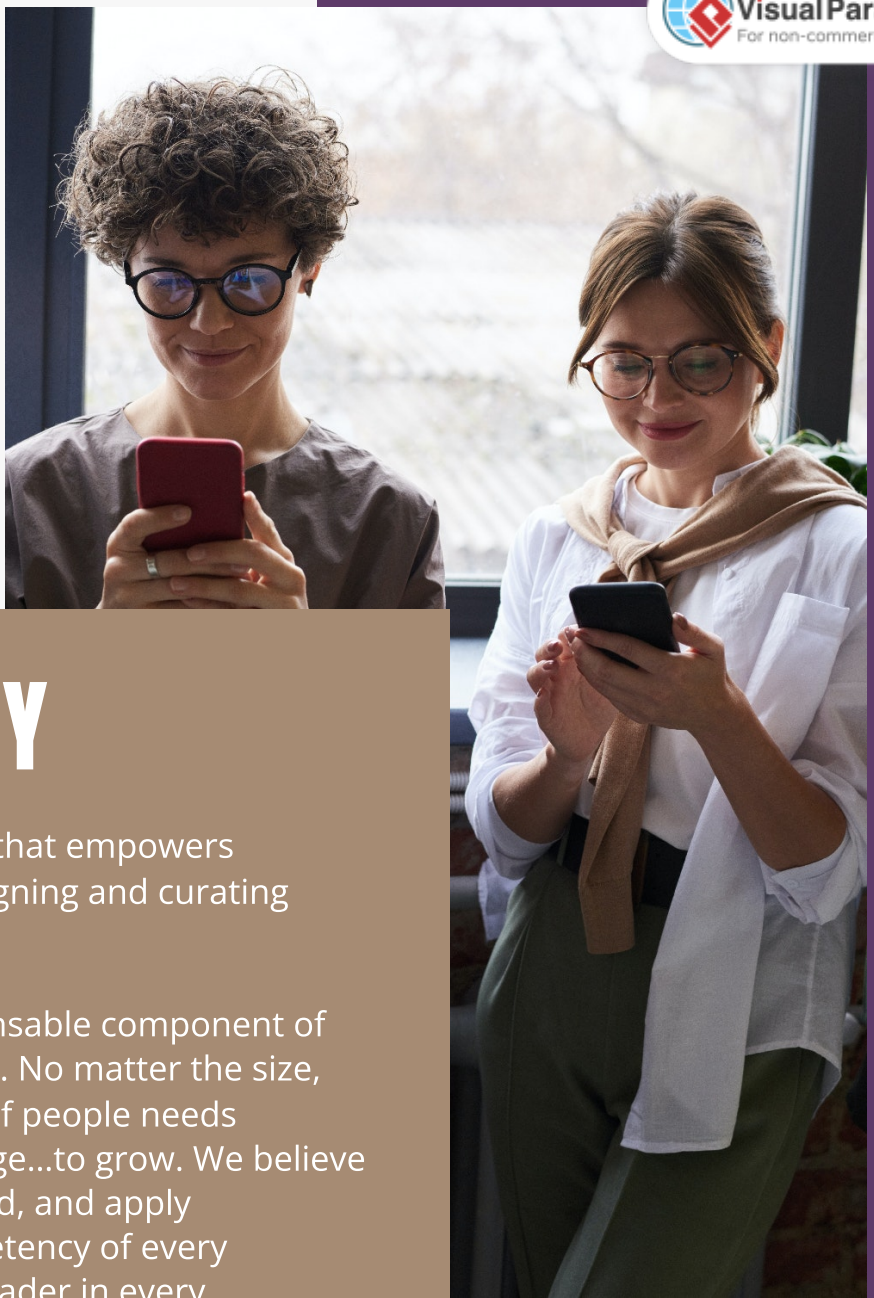# Jewell Unlimited

MICROLEARNING CATALOG

January 2023

OUR PHILOSOPHY

Jewell Unlimited is a Learning Agency that empowers individuals and ignites growth by designing and curating meaningful learning solutions.

We believe that learning is an indispensable component of every successful, thriving organization. No matter the size, mission, or composition, every team of people needs learning in order to function...to change...to grow. We believe that the ability to acquire, comprehend, and apply information efficiently is a core competency of every employee, every student, and every leader in every organization.

We also believe that meaningful learning can and must be delivered via fast, focused, accessible solutions. The growth of an organization through learning ought not to come at the expense of needlessly lost productivity. We design and deliver solutions that fit into our world of limited time, fragmented attention, and competing priorities.

Finally, Jewell Unlimited is committed to making learning affordable. Just as we design fast, focused solutions to minimize the cost of lost productivity, we also leverage our own operational efficiency and economy of scale to offer professional, proven learning solutions at costs that open the door to learning for any organization.

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01. ADMINISTRATIVE EXCELLENCE

These microlearnings will be helpful for someone who is an assistant or secretary in a variety of sectors. Administrative assistants typically handle general office tasks and administrative duties, such as directing communications between colleagues and customers, organizing schedules and events, entering data, bookkeeping, maintaining office equipment and so on.

The microlearnings in this section include anything from being a gatekeeper, to front desk safety, to time management.

Acting as a Gatekeeper

JUL0101

You are the gatekeeper to your business. You decide who enters and who doesn't. You choose which phone calls to put through, and which ones to send to voicemail. You save or delete emails, turn away or accept solicitors, and sift through the people, communication, or information that impacts or interrupts your business. In this course, we'll discuss why this type of filtering is so important and go over ways to improve your role as a gatekeeper.

