clearly

- Active Versus Passive Voice
- Fragments and Run-ons
- Thinking About Tone

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Business Writing (cont'd)

- Organize Your Writing

Proofreading

- How to Proofread
- Spell Check and Autocorrect
- Creating a Cheat Sheet
- Top 10 Writing Mistakes

Communications

- Active Listening*
- Barriers to Effective Communication*
- Straight Talk on Bad Language*
- Verbal Communication*
- How to be a Great Conversationalist
- Putdown Offenders*
- Social Cues*
- Interpersonal Communication for Managers*
- Communicating with Confidence*

Nonverbal Communication

- Defining Nonverbal Communication
- Aligning Nonverbal Communication with Intentions
- Appearance
- Workplace Standards
- Leveraging Nonverbals for Success

Assertive Verbal Skills

- Developing Assertiveness
- Dealing with Manipulation
- Assertive Communication Techniques

Persuasive Communication

- Introduction*
- Techniques*

Healthy Communication

- Types of Communication at Work*

- How to Communicate Well at Work*
- How Not to Communicate*
- Using Email at Work*
- Communicating with Your Remote Team*

Interpersonal Communication

- Introduction*
- Effective Interpersonal Communication*

Communicating with the C Suite

- Around the Coffee Machine
- Sending an Email
- During Meetings
- In the Hallway
- After Work Socializing
- Saying You Disagree
- When You're New
- When They're New
- When You've Made a Mistake
- If You Have an Idea
- If You Want to Impress
- When You Want a Raise
- During Difficult Conversations
- When You Have Personal News

Media Training

- Introduction to Media Training*
- Media Training*
- Handling Tough Media*
- Social Media*

Writing

- Speech Writing*
- Writing Conversationally*

Communication Styles

DISC

- DISC Introduction
- DISC Questionnaire
- Understanding DISC Styles
- Determining Styles of Others
- Mixing DISC Styles
- DISC Style: High D
- DISC Style: High I
- DISC Style: High S
- DISC Style: High C

- Selling to a High D
- Selling to a High I
- Selling to a High S
- Selling to a High C
- Leading a High D
- Leading a High I
- Leading a High S
- Leading a High C

Emotional Intelligence

- What is Emotional Intelligence?
- Developing Self-Awareness
- Developing Self-Regulation
- Developing Self-Motivation
- Developing Effective Relationships
- Developing Empathy
- Emotional Intelligence and DISC

Creativity

- Getting Creative*
- Logic vs. Creativity*
- Techniques*
- Defining Problems*
- Generate and Evaluate*
- Staying Creative*

Customer Service

- Creating Great Customer Conversations
- Representing Your Brand
- The 4 P's for Creating Loyal Customers*
- Customer Service Later*

Feedback

- Feedback Basics*
- Surveys*
- Social Media Feedback*
- What to Do with Feedback*

Customer Service

- Service Quality Indicators*
- Helping Your Customers Increase Their Revenue*

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Customer Service (cont'd)

- Helping Your Customers Decrease Their Expenses*

Telephone Techniques

- Greetings*
- Taking Calls*
- Hold Please*
- Taking Messages*
- Handling Angry Callers*
- Phone Etiquette*

Working in Retail

- How to Give Exceptional Service
 - i. Who is Your Customer?*
 - I Can't Find This
 - I've Got a Coupon for That
 - I'm Just Looking
 - I'm with My Kids. Please Hurry.
 - I'm on a Mission
 - I've Got Time and Money
- How to Stay Positive with Customers*
- How to Handle Feedback*
- How to Upsell*
- Managing Retail Employees*

Cybersecurity

- Defining Cybersecurity
- Passwords*
- Protecting Your Mobile Device*
- Cybersecurity While Traveling*
- Malware*
- Types of Malware*
- Ransomware*
- Email Phishing*
- Identity Theft*
- Your Responsibility*
- Social Engineering*
- Creating a Cybersecurity Training Program*
- Minimizing Insider Threats*

- Protecting Intellectual Property*
- Protecting Your PC: Daily Precautions*
- GDPR

Decision Making

- Avoiding Mistakes*
- Making Group Decisions*
- Empowering Employee Decisions*
- Going With Your Gut*
- Identifying Unintended Consequences*
- Strategic Thinking*
- Surviving Poor Decisions*

Decision Making Basics

- Gathering Information*
- Understanding Motivation*
- Making Quick Choices*
- Facts vs. Opinions*
- Generating Options*
- Decision-Making Models*

Developing Your Culture

- Developing a Learning Culture*
- People First*

Fun at Work

- The Importance of Humor*
- What's Funny?*
- What's NOT Funny?*

Cross-Cultural Considerations

- What is Culture? *
- What's Your Culture? *
- Cultural Intelligence*
- Workplace Basics*
- The Concept of Time*

Driving Safety

Alcohol Abuse

- Training Responsibilities
- Rules and Regulations
- Who Should I Test?

