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.

WHAT’S 4TIFY? CLICK HERE TO FIND OUT.
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

How to Work a Room
- Preparing for an Event
- Attending an Event
- After the Event

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

This vs. That
- Persistent vs. Pestering

Business Basics
- 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

Business Writing

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

Punctuation
- Ending Sentences
- Commas
- Semicolons and Colon
- Apostrophes
- Quotation Marks
Business Writing (cont’d)

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

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
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- Surveys
- Social Media Feedback
- What to Do with Feedback
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Customer Service
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- Helping Your Customers Increase Their Revenue*
- Helping Your Customers Decrease Their Expenses*

Telephone Techniques
- Greetings*
- Taking Calls*
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- Handling Angry Callers*
- Phone Etiquette*

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- How to Give Exceptional Service
  - Who is Your Customer?
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    - 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
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- Passwords*
- Protecting Your Mobile Device*
- Cybersecurity While Traveling*
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- Types of Malware*
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- Identity Theft*
- Your Responsibility*

Social Engineering*
- Creating a Cybersecurity Training Program*
- Minimizing Insider Threats*
- Protecting Intellectual Property*
- Protecting Your PC: Daily Precautions*
- GDPR

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

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- 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

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- 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
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- Aggressive Driving*
- Bad Weather Driving Basics

**Finance for Non-Financial Employees**

**Principles of Accounting**
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- Fraud

**Introduction to Financial Statements**
- Introduction to Financial Statements

**Balance Sheet**
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**Income Statements**
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- Financial Statement Analysis
- What is an Annual Report?

**Cash Flow Management**
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**What is Budgeting?**
- What is Budgeting?
- Budgeting Revenue
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- Managing Inventory

### Cost of Goods
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- Variable and Fixed Costs
- Direct and Indirect Expenses

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- 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

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- Cholesterol*
- Glucose*
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- 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

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Health and Wellness (cont’d)

Understanding Headaches
- Understanding Headaches
- Surprising Headache Triggers

The Science of Sleep
- The Science of Sleep
- Sleep Hygiene
- How Much Sleep Do You Need?
- Sleeping for Shift Work

Financial Wellness
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- Budget Sample
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- Savings
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- How to Save on Your Car
- How to Save at Your Financial Institution
- How to Manage Your Credit Cards
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- The Second Trimester
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- Interacting with Guests: Fundamentals
- Interacting with Guests: Special Circumstances
- Interacting with Guests: Difficult People
- Understanding the Menu: What’s for Dinner?
- Understanding the Menu: Writing Menu Descriptions

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- Making the Menu: Presentation
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- Bartending Glasses Guide
- Bartending: The Pour

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- Communicating with Guests
- Telephone Techniques
- Handling Upset Guests

ii. Housekeeping
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- Cleaning Public Spaces
- Working Safely with Ergonomics
- Interacting with Customers

iii. Valet

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- Six Wrong Ways to Manage
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- Fixing the Dysfunction

iv. Food and Beverage
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- Creating Followership
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- Building an Effective Leadership Team
- Developing Followers
- Developing Yourself
- Putting it All Together
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- Types of Digital Marketing
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  - Proper Introductions*
  - How to receive Feedback*
  - Liven Up Your Culture*
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  - Latest App Trends*
  - The Art of Saying No*
  - The Do’s and Don’ts of Success*
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  - Don’t Burn Your Bridges*
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- 7 Hacks for Office Productivity
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- Creating Revenue
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- Reach
- Items Per Customer
- Price Per Item

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- Identifying Risks
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- Criminal Awareness
- Employee Health
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- 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

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- Lockout Tagout: Training
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- Introduction to Forklifts for Employees
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- Forklift Operations for Employees: Pre-Operation
- Forklift Operations for Employees: Traveling and Maneuvering

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Safety (cont’d)

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  - Forklift Best Practices
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- 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
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- Conducting an Interview
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- 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

### 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