Anticipating Needs

JUL0102

As an administrative assistant, part of your job will be to anticipate the needs of others. In order to be effective at this, you need to have psychic abilities. Just kidding. This is a skill that you can learn and improve upon with practice and time. In this course, we'll show you some helpful ways to know what those around you need before they ask. We'll discuss how to acquaint yourself with the specific needs of your supervisor and the things you should take notice of to better serve them. This includes knowing their schedule, understanding your workplace processes so you can stay prepared, and having open communication.

Be the Point Person

JUL0103

A point person is a spokesperson and someone people go to for answers and information. A point person represents the company and acts as a point of contact or direction for clients, customers, and internal staff. As an administrative assistant, you take care of details, absorb a variety of information, and may even serve as a gatekeeper to decision makers in your organization. You're the perfect point person. In this course, we'll talk about what that role means to you and how to do it well.

Detail-Oriented Skill Development

JUL0104

Would you consider yourself a detail-oriented person? Or far from it? Most of us sit somewhere in between, but not to worry. This is a skill that can be easily developed. That's what this course is all about. We'll go over ways to become more detail-oriented and discuss things like making lists, dealing with distractions, and providing quality over quantity. With these skills, you'll be able to perform higher quality tasks by adding more care, thought, and detail into what you do.

Front Desk Safety

JUL0105

Unfortunately, no workplace is immune to safety and security risks. If you're an administrative assistant, you may be at the company's "front desk," making you the first line of defense. Yes, this scenario can be really scary to think about, but thankfully, these instances are rare. At any rate, it's best to be prepared so that's what this course is all about. We'll discuss different types of threats, your role as the gatekeeper, and staying aware of your surroundings. We'll also go over what to do if someone in your workplace becomes violent and what to do in emergency situations.

Making Travel Arrangements JUL0106

Making travel arrangements requires excellent planning, organization, and communication. If your job requires you to make travel arrangements for others, particularly your boss, then there are many things to consider. You want to ensure a safe, stress-free, pleasant experience for your traveler, so that's what this course is all about. We'll go over the four categories of making travel arrangements: gathering personal information, doing travel research, getting confirmation and booking, and preparation. This course will help put your mind at ease when it comes to the stress and worry of making travel plans for others.

Organization: Calendars JUL0107

As an administrative professional, you're balancing multiple responsibilities and maybe even others' calendars, but getting control of your calendar is an essential element of your own time management. In this course, we'll discuss different scheduling methods, planning your work week by your energy level, time blocking, building unstructured time in, using the right tools, and much more. Skilled calendar management is key to productivity and allows you to own your time within the workspace so you can clear the clutter and focus on the tasks at hand.

Organization: Emails JUL0108

Email is a great way to communicate in the workplace. It's fast, free, and reliable. It allows for more efficient, productive conversations among colleagues, customers, and business associates. But because of its immediacy, email can also be a huge source of workplace stress. It can be a huge distraction and time-waster. So in this course, we'll discus how to organize your inbox so you can destress and focus on your most important tasks.

Organization: Filing Systems JUL0109

When your boss asks you for a document from three years ago, how long does it take you to find it? Do you know exactly where to look? How is it categorized? Or is it a frenzied mess of frantic searching and emails to colleagues trying to track it down? Let us help you. In this course, we'll take some time to help YOU save time by strategically organizing all of your files once and for all. We'll go over organizing paper and digital files, using digital filters, developing naming conventions, creating digital shortcuts, and archiving documents.

Organization: Taking Inventory JUL0110

As an administrative professional, you are likely the point person for organizing, ordering, stocking, and storing office inventory. It's a difficult task to keep shared supplies and where they're stored tidy. Creating an efficient system to stock and store them requires thought and skill as well. In this course, we'll help you transition your stockroom or supply room from a chaotic black hole into an organized space that allows for ease of use. It will help coworkers find specific supplies quickly, but mostly it will help you- the organizer.

Organization: Voicemails

JUL0111

Phone calls may seem outdated, especially compared to the speed and convenience of digital communication. However, they're still an important part of doing business. Often times, picking up the phone and calling someone can be more efficient and lead to a better outcome. In this course, we'll talk about how to leave and receive voicemails so that you can stay organized, leave a good impression, and invite a positive response.

Planning and Coordinating Events

JUL0112

Holiday parties, departmental conferences, company-wide meetings, and teambuilding events. All of these things require careful planning and coordination, and if these responsibilities fall on you, then you'll want to check out this course. We'll talk about the difference between event coordinating and planning. We'll go over what you need to know before planning your event, including how and when to assemble a planning committee. We'll also discuss budgets, entertainment, menus, photos, technology, themes, invitations, and more.

Preparing a Room for a Meeting

JUL0113

You may not put a lot of thought and time into preparing rooms for meetings, but doing so can help create more productive and effective meetings. There are different meeting styles and formats that need to be considered. You may need to organize guest lists, catering, meeting spaces, necessary materials, and technology. It can be an overwhelming task, so this course is designed to help you focus on what's important, get organized, and plan a successful meeting.