- How Do I Know if Someone is Impaired?
- What Are the Testing Procedures?
- What Happens if My Employee Fails an Alcohol Test?
- What Happens if My Employee Refuses an Alcohol Test?
- Record Keeping
- Employee Training

Substance Abuse

- Training and Responsibilities
- Rules and Regulations
- Who Should I Test?
- How Do I Know if Someone is Impaired?
- What Are the Testing Procedures?
- What Happens If My Employee Fails a Drug Test?
- What Happens If My Employee Refuses a Drug Test?
- Record Keeping
- Employee Training

Compliance, Safety, Accountability (CSA)

- CSA Training for Employees
- CSA Training for Managers

Commercial Driver's License

- Basics
- Basic Vehicle Control
- Transporting Cargo Safely
- Transporting Hazardous Materials
- Hazardous Driving Conditions
- Accident and Fire Prevention
- Vehicle Inspections

Safe Driving

- Distracted Driving*
- Aggressive Driving*
- Bad Weather Driving Basics

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Finance for Non-Financial Employees

Principles of Accounting

- Principles of Accounting
- Common Accounting Terms
- Cash vs. Accrual
- Fraud

Introduction to Financial Statements

- Introduction to Financial Statements

Balance Sheet

- Overview of a Balance Sheet
- Assets
- Liabilities
- Working Capital

Income Statements

- Expenses
- Sales
- Financial Statement Analysis
- What is an Annual Report?

Cash Flow Management

- How to Read Cash Flow Statements
- Managing Receivables
- Managing Payables

What is Budgeting?

- What is Budgeting?
- Budgeting Revenue
- Budgeting Expenses
- Zero Based Budgeting
- Budget Reporting

Financial Ratios

- Net Investment Ratios
- Revenue Ratios
- Cost of Goods Sold
- Margin

Managing Inventory

- Managing Inventory

Cost of Goods

- COGS
- Inventory

- Discounts

Expenses

- Expense Clarification
- Controllable and Uncontrollable Expenses
- Variable and Fixed Costs
- Direct and Indirect Expenses

Health and Wellness

- Convenience Store Diet
- Optimizing Work-Life Balance*
- Understanding Stress and Job Burnout*
- The Benefits of Time Off*
- Workplace Friendships
- Digital Stress and Addiction*
- Preparing for Pumping at Work
- When Your Head Isn't in Work Anymore
- Managing Time Versus Energy
- Returning to Work After a Loss: When You've Lost a Loved One*
- Returning to Work After a Loss: When a Coworker Loses a Loved One*
- Building Confidence*
- Take a Deep Breath
- Opioid Addiction for Managers*
- Opioid Addiction for Employees*
- Helping Your Employees Find Purpose*
- Managing Your Employee's Work-Life Balance*
- Don't be a Calvin! (Dealing with Allergies)
- Returning from Maternity Leave
- Creating a Parental Leave Policy
- Creating a Family Leave Policy
- Keeping Track of Your Teen While You're at Work

Know Your Numbers

- Blood Pressure*
- Cholesterol*
- Glucose*
- BMI*

Ergonomics

- Ergonomic Basics*
- Chairs 101*
- Reducing Eye Strain*
- Adjusting Your Workspace*
- Stretching at Work

Stress Management

- Understanding Stress*
- Avoidable Stress*
- Unavoidable Stress*
- Handling Stress*
- Managing Stress*

Deskercises

- Deskercises: Simple, Cardio, and Core
- Deskercises: Chest, Neck, and Back
- Deskercises: Arms and Shoulders
- Deskercises: Legs and Backside, While Sitting
- Deskercises: Legs and Backside, While Standing

You Are What You Eat

- You Are What You Eat
- Reading Food Labels
- Brain Food
- Meal Planning

Fighting the Flu

- The Fight is On!
- Get to Know Your Opponent
- Gain the Upper Hand
- Throw in The Towel
- Call for Backup

