



# 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.](#)*

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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

### Administrative Excellence

- Prioritization Techniques\*
- Preparing a Room for a Meeting\*
- Detail-Oriented Skill Development\*
- Front Desk Safety\*
- Making Travel Arrangements\*
- Planning and Coordinating Events\*
- Routing a Problem\*
- Time Management\*
- Anticipating Needs\*
- Acting as Gatekeeper\*
- Be the Point Person\*
- Relationship-Building with Colleagues\*
- Relationship-Building with Your Supervisor\*

### Organization

- Calendars\*
- Emails\*
- Filing Systems\*
- Taking Inventory\*
- Voicemails\*

### Basic Selling Skills

- The Unmet Need\*
- Sales Time Management\*
- Creating Your Elevator Pitch\*
- What Is a Sales Process? \*

### 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
- 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

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### Business Math (cont'd)

#### 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
- 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

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### Communication Styles (cont'd)

#### 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\*
- 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\*
- Creating Civility in the Workplace: Everyone's Responsibility

#### 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\*

#### LGBTQ in the Workplace

- Understanding Pronouns
- Supporting a Transitioning Employee for Managers
- Supporting a Transitioning Coworker
- Gender Identity vs. Sexual Orientation

#### Driving Safety

#### Alcohol Abuse

- Training Responsibilities

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### Driving Safety (cont'd)

- 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

### Finance for Non-Financial People

#### Intro to Finance

- Why Learn About Finance?
- Finance Terms
- Resources & Documents

#### Budgeting Essentials

- What Is Budgeting?
- Budgeting Methods
- Budget Reporting
- Budgeting Expenses
- Budgeting Revenue
- Budgeting Discounts
- Managing Inventory

#### Principles of Accounting

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

#### Balance Sheets

- Introduction to Balance Sheets
- Benchmarking, Ratios, Comparisons, and Trends
- Assets and Liabilities

#### Cash Flow Management

- Cash Flow Management for Beginners
- Managing Payables
- Managing Receivables
- How to Read Cash Flow Statements

#### Income and Expenditures

- Key Components
- Income Streams
- Expenditure Costs
- Benchmarking Ratios
- Analysis

#### Financial Ratios

- Revenue Ratios
- Cost of Goods Sold and Gross Margin

- Net Investment Ratios

### Finance as a Tool

- Evaluating Costs
- Investing Using Metrics

### 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\*

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### Health and Wellness (cont'd)

- 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

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

### Financial Wellness

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

### Planning for Maternity Leave

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

## Hospitality

### Front of the House

- Introduction to Restaurants\*
- Greeting and Seating Guests\*
- 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\*
- Understanding the Menu: What's on Tap? \*
- Serving Guests: Taking Orders\*
- Serving Guests: Table Service\*
- Serving Guests: Time Management\*

- Clearing the Table and Closing the Sale\*
- Tips for Tipped Employees\*

### Back of the House

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

### Beverage

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

### Hotels & Inns

#### *i. Front Desk Customer Service*

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

#### *ii. Housekeeping*

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

#### *iii. Valet*

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

#### *iv. Food and Beverage*

- In-Room Dining\*

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### Hospitality (cont'd)

- Alcohol Basics\*
- Food Safety Plans\*

### Tourist Attractions

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

### Leadership

#### Strategic Leadership

- T.H.E. Answer for Business Success

#### Mission, Vision, Values

- Mission
- Vision
- Values\*

#### Becoming a Great Leader

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

#### Mistakes Leaders Make

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

#### 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

### Making the Sales Call

#### Sales Prospecting

- The Sales Pipeline\*
- The Original Sales Funnel\*
- The Flipped Sales Funnel\*
- Sales Analytics and Metrics
- The Link Between Marketing and Sales\*
- Social Media Networking\*
- How to Get Past Gatekeepers\*
- How to Leave Sales Voicemails\*

### 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\*

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### Marketing (cont'd)

- 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\*
- 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\*
- Remembering Names and Faces\*
- Proper Introductions
- How to Receive Feedback
- Liven Up Your Culture\*
- Top Productivity Apps



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### Professional Productivity (cont'd)

- 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\*
- Clashing with Your Boss\*
- So You Have a New Boss\*
- How to Finish What You Start\*
- Setting Priorities\*
- The Craft of Winning Over Others\*

### Compliments

- How to Give a Compliment\*
- How to Receive a Compliment\*

### 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?\*

### Failure is an Option

- Accepting Failure\*
- Moving Forward and Learning from Failure\*

### Focus

- Focusing in Times of Hardship\*
- Focusing in a Noisy Workplace\*

### 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

### The Myth of Multitasking

- Multitasking\*
- Singletasking\*

### Office Etiquette

- Appearance
- Environment
- Food
- Interactions

### Perceptions

- Understanding Perceptions\*
- Managing How You're Perceived\*
- Rebuilding Your Reputation\*

### Proper Introductions

- In-Person Introductions\*
- Virtual Introductions\*

### 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?\*

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### Professional Productivity (cont'd)

- 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\*
- 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?\*
- See Something, Say Something\*
- Box Cutter Safety\*
- What is Human Trafficking?\*

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### Safety (cont'd)

#### 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\*
- 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\*

#### Ladder Safety

- The World of Ladders\*
- Positioning and Climbing Ladders\*
- Storing, Carrying, and Transporting Ladders\*

#### 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\*

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### Safety (cont'd)

- Head, Eye and Face Protection\*
- Hearing Protection\*
- Respiratory Protection\*
- Nail Gun Safety\*
- Construction\*
- PPE for Managers\*

### Sales Relationships

- Establishing Credibility\*
- How Customers Want to Be Treated\*
- Excellent Customer Service\*
- Utilizing DISC in Sales\*

### 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

### Small Business Success

- Sales as an Owner\*
- Building Relationships\*
- Wearing Multiple Hats\*
- Business with Family and Friends\*
- Ethics for Small Businesses\*

### Hiring for Small Businesses

- Posting the Job\*
- Conducting the Interview\*
- Onboarding\*

### Small Business HR Laws

- For All Sizes of Businesses
- For 15 or More Employees
- For 20 or More Employees
- For 50 or More Employees
- For 100 or More Employees

### Small Business Benefits & Compensation

- Required Benefits
- Optional Benefits
- Fringe Benefits\*

### Small Business Finance

- Accounting Part 1\*
- Accounting Part 2\*
- Payroll\*

### Marketing for Small Business

- Marketing Plan\*
- Marketing Techniques\*
- Tracking Marketing Metrics\*

### Big Ideas for Small Business

- Tips for Printing
- Tips for Shipping
- Tips for Technology Management
- Tips for Building Your Website
- Tips for Outsourcing

### 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

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### Supervision (cont'd)

#### 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

### 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 21<sup>st</sup> 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

### The Sales Process

- Building a Sales Process
- Overview of Sales Methodologies\*
- What's Right for this Prospect, Today?\*

#### Selling Strategies

- Consultative Selling\*
- Cyclical Selling\*
- Field Sales\*
- STUN Selling\*
- Tiered Selling\*
- Upsell and Add-Ons\*

### 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\*