Prioritization Tehniques

JUL0114

Time management is a must-have skill for many employees. You have your assigned tasks, and you have to get them done on time. Sometimes that's easier said than done when you're overloaded with responsibilities. So in this course, we'll take it one step further and discuss the importance of prioritizing your tasks. We'll go over five things to consider when determining a task's importance within your personal timeline. We'll discuss setting deadlines, staying organized, dealing with distractions, and multitasking.

Relationship-Building with Colleagues

JUL0115

You spend a lot of time with your coworkers. For many, developing interpersonal connections with these people is an essential part of workplace satisfaction. We're not saying everyone needs to be the best of friends, but building trust and rapport with your coworkers is important. It helps foster creativity, collaboration, and overall contentment. In this course, we will discuss how to build healthy relationships with your colleagues through effective communication, being respectful, socializing, and more.

Relationship-Building with your Supervisor

JUL0116

Having a solid, healthy relationship with your supervisor is typically a major goal for most employees. If you don't get along with your boss, or you don't connect, or there isn't mutual respect for one another, you're likely dissatisfied with your job. This is definitely a relationship that you want to foster and spend time building. That's what this course is designed to help you with. We'll go over the benefits of a good relationship, steps to create an effective relationship, ways to demonstrate your own good qualities, and some tips to develop a personal relationship.

Routing a Problem

JUL0117

Nobody likes dealing with problems. They can be difficult, may cause us to face conflict, and oftentimes, they can't even be solved. Whether it's personally or professionally, problems can arise anytime, anywhere. In this program, we discuss a different way to take on problems head on. Rather than immediately trying to solve the problem, we want to talk about routing a problem. Here, we'll go over seven steps to effective problem-solving and how to put these methods into practice regularly. These tips will help you avoid racing toward a potentially bad solution.

Time Management

JUL0118

As an administrative assistant, how many times a day do you get interrupted? An unannounced visitor arrives, your boss needs you to run an errand, the phone rings twice, the copier is out of ink, and the conference room needs to be stocked before the morning meeting. Sound familiar? Your role is vital to the office, but to be truly effective, time management is critical. This course takes a look at ways to get organized, manage your workload, eliminate interruptions, and create a healthy, productive balance at work

02. Banking

These microlearnings will be helpful for someone who works in a bank or credit union, whether it be a teller, loan processor, or a supervisor.

The microlearnings in this section include anything from bank basics, to robbery training, to federal regulations.

Bank Basics

JUL0201

The term "financial institution" covers a lot, encompassing commercial banks, savings and loan associations, and credit unions. What exactly do each of these entities do, and how do they differ? That's what we'll talk about in this course, covering the basics of each. Financial laws constantly change, so if you work in or with a financial institution, it's essential to stay apprised of these regulatory changes.

Bank Assets

JUL0202

Commercial banks are the most diversified of our nation's depository institutions. This is because they have the broadest asset and liability powers among the different types of depositories. Generally, the larger the bank, the more diversified their asset and liability structure. In this course, we'll discuss the types of assets banks may hold, and why. We'll go over bank lending practices with commercial and industrial firms and the various types of business and consumer loans banks can offer. We'll talk about bank liabilities and capital, as well as capital requirements. Lastly, we'll go over asset and liability structures.

Bank Percentages and Interest Rates

JUL0203

Comprehending percentages and interest rates is essential to working in the banking industry, so this course is designed to help learners get a better understanding of these concepts. We'll define and discuss percentages and how to calculate them. We'll talk about basis points and yield differentials. Then, we'll cover interest. We'll define simple and compound interest and go over how to make these calculations.

Bank Regulations

JUL0204

We know that banks are regulated by the Federal Deposit Insurance Corporation, the Federal Reserve Board, and the Office of the Comptroller of Currency, but do you know why banks are regulated? There are four main reasons for banking regulations, and we'll talk about that here in this program. We'll also discuss the four entities that share the various regulatory duties for commercial banks. Lastly, we'll go over the process of evaluating the financial performance of commercial banks.

Banking Customer Interactions

JUL0205

Walking into a bank can be an intimidating experience. Many people don't enter physical bank locations anymore, so they may be unsure of where to go or who to see. As a bank employee, it's your job to make these customers feel welcome and comfortable. In this course, we'll talk about how to be a helpful, informative, and friendly bank professional. We'll discuss how to best interact with customers, whether they're new to your institution or have had an unsatisfactory experience. We'll go over greeting people, dress codes and appearance, offering assistance, referring customers to someone else, and handling customer complaints.

Banking Customer Service

JUL0206

Providing quality customer service is essential to any business, but in order to do that, every institution should establish a set of customer service guidelines for their employees to follow. In this course, we'll discuss the four basic elements of customer service that banks can implement for their employees. We'll talk about situations that bank customers want to avoid. We'll also cover areas where training is essential, touch on various ways to reward employees for exemplary customer service, and go over how to measure your customer service efforts.

Banking Phone Calls

JUL0207

Customers call us for many different reasons. Maybe it's just faster and more convenient to call than getting in the car and driving to your location. Maybe they've got an urgent problem and can't wait for a visit. Or maybe they just need the information quickly. Whatever it is, the caller wants their phone experience to be fast, be efficient, and satisfy their needs. Each phone call gives your company an opportunity to develop a new relationship or solidify and strengthen an existing one. In many organizations, the customer's first contact happens over the phone, so it's essential that the experience is a good one. In this course, we'll talk about how to provide that by going over phone system designs, the three-ring rule, and general customer service phone etiquette.