Understanding Headaches

- Understanding Headaches
- Surprising Headache Triggers

The Science of Sleep

- The Science of Sleep

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Health and Wellness (cont'd)

- o Sleep Hygiene
- o How Much Sleep Do You Need?
- o Sleeping for Shift Work

Financial Wellness

- o Creating a Budget*
- o Budget Sample*
- o Debts*
- o Savings*
- o How to Save at Home*
- o How to Save on Food*
- o How to Save on Your Car*
- o How to Save at Your Financial Institution*
- o How to Manage Your Credit Cards*
- o How to Save Using Your Employee Benefits*
- o How to Save on Subscriptions*

Planning for Maternity Leave

- o The First Trimester
- o The Second Trimester
- o The Third Trimester

Hospitality

Front of the House

- o Introduction to Restaurants*
- o Greeting and Seating Guests*
- o Interacting with Guests: Fundamentals*
- o Interacting with Guests: Special Circumstances*
- o Interacting with Guests: Difficult People*
- o Understanding the Menu: What's for Dinner? *
- o Understanding the Menu: Writing Menu Descriptions*
- o Understanding the Menu: What's on Tap? *
- o Serving Guests: Taking Orders*
- o Serving Guests: Table Service*

- o Serving Guests: Time Management*
- o Clearing the Table and Closing the Sale*
- o Tips for Tipped Employees*

Back of the House

- o Introduction to Restaurant Cuisine*
- o Making the Menu*
- o Making the Menu: Presentation*
- o Kitchen Safety*
- o Knife Safety*
- o Food Safety Plans*

Beverage

- o Wine 101*
- o Beer and Spirits 101*
- o Alcohol Safety*
- o Bartending Fundamentals*
- o Bartending Glasses Guide*
- o Bartending: The Pour*

Hotels & Inns

i. Front Desk Customer Service

- o Etiquette & Presentation*
- o Check-In & Check-Out*
- o Communicating with Guests*
- o Telephone Techniques*
- o Handling Upset Guests*

ii. Housekeeping

- o Cleaning Guest Rooms*
- o Cleaning Public Spaces*
- o Working Safely with Ergonomics*
- o Interacting with Customers*

iii. Valet

- o Appearance and Professionalism*
- o Parking Vehicles*
- o Returning Vehicles*
- o Safety Essentials*

iv. Food and Beverage

- o In-Room Dining*
- o Alcohol Basics*
- o Food Safety Plans*

Tourist Attractions

- o 01. Overview*
- o 02. Serving the Guest*

Leadership

- o How to Work a Room, Part 1
- o How to Work a Room, Part 2

Strategic Leadership

- o T.H.E. Answer for Business Success

Mission, Vision, Values

- o Mission
- o Vision
- o Values*

Becoming a Great Leader

- o Introduction*
- o Fundamentals*
- o Characteristics*
- o Leadership and Power*
- o How to be a Follow-able Leader
- o Creating Followership*
- o How to Motivate Employees
- o Motivational Leadership*
- o Effective Delegation*
- o Empowering Followers*
- o Building an Effective Leadership Team
- o Developing Followers*
- o Developing Yourself*
- o Putting it All Together*

Mistakes Leaders Make

- o Six Wrong Ways to Manage
- o Impedership
- o Eight Signs of a Dysfunctional Organization
- o Fixing the Dysfunction

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Leadership (cont'd)

Transformational Leadership

- Transforming the Organization*
- Dealing with Resistance*
- Creating Focus During Change*

DISC Leading Skills

- Leading a High D
- Leading a High I
- Leading a High S
- Leading a High C

Mentoring

- What is a Mentoring Program?*
- How to Create a Mentoring Program*
- How to Match Mentors and Mentees*
- Making a Mentoring Agreement*
- Mentoring Meeting Guidelines*
- Creating a Successful Mentoring Relationship*

Framework for Execution

- The Failure to Execute
- Reasons for Poor Execution
- The Current Situation
- A Framework for Execution

Succession Planning

- The Importance of Succession Planning*
- What is a HiPo? *
- Creating a Policy*
- Identifying HiPos*
- HiPos versus High Performers*
- Retaining and Developing HiPos*