Credit Union Regulations

JUL0208

Even though credit unions are cooperatives, they're still supervised and regulated by their chartering and insuring agencies. Their primary federal regulator is the National Credit Union Administration or NCUA. The NCUA charters, insures, regulates, and examines all federally chartered credit unions and completes insurance reviews for all state-chartered credit unions whose shares are insured by the National Credit Union Share Insurance Fund, or NCUSIF. The primary regulators of state-chartered credit unions are state regulatory agencies. I know that's a lot of information! In this course, we'll talk specifically about the NCUA and the regulations it applies to credit unions.

Credit Union Services

JUL0209

Credit unions offer a multitude of services to their members. In this course, we'll look at many of those amenities, including savings products, transaction services, loan services, and other extras they provide in addition to accounts and loans. These also include insurance, financial counseling, safe deposit boxes, and U.S. savings bond sales and redemptions.

Credit Unions

JUL0210

You probably know the basics of how your local or national bank works. This program is designed to educate you on another financial institution - the credit union. We'll discuss what it is, how it works, and who it serves. We'll also go over the various types of credit unions and talk about credit union service organizations.

Differences Between Credit Unions and Banks

As you consider whether a credit union is a good choice for you personally, you may be wondering... what exactly are the differences between credit unions and banks? Why would you choose one over the other? Does it even matter? Well, despite their similarities as financial institutions, credit unions DO differ from banks in some respects. In this program, we'll go over those differences and discuss the pros and cons of both, to help you determine which is a better fit for you and your needs.

Dodd-Frank Wall Street Reform and Consumer Protection Act JUL0212

The Dodd-Frank Wall Street Reform and Consumer Protection Act, or "Dodd-Frank," was created as a response to the financial crisis of 2008. The Dodd-Frank Act sought to enact stricter oversight on banks, while expanding protections for consumers and taxpayers. It established a number of new government agencies tasked with overseeing the various components of the act and various parts of the financial system, including banks, mortgage lenders, and credit rating agencies. This program is designed to help you understand the highlights of this act.

Fair Debt Collection Practices Act JUL0213

The Fair Debt Collection Practices Act, also known as the FDCPA, was enacted in 1977 to protect consumers from unfair, deceptive, and abusive practices used by some third-party debt collectors. In this program, we'll review who and what is protected by the FDCPA, and talk specifically about what debt collectors can and can't do to collect payment. It's important to note that there are state laws regarding debt collections do's and don'ts. This program does NOT cover the specifics of the state laws, so be sure to check with your compliance officer or supervisor to ensure you know your state-specific guidelines regarding the collection of debts.

Fair Lending Laws JUL0214

During the 60s and 70s, Congress passed several laws to ensure fair and equitable access to credit for individuals and communities. These laws include the Fair Housing Act, or FHA, of 1968, the Equal Credit Opportunity Act, or ECOA, of 1974, the Home Mortgage Disclosure Act, or HMDA, of 1975, and the Community Reinvestment Act, or CRA, of 1977. In this program, we're going to talk about the two laws, in particular, that are the fair lending laws (FLLs). We'll go over what and who they apply to, and what lenders need to do in order to stay compliant. Keep in mind, we aren't lawyers and are not giving legal advice. This course is simply a review of these laws.

FDIC Accounts JUL0215

If you're putting money in a depository bank account, you want to make sure it's insured against bank failure or other negative outcomes. Luckily, the U.S. government has an agency called the Federal Deposit Insurance Corporation. The FDIC was created during the Great Depression to make sure people didn't lose all their money if there was a run on their bank. Therefore, any FDIC-eligible account is insured. In this program, we'll discuss the different types of depository accounts that are insured by the FDIC.

Loan Processing Compliance

JUL0216

Within three business days after completing and verifying the application, the lender needs to provide the applicant with a loan estimate of the anticipated closing costs. This estimate shows the costs associated with the loan settlement, like origination fees, mortgage insurance, title insurance, escrow reserves, and hazard insurance. In 2015, federal changes were made to enhance transparency in the lending industry. In this course, we'll talk about these compliance requirements.

Loan Processing Taking the Application

JUL0217

Processing a loan can be a complex endeavor. The most common loans offered by mortgage lenders include conventional conforming, conventional nonconforming, FHA, VA, and subprime loans. For most lenders, the steps to processing these loans are pretty similar, so in this series of courses, we're going to cover the five main steps: taking the application, the verification process, compliance, underwriting the loan, and making the final decision. Here, we'll cover how to properly fill out the loan application. We'll discuss each section and the information needed to complete the form.

Loan Processing The Decision

JUL0218

So far, in our series on loan processing, we've covered taking the application, verifying that data, compliance regulations, and underwriting the loan. For the final step, we're going to talk about the decision to finally approve or deny the loan. After the underwriter has reviewed the entire loan package, there can be four outcomes. We'll discuss those here.

Loan Processing Underwriting

JUL0219

Underwriting is the fourth step in processing a loan. It's what happens behind the scenes once you submit your application. It's one of the most critical steps, because the underwriter makes the decision about whether an applicant is qualified for the loan. Loan underwriters may ask for additional information, documentation, or adjustments to the loan request before making the final decision. In this course, we'll talk about what happens during this process and how underwriters make their final determinations.

Loan Processing Verification

JUL0220

The second step of loan processing is verification. After the loan application is completed, it's turned over to the loan processor. They obtain the necessary information from the applicant and validate that information, verifying their employment and income. Then they package the loan application and send it to the underwriter. In addition to gathering application information, the loan processor also obtains an appraisal of the property, the applicant's credit report, and most likely, a title search. In this course, we'll go over this entire verification process, so you know what to expect.

Negotiable Instruments and Endorsements

You're probably familiar with the term "negotiable instrument," but what exactly is that? It's defined as a written document guaranteeing the payment of a specific amount of money, either on demand or at a set time, to a specific person or to order to its bearer. Still not clear? No worries, in this course, we'll look at negotiable instruments, what they are, and how they work.

Office of Foreign Assets Control

A man walks into your financial institution and requests a wire transfer to Burma. It's a pretty small amount and he says he wants to pay for the transaction with cash. So, you go ahead and do it. Easy enough, right? You probably process wire transfers everyday. It turns out, the man you helped was a drug trafficker sending money overseas to fund his drug cartel. It makes you sick, doesn't it? How do you stop that from happening? That's what the Office of Foreign Assets Control, or OFAC, helps with. In this course, we'll discuss the origin of the OFAC and its responsibilities. We'll also talk about the various laws it administers, so that you and your financial institution can avoid possible violations.

Regulation BB and the Community Reinvestment Act

Regulation BB requires financial institutions, excluding credit unions, to help assist with the credit needs of their surrounding communities, including low- to moderate-income communities. Regulation BB, also called the Community Reinvestment Act, or CRA, was enacted in 1977. It's revised yearly to update the asset threshold for banks. In this program, we'll cover what effect CRA performance has on regulatory applications, how CRA performance is evaluated, and what information a bank is required to collect and report. This course is intended only to give an overview of Regulation BB and should not be taken as legal advice.

Regulation O: Introduction to Regulation O

Regulation O applies to all federally insured financial institutions, governing loans and extensions of credit to their executive officers, directors, principal shareholders, and to the companies controlled by them. In a nutshell, Regulation O is designed to provide checks and balances for high-level executives of the FI ladder, to ensure that they don't receive preferential treatment when receiving loans and credit. In this course, we'll discuss whom the regulation applies to and what actions are prohibited.

Regulation O: Rules and Regulations of Regulation O

Regulation O is a banking regulation that governs when and how you can loan money to your own financial institution's officers. In this program, we'll do a deep dive into the rules and regulations of Regulation O. We'll discuss what's required, what's considered a legitimate transaction, and the additions made to Regulation O through the Dodd-Frank Act.

Regulation W

JUL0226

Regulation W establishes quantitative limits and other requirements for loans, purchases of assets, and other transactions between financial institutions and their affiliates. In this course, we'll define two key terms you'll need to know in order to comply with Regulation W: affiliate and covered transaction. We'll discuss how to determine when Regulation W applies. We'll break down the two key sections to the regulation: sections 23A and 23B. Lastly, we'll touch on the applicability of Regulation W on foreign banks and go over amendments made through the Dodd-Frank Act.

Robbery Training: During a Robbery

JUL0227

The obvious hope is that the content of this course never applies to you. But in the interest of safety, this program provides some general tips to follow in the event of a robbery at your financial institution. Remember to always follow your organization's specific procedures, but this course will provide more general information regarding whether or not to comply with a criminal's demands, what the proper response and reaction should be, how to preserve evidence, and how to handle customer witnesses. Lastly, we'll touch on some robbery statistics all bank employees should be aware of.

Robbery Training: Robbery Awareness

JUL0228

Most people go to work every day and never have to worry about their place of business being robbed. For bank employees, the fear of being robbed is a very real thing. It happens. And when it does, you need to be prepared. This program will help you prepare, while giving you best practices and tips on how to handle a robbery situation. We'll discuss the different types of robberies you might encounter, go over what you should do in these scenarios, and talk about suspicious behaviors you should be on the lookout for.

The Bank Bribery Act

JUL0229

The Bank Bribery Amendments Act of 1985 requires that the financial institution regulatory agencies publish guidelines to assist employees, officers, directors, agents, and attorneys of financial institutions in complying with the law. The Act is in place to prevent misconduct in lending transactions, but it also applies more broadly to any business or transaction. So, it includes vendors, contractors, and anyone else who may have contracts with the financial institutions as well. In this program, we'll break down what this act says.

The Federal Reserve and Monetary Policy

JUL0230

The term monetary policy refers to the actions taken by the Federal Reserve to control the cost of money in the United States. These efforts preserve the economy and promote stability, and this responsibility was given to the Federal Reserve through the Federal Reserve Act of 1913. In this course, we'll talk about the nine policy tools the Federal Reserve controls to influence the demand for and supply of balances that depository institutions hold at Federal Reserve Banks. We'll also discuss the impacts of the federal funds rate.

The Finanical Institutions Reform, Recovery, and Enforcement Act of 1989

The Financial Institutions Reform, Recovery, and Enforcement Act of 1989, or FIRREA, is a federal law that was created in response to the savings and loan crisis after hundreds of US savings and loan institutions failed in the 1980s. FIRREA is essentially a set of regulatory changes to the United States savings and loan banking system and the real estate appraisal industry. In this course, we'll discuss what the act was designed to accomplish, and the various changes enacted through the FIRREA Act.