Unknown Knowns

- Understanding Better Practices
- The Knowledge Transfer Process

- Getting Started
- Leading Knowledge Transfer

Marketing

- Public Relations Trends
- Marketing to Millennials*

Marketing Essentials

- Understanding Marketing*
- Types of Marketing*
- Brand and Product Overview*
- What Everyone Needs to Know*

Marketing Strategy

- What is a Marketing Strategy?*
- Developing a Strategy*
- B2B Marketing Strategy*
- Defining Your Target Audience*
- Measuring Your Marketing*

Brand Management

- Building Your Brand*
- Promoting Your Brand*
- Rebranding*
- Brand Statement*

Digital Marketing

- What is a Digital Marketing?*
- Types of Digital Marketing*
- Social Media*
- SEO*
- Content Marketing*
- Email Marketing*
- Pay-Per-Click*
- 5 Things Everyone Needs to Know*
- Driving Traffic to Your Website*

Public Relations

- Introduction to Public Relations*
- Press Releases*
- Dealing with the Media*
- How to Handle Bad Press*

Managing an Enterprise Account

- Introduction*
- Value Added Selling*
- Lifetime Customer Value*
- No Push Selling*
- 5 Minute Pre-Brief*
- 5 Minute De-Brief*
- Finding Unmet Needs*
- Selling Benefits*
- Handling Unmet Needs*
- No Push Closing*

Managerial Courage

- What it Takes to Manage*
- How to Build Resilience*
- The Leadership Ladder
- Taking a Stand*
- Determining Your Management Style
- "You're Wrong"*
- Stop Doing and Start Managing*
- Swallowing Your Pride*
- Managing Difficult People

Character

- 01. Management is All About Character*
- 02. The Audience*

How to Apologize

- 01. The Process*
- 02. The Audience*

Negotiating

- Introduction to Negotiating*
- Framing*
- Styles*
- Identifying Leverage*
- Analyzing Upcoming Negotiations*
- The Negotiation Process*
- Reaching Agreement*
- Evaluating Your Performance*
- DISC Styles*

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Negotiating (cont'd)

- Dealing with Strategies*

Performance Excellence

- The Five Whys

Six Sigma

- Six Sigma Basics*
- Six Sigma and Kaizen*
- Six Sigma and Lean*

Performance Excellence

- Introduction
- Terms
- Why
- Cost
- Requirements
- Roadblocks

Personal Development

- Identifying Your Strengths*
- Developing Your Strengths*
- Asking for Feedback*
- Making Sense of Feedback*

Taking Control of Your Career

- Planning*
- Knowing Yourself*
- Taking Action*

Unconscious Bias

- What is Unconscious Bias?*
- Types of Unconscious Bias*
- Overcoming Unconscious Bias*

Presentation Skills

- Basic Questions
- Organizing
- Opening
- Closing
- How to Make a Point
- Punching Up Your Presentation
- Creating Slides
- Handouts

- Audio Visuals
- Right Before the Presentation
- Psyching Up
- Handling Questions
- Handling Distractions
- After the Presentation

Problem Solving

- Introduction to Problem Solving*
- Define the Problem*
- Determine the Root Cause*
- Generate Solutions*
- Evaluate and Select Solutions*
- Implement Solutions*
- Monitor the Resolution*

Professional Productivity

- How to Leave Voicemails That Get Returned
- Protecting Your PC
- Creating Passwords
- Intellectual Property
- Selfies Gone Wrong*
- Writing Effective Memos
- Thank You Notes*
- Ethics for Everyone*
- Office Etiquette*
- Remembering Names and Faces*
- Proper Introductions
- How to Receive Feedback
- Liven Up Your Culture*
- Top Productivity Apps
- Latest App Trends
- The Art of Saying No*
- The Do's and Don'ts of Success*
- Working Remotely*
- Turning Internships into Full-Time*
- Don't Burn Your Bridges*
- Working for a Workaholic*

Conflict Management

- Unavoidable Truths
- Maintaining Self-Control

- The Conflict Process
- Special Situations

Coping with Change

- Change Phases
- Change Behaviors
- Change Model
- Change for Managers

Effective Time Management

- How to Manage Your Time*
- How to Time Block*
- How to Use the Pomodoro Technique*
- How to Create a Bullet Journal*

i. Common Time Management Problems

- What is Procrastination?*
- What is Precrastination?*

Generation Z

- Who Are They? *
- Generation Z vs. Millennials*
- Selling to Generation Z*

Social Media

- Introduction to Social Media*
- Social Media for Managers*
- Facebook*
- Twitter*
- LinkedIn*
- Protecting Your Pictures*
- Office Messaging*