The National Flood Insurance Program: Flood Insurance Overview

The National Flood Insurance Program, or NFIP, was created to help the U.S. deal with the impact of flooding. Two statutes, The National Flood Insurance Act of 1968 and the Flood Disaster Protection Act of 1973, govern the NFIP. Congress established this program in response to growing flood losses that strained insurance companies and escalated the costs of disaster relief to U.S. taxpayers. In this course, we'll talk about the goals of the NFIP and how community participation in the program works. We'll also discuss NFIP coverage.

The National Flood Insurance Program: The Private Flood Insurance Rule

Concerns regarding long-term fiscal soundness of the NFIP led to Congress passing the Biggert-Waters Flood Insurance Reform Act of 2012. The idea was to stimulate the private flood insurance market by mandating that lenders accept private flood insurance in satisfaction of someone's flood insurance purchase requirement. Although financial institutions were told they needed to accept private flood insurance, there was confusion as to how to implement this mandate. In January of 2019, a long-awaited final rule was approved that implements certain provisions of Biggert-Waters and clarifies the legal standards regarding lenders' acceptance of private flood insurance, going into effect in July of 2019. In this course, we'll discuss what's required under this rule.

The Truth in Lending Act

The Truth in Lending Act, or TILA, is designed to protect consumers and credit transactions by requiring disclosures about their terms and to standardize the way costs associated with borrowing are calculated and disclosed. TILA also gives consumers the right to cancel certain credit transactions that involve a lien on a consumer's principal dwelling, regulates certain credit card practices, and provides a means for fair and timely resolution of credit billing disputes. In this course, we'll provide a detailed description of TILA and Regulation Z, which implemented the act. We'll talk about the various subparts of the act, who it does and does not apply to, and the disclosure requirements under the act.

The SAFE Banking Act of 2021

Today, much of the United States has legalized some form of recreational or medical marijuana. Because cannabis remains illegal under the federal Controlled Substances Act, individuals who grow, possess, use, sell, transport, or distribute cannabis remain subject to federal criminal prosecution. Financial institutions providing banking services to legitimate and licensed cannabis businesses under state laws are subject to criminal prosecution. As you can imagine, this is a big problem for businesses that legally grow, market, or sell cannabis in states that have legalized its sale, since they're generally locked out of the banking system. The Secure and Fair Enforcement Banking Act of 2021, known as the SAFE Banking Act, is legislation that would impact the ability of federal banking regulators to intervene in the actions of a depository institution dealing with a legal cannabis business. In this program, we'll talk about what this act intends to accomplish, when and if it becomes law.

The Military Lending Act

In 2006, the federal government enacted the Military Lending Act, or MLA, which regulates what lenders can and can't do, when working with service members and their dependents. This act came as a result of lenders targeting military service members with predatory loans that had punishing interest rates, fees, and terms. In this course, we'll talk about the protections this act includes, go over who qualifies for it, and explore what types of loans are covered by the act.

What's a UDAAP?

Concerns regarding long-term fiscal soundness of the NFIP led to Congress passing the Biggert-Waters Flood Insurance Reform Act of 2012. The idea was to stimulate the private flood insurance market by mandating that lenders accept private flood insurance in satisfaction of someone's flood insurance purchase requirement. Although financial institutionsAfter the 2008 financial crisis, regulators created new laws to protect consumers and increase consumer confidence in financial transactions. Among those laws was the DoddFrank Wall Street Reform and Consumer Protection Act of 2010. Under the Dodd-Frank Act, it is unlawful for any provider of consumer financial products/services or a service provider, to engage in any unfair, deceptive, or abusive acts or practices - known as UDAAPs. In this course, we'll define what a UDAAP is and discuss how they affect consumers, as well as the financial industry. This program will also provide some examples of UDAAPs and go over how the law is enforced.were told they needed to accept private flood insurance, there was confusion as to how to implement this mandate. In January of 2019, a long-awaited final rule was approved that implements certain provisions of Biggert-Waters and clarifies the legal standards regarding lenders' acceptance of private flood insurance, going into effect in July of 2019. In this course, we'll discuss what's required under this rule.

Mortgage Servicing

When most people buy a home, they take out a mortgage. The buyer typically puts down a portion of the cost, the down payment, and they get a mortgage loan for the remainder of the cost. The home serves as collateral. After closing on a home, the mortgage servicing company becomes the main point of contact for everything related to paying off a mortgage. In this course, we'll talk about the services these companies provide and the responsibilities they carry out to ensure successful and sustainable homeownership for their clients.

03. Building a Business Case

These microlearnings will be helpful for someone who finds themselves in the position of building and presenting business ideas and proposals.

The microlearnings in this section include finding support, gathering data, and telling the story.

Identifying Opportunities

JUL0301

Discover how to identify opportunities to grow or change your business strategy. Identifying opportunities is a tremendous skill for any employee or manager, allowing learners to become true contributors to their organization.

Finding Support

JUL0302

Finding and utilizing support while building a business case is key to success. Learn how to identify potential supporters and how to engage your support team.

Making Decisions

JUL0303

Deciding to move forward on a business case can be one of the most daunting parts of the process. This course will help you evaluate your idea and come to a conclusion.

Gathering Data: Cost and Benefits

JUL0304

Learn strategies for identifying costs and benefits while building a business case for your new idea or initiative.

Gathering Data: Identifying and Addressing Risks

JUL0305

Discover the four types of risks associated with a new business idea or concept. A careful evaluation of risk is essential to any business case proposal.