Business Meals

- Hosting a Business Meal
- Attending a Business Meal
- Table Manners

Note Taking

- Factors
- Writing Ergonomics
- How to Speed Up Your Writing
- How to Take Notes
- How to Produce Official Minutes

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Professional Productivity (cont'd)

The Myth of Multitasking

- Multitasking*
- Singletasking*

Protecting Your Mobile Devices

- Loss
- Malware

Study Skills

- Where to Study
- When to Study
- How to Study Effectively
- Studying in Groups

Keeping Your Cool

- Truths
- Signs
- Attitude
- Control
- Venting

Work Hacks

- 5 Hacks to a Clean and Comfortable Space
- 6 Hacks to Controlling Your Inbox
- 7 Hacks for Office Productivity
- 7 Hacks for Maintaining Work/Home Balance
- 5 Hacks for Workplace Sanity
- Workplace Hacks: Go Green

Breaking Bad Habits

- Breaking Bad Habits*
- Establishing Good Habits*

Building Accountability

- Taking Ownership*
- Trust and Performance at Work*
- Managing Yourself*

Improving Memory

- Why Can't I Remember Anything?*
- Tips and Tricks to Help Improve Your Memory*

Integrating Millennials

- Who Are They?*
- Millennial Characteristics*
- Integrating Yourself*

Creating Collaboration

- How to Create Collaboration*
- How to Collaborate*
- When Collaboration Leads to Conflict*

Email Etiquette

- To Email or Not To Email? *
- Spelling and Grammar Check*
- Formatting Your Email*
- Subject Line*
- Reply Time*
- When to CC and BCC*
- Using Reply All*
- Forwarding Emails*

Your Moving Abroad Checklist

- Research
- Finding a Place to Stay
- Paperwork
- Money
- Packing
- Health
- Safety
- Moving Your Family Abroad
- Culture Shock

The Growth Mindset

- The Growth Mindset: Embracing "Yet"*
- Developing a Growth Mindset*
- Limitations of a Fixed Mindset*

Your Professional Network

- Benefits of a Professional Network*
- Building Your Network*
- Promoting Your Personal Brand*
- Giving Back to Your Community*
- Being a Member*

Moving Up

- Defining Your Career
- Maintaining Your Resume
- Internal Interviews
- Asking for a Raise
- Internal Networking and Connecting with Executives

Project Management

- What is a Project?*
- Project Charter*
- Timelines*
- Negotiating*
- Communicating*
- Measuring and Tracking*
- Handling Change*
- People Problems*
- Completing the Project*

Retail Excellence

- Motivating and Retaining the Teenage Worker

Retail Profitability Model – Vendors

- Introduction*
- Creating Revenue*
- Reducing Expenses*
- Frequency
- Reach
- Items Per Customer
- Price Per Item

Retail Profitability Model – Retailer

- Introduction*
- Creating Revenue*
- Reducing Expenses*
- Frequency
- Reach
- Items Per Customer
- Price Per Item

Risk Management

- Defining Hazards*
- Identifying Risks*

Featured Topics

- | | | | |
|---|--|--|---|
| <ul style="list-style-type: none"> ○ Business Basics ○ Building a Business Case ○ Business Grammar ○ Business Math ○ Communications ○ Communication Styles ○ Creativity ○ Customer Service ○ Decision Making | <ul style="list-style-type: none"> ○ Developing Your Culture ○ Driving Safety ○ Finance for Non-Financial Employees ○ Health and Wellness ○ Hospitality ○ Leadership ○ Managing an Enterprise Account | <ul style="list-style-type: none"> ○ Marketing ○ Negotiating ○ Performance Excellence ○ Personal Development ○ Problem Solving ○ Presentation Skills ○ Professional Productivity ○ Project Management ○ Retail Excellence | <ul style="list-style-type: none"> ○ Risk Management ○ Safety ○ Selling Skills ○ Supervision ○ Talent Development ○ Team Building ○ Territory Development ○ Workplace Sustainability ○ Understanding the Media |
|---|--|--|---|

Risk Management (cont'd)

- Risk Management Techniques*
- Risk Assessment*
- Healthy Risk Culture*
- Embedding Processes*
- Safety*
- Preventative Maintenance*
- Criminal Awareness*
- Employee Health*
- Financial Basics*
- Reputation Management*
- Decision Making*

Crisis Management

- Planning*
- Preparing for Crises*
- Responding to Natural Disasters*
- Responding to Emergencies*
- Business Continuity*
- Media Inquiries*

Safety

- Back Smarts
- Working in Cold Weather
- Cold Stress
- Working in Hot Weather
- Heat Stress
- Hearing Conservation for Employees*
- Hearing Conservation for Managers*
- Emergency Exits*
- Two-Wheeled Handcart
- Aerial Lift Safety
- Robbery Safety
- What is OSHA? *

Safety for Employees

- Machine Guard Safety for Employees*
- Flammable and Combustible Liquids for Employees*
- Carbon Dioxide for Employees*
- Carbon Monoxide for Employees*

- Propane Gas Safety for Employees*
- Slips, Trips, and Falls for Employees*
- Portable Fire Extinguishers for Employees*

Safety for Managers

- Machine Guard Safety for Managers*
- Flammable and Combustible Liquids for Managers*
- Carbon Dioxide for Managers*
- Carbon Monoxide for Managers*
- Powered Industrial Trucks for Managers*
- Propane Gas Safety for Managers*
- Slips, Trips, and Falls for Managers*
- Portable Fire Extinguishers for Managers*

Lockout Tagout

- Lockout Tagout: Introduction*
- Lockout Tagout: Training*
- Lockout Tagout: Energy Control Program Details, Questions & Exceptions*

Bloodborne Pathogens

- Bloodborne Pathogens
- Personal Protective Equipment (PPE)
- Needlestick Safety and Prevention Act

First Aid

- Introduction
- Broken Bones
- Burns
- Bites, Cuts and Scrapes
- Choking

Confined Spaces

- Confined Spaces for Construction*

Confined Spaces for Employers

- Rules and Responsibilities*
- Emergency Procedures and Rescue*

Confined Spaces for Employees

- Personnel Responsibilities*
- Understanding Permits*
- Personal Protective Equipment*
- Atmospheric Hazards*

Fork Lift Safety

- Introduction to Forklifts for Managers*
- Introduction to Forklifts for Employees*
- Forklift Operations for Managers*
- Forklift Operations for Employees: Pre-Operation*
- Forklift Operations for Employees: Traveling and Maneuvering*
- Forklift Operations for Employees: Load Handling*

i. Forklift Best Practices

- Physical Conditions*
- Travel Practices*
- Pedestrian Traffic Concerns*
- Ramps and Grades*
- Tipovers and Loading Docks*
- Narrow Aisles and Enclosed and Hazardous Areas*

Electrical Safety

- The Basics for General Employees*
- Safe Work Practices and PPE*
- Hazard Recognition*
- Understanding Grounding*
- Arc Flash*
- Wiring, GFCI, and Extension Cords*
- Responding to Emergencies*

Featured Topics

- Business Basics
- Building a Business Case
- Business Grammar
- Business Math
- Communications
- Communication Styles
- Creativity
- Customer Service
- Decision Making
- Developing Your Culture
- Driving Safety
- Finance for Non-Financial Employees
- Health and Wellness
- Hospitality
- Leadership
- Managing an Enterprise Account
- Marketing
- Negotiating
- Performance Excellence
- Personal Development
- Problem Solving
- Presentation Skills
- Professional Productivity
- Project Management
- Retail Excellence
- Risk Management
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- Selling Skills
- Supervision
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Safety (cont'd)

- OSHA Requirements for Employers*

Hazard Communication for Employers

- Creating an Effective Program*
- Labeling Basics*
- SDS*
- Training & Assessment Requirements*

Hazard Communication for Employees

- Introduction to HazCom*
- Labels & Pictograms*
- SDS*

OSHA Recordkeeping

- General Recordkeeping Criteria*
- Special Cases*
- First Aid*
- Understanding OSHA Forms and Privacy Protection*
- Reporting Requirements for Serious Events*
- New Electronic Rule*

Personal Protective Equipment

- General Introduction to PPE*
- Hand and Arm Protection*
- Head, Eye and Face Protection*
- Hearing Protection*
- Respiratory Protection*
- Nail Gun Safety*
- Construction*
- PPE for Managers*