Gathering Data: Understanding Financial Metrics

JUL0306

Understanding ROI and other financial metrics is an essential part of building your business case. This course will guide you through ROI basics, while giving you other figures to consider as you gather data.

Gathering Data: SWOT Analysis

JUL0307

Building a successful business case depends on understanding how your idea or initiative fits into the current company status. By conducting a SWOT analysis, you'll not only discover how to market your idea to decision-makers - but you might just find an opportunity refine the concept itself.

Telling the Story: Writing a Proposal

JUL0308

Now that you've gathered all of your data, it's time to write your business case proposal. In this course, you'll learn the sections that should be included as well as some important writing advice.

Telling the Story: The Art of Persuasion

Persuasion is a fine art, something that accomplished salespeople have perfected over the years. In this course, you'll learn how to sell- without nagging or manipulation.

Telling the Story: Presentation
JUL0310

Presenting a new idea to others can be a terrifying proposition. Let the course guide you through the basics, calming your nerves and preparing you to lead a successful business case proposal meeting.

Telling the Story: After Approval
JUL0311

Once you've won approval for your business case idea, you can start the implementation process. This course will guide you through implementation steps and help you develop ways to cope with resistance.

04. Business Basics

These microlearnings will be helpful for those who are new to the business sector or are wanting some basic tips in business.

The microlearnings in this section include topics such as business attire, working a room, and respect.

Assertive vs. Aggressive

JUL0401

Some situations call for you to be assertive. And some people are better at being assertive than others. Have you ever hesitated out of fear that your assertiveness will come across as aggression? In this program, we'll take a look at how you can be assertive without being perceived as aggressive.

Business Attire Basics for Men: Black Tie Attire

JUL0402

Have you received an invitation that calls for black tie attire and you don't know what that means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Some people may never attend this type of formal work-related function, but you might in your personal life, so these tips may come in handy.

Business Attire Basics for Men: Black Tie Optional Attire

JUL0403

Have you received an invitation that calls for black tie optional attire and you don't know what that means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Some people may never attend this type of formal work-related function, but you might in your personal life, so these tips may come in handy.

Business Attire Basics for Men: Business Casual Attire

JUL0404

Are you unsure about what business casual attire means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Your appearance plays a critical role in how others perceive you at work, so knowing the different types of dress isn't just about proper etiquette, it's an essential part of doing good business.

Business Attire Basics for Men: Business Formal Attire

JUL0405

Are you unsure about what business formal attire means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Your appearance plays a critical role in how others perceive you at work, so knowing the different types of dress isn't just about proper etiquette, it's an essential part of doing good business.

Business Attire Basics for Men: Casual Attire

JUL0406

Are you unsure about what casual attire means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Your appearance plays a critical role in how others perceive you at work, so knowing the different types of dress isn't just about proper etiquette, it's an essential part of doing good business.

Business Attire Basics for Men: Semi-Formal/Cocktail
JUL0407

Some situations call for you to be assertive. And some people are better at being assertive than others. Have you ever hesitated out of fear that your assertiveness will come across as aggression? In this program, we'll take a look at how you can be assertive without being perceived as aggressive.

Business Attire Basics for Women: Black Tie Attire
JUL0408

Have you received an invitation that calls for black tie attire and you don't know what that means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Some people may never attend this type of formal work-related function, but you might in your personal life, so these tips may come in handy.

Business Attire Basics for Women: Black Tie Optional Attire
JUL0409

Have you received an invitation that calls for black tie optional attire and you don't know what that means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Some people may never attend this type of formal work-related function, but you might in your personal life, so these tips may come in handy.

Business Attire Basics for Women: Business Casual Attire
JUL0410

Are you unsure about what business casual attire means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Your appearance plays a critical role in how others perceive you at work, so knowing the different types of dress isn't just about proper etiquette, it's an essential part of doing good business.

Business Attire Basics for Women: Business Formal Attire
JUL0411

Are you unsure about what business formal attire means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Your appearance plays a critical role in how others perceive you at work, so knowing the different types of dress isn't just about proper etiquette, it's an essential part of doing good business.

Business Attire Basics for Women: Casual Attire
JUL0412

Are you unsure about what casual attire means exactly? Don't fret! We're here to help! We took this information straight from the etiquette gurus at the Emily Post Institute. Your appearance plays a critical role in how others perceive you at work, so knowing the different types of dress isn't just about proper etiquette, it's an essential part of doing good business.

Business Attire Basics for Women: Semi-Formal/Cocktail

JUL0413

Some situations call for you to be assertive. And some people are better at being assertive than others. Have you ever hesitated out of fear that your assertiveness will come across as aggression? In this program, we'll take a look at how you can be assertive without being perceived as aggressive.

Business Travel: Before Leaving

JUL0414

There are a lot of things to do to prepare for business travel. This program is going to help you check some of those items off your list.

Business Travel: Business Travel

JUL0415

Travel is an important part of doing business. In this first program, we'll review some basic guidelines.

Business Travel: Hotel, Motel, Holiday Inn

JUL0416

When you are staying at a hotel, you are still representing your company. With that in mind, we have some hotel etiquette tips to follow.

Business Travel: I've Got a Plane to Catch

JUL0417

Airports are stressful. The best advice we have is to control what you can, plan for what you can't, and laugh when things go badly. In this course, we'll discuss the best ways to quickly and easily get to your plane.