Selling Skills

- QuickSell®*
- Closing the Sale*
- No, But, If™
- Determining Customer Needs
- Handling Tough Customers*
- Customer Service Basics*

- Selling to Different Customer Roles*
- Selling in New Products*
- Turning Features into Benefits*
- Building GREAT Sales Relationships*
- Retailer Hot Buttons: Traffic*
- Retailer Hot Buttons: Transaction Size*
- Speaking Customer*
- When to Shut Up*
- Smile!
- Defeating Stalls

Objections

- Misunderstanding*
- Doubt*
- Indifference*
- True Negative*

DISC Selling Skills

- Selling to a High D
- Selling to a High I
- Selling to a High S
- Selling to a High C

Supervision

- Rethinking Brainstorming
- Motivating Wont-Dos
- Productivity Through Praise
- Progressive Discipline
- Managing the Grapevine
- Assertiveness without Aggressiveness
- Staying Positive
- Going from Coworker to Boss
- Supervising a Pronoid
- Running a Sales Meeting
- Riding Along with Sales Reps
- Managing People Offsite
- S.M.A.R.T. Goals
- Ethics for Managers*
- S.C.A.M.P.E.R.
- Helping Employees Use Their Time Wisely
- Creating a Work Plan
- Employee Recognition
- You Get What You Manage: The Pygmalion Effect

- Giving Feedback
- Managing for Accountability
- 8 Steps to Effective One-on-Ones
- 8 Steps to Effective Meetings
- Managing the Grapevine
- Managing Up: The Art of Managing Your Managers
- Successful Delegation
- Concerned Conversations
- Managing Interns*

Analyzing Employee Performance

- Can-Do, Will-Do: Introduction
- Can-Do, Will-Do: Actions
- Can-Do, Will-Do: Questions and Tips

Coaching Skills

- Introduction
- The Rookie
- The Contributor
- The Key Planner
- The Captain
- The Coaching Conversation

Effective Performance Reviews

- Preparing for Your Review
- Self-Assessments
- Handling a Bad Performance Review
- Effective Performance Reviews for Managers

Managing for Engagement

- Ridiculous or Strategic?
- Measuring Employee Engagement
- Managing for Engagement
- Creating an Engaged Organization

Introverts and Extroverts

- Introduction
- Managing Introverts
- Managing Extroverts

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- Talent Development
- Team Building
- Territory Development
- Workplace Sustainability
- Understanding the Media

Talent Development

Recruiting Toolkit

- Hiring is Tough
- The Hiring Process*
- Creating Job Postings*
- Using Social Media to Recruit*
- Managing Unconscious Bias in Recruiting*
- Reviewing Resumes*
- Conducting an Interview*
- Unacceptable Interview Questions*
- Extending an Employment Offer *

Successful Employee Onboarding

- The Importance of Onboarding*
- Before They Start*
- Their First Week*
- Days 30 to 90*

Team Building

- What is Team Building?*
- Types of Teams*
- Effective Members*
- Team Development and the Tuckman Model*
- Characteristics of a Successful Team*
- Teams in Crisis Situations*

Leading a Team

- Leading a Team*
- Leading Team Building and the Tuckman Model*

Territory Development

Territory Development Introduction

- The Realities of Selling in the 21st Century
- The New Sales Skills
- The Sales Funnel

- How Customers Want to Be Sold To
- Exceptional Service

Characteristics of the Sale

- Key Account Selling Overview
- Introduction to the Sales Cycle LINE
- Sales Cycle LINE A
- Sales Cycle LINE B
- Analytics and Metrics
- Product Knowledge

Lead Development

- Elevator Speech Value Proposition
- The Marketing Link
- Social Media Networking

The Sales Process

- DISC
- Uncovering Needs
- Advanced Questioning Techniques
- Overcoming Objections
- No Fuss Closing

Selling at a Distance

- Gathering Prospect Information
- Phone Selling
- The Virtual Presentation

Sales Communications

- Internal Sales Communication
- Writing Sales Proposals

Developing Your Territory

- Building the Sales Plan
- Summarizing the Business Situation

Workplace Sustainability

- The ROI of Green*
- Conducting an Audit*
- Recycling in the Workplace*
- Water Conservation*
- Managing Your Waste*
- Understanding Hazardous Waste*

- Green Cleaning Concepts*
- Green Purchasing*