Business Travel: International Business Travel

JUL0418

International travel is complicated. You have to deal with the language barrier, the jet lag, foreign customs and exotic cuisine. Here's some advice to help remove some of the stress of international travel.

Business Travel: Safe Travels

JUL0419

Part of preparing for any trip is planning for your safety. This course gives you tips on how to stay safe while traveling.

Business Travel: Staying Healthy

JUL0420

Travel interrupts your sleep habits, your eating habits and your workout routine, In this program, we're going to address some of those issues and look at ways to reduce the toll that travel takes on your body.

Business Travel: Technology Security

JUL0421

If you plan to travel internationally with your laptop, tablet or smartphone, then you need to understand how privacy and surveillance works while abroad.

Business Travel: There's an App for That

JUL0422

Travel apps have made travel and travel arrangements so much easier. In this program, we'll list some of our favorites.

Business Travel: What to Pack

JUL0423

The goal of this program is to encourage you to only bring a carryon for business travel. We talk about why this is so important and give you tips on how to do it successfully.

Compromise vs. Cave

JUL0424

Are you a pushover? When someone asks you for something, do you just give in and move on to the next thing? Do you feel like there are times when you cave before you really should, rather than focusing on a compromise? In this program, we'll discuss when it's wise to concede, and when and how you should come up with a mutually beneficial compromise.

Concise vs. Curt

JUL0425

This probably happens more in written word versus the spoken word, but it can happen in either instance. You receive a quick communication from your boss or coworker and think, "Wow, that was rude." Because we are forced to interpret the mood and meaning of the message without the aid of body language, tone of voice, or facial expression, things are often miscommunicated. So in this course, we teach on how to send messages that are short, yet still sweet.

Confident vs. Conceited

JUL0426

There's a fine line between presenting yourself in a confident way and coming across as being conceited. In this program, we'll go over some different ways to convey confidence, and we'll also discuss some arrogant behaviors to avoid.

Finished vs. Flawless

JUL0427

You have a deadline, but in order to meet it, you would have to skimp on quality. Do you do it to meet your deadline? Or would you miss your deadline and turn in a high-quality project? Time versus quality is something we have all struggled with, but there's no alliteration in that title, so let's talk about work that's flawless versus work that's finished.

How to Avoid Getting Laid Off

JUL0428

If you're watching this, there's probably a high likelihood that job security is important to you. Companies cut jobs for many reasons, and companies approach layoffs in many different ways. By watching this course, we're not saying there's a sure-fire way to avoid a layoff entirely. However, there are things you can do to make yourself more invaluable to your team and your company. That's what we'll cover in this program. We'll talk about getting recognized, staying flexible, having a positive attitude, and more.

How to Know What You Don't Know: Getting Up to Speed

JUL0429

Donald Rumsfeld once said "There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. These are things we don't know we don't know." That's what this program is about, finding out what we don't know, so we can learn it, get up to speed, and do our jobs better.

How to Know What You Don't Know: Identifying Blind Spots

JUL0430

An unknown unknown in business is typically referred to as a blind spot. This program discusses how to uncover these blind spots to improve your personal business performance.

How to Work a Room: Preparing for an Event

JUL0431

Successfully attending a business event doesn't mean just showing up. In most cases, there's a reason why you're there and a goal that needs to be accomplished. Maybe you're attending a corporate function and need to make face time with potential clients. Or perhaps you're going to a networking event to meet relevant professionals in your industry. Maybe it's an educational seminar or community gathering. Whatever the case, these types of situations require interacting enthusiastically with other attendees. This comes naturally to some, and not at all to others. The aim of this program is to help you project a professional image for you and your organization, while getting the most value out of your event.

How to Work a Room: Attending an Event

JUL0432

You're at a business function. Did you know that there's a proper way to wear a name tag? Or that there is appropriate etiquette to shaking someone's hand? What's the best way to naturally join a group of people already having a conversation? The event is serving buffalo wings. Do you eat them? We'll answer these questions and many more as we go over what to do and what NOT to do when attending a networking or business event.

How to Work a Room: After the Event

JUL0433

You've attended the event. You've mingled. You avoided the hot wings. You met Marty's close-talker wife who didn't avoid the hot wings. You're done, right? Not quite. After all of the preparation and thought you've put into attending this event, you need to close it out with some follow-up. In this last program, we'll talk about what you need to do to leave a lasting impression on the connections you've met and talked with, and how to best continue those relationships.

Locus of Control

JUL0434

Looking at your own successes and failures, what do you attribute those to? Your own actions? Or things that are outside of your control, like your boss's decisions, the economy, or just random chance or luck? This is known as your locus of control, and it has an enormous impact on your life. In this course, we'll discuss the origin of this idea and the two components that make up your locus of control.

Managing Negativity

JUL0435

Negativity is toxic. Everybody gets caught up in some type of workplace negativity from time to time. The trick is that, as a manager, it's up to us to stop negativity from impacting productivity and morale. It's up to us to make sure negativity is harnessed.

Persistent vs. Pestering

JUL0436

You've likely been in a situation where you're waiting on something from someone else to complete your own task. You may casually check in for a status update. Meanwhile, your boss is asking you when it's going to be done, but you can't say because you don't know when the other person will get it to you, and you don't want to throw them under the bus. This course is all about what to do in this situation and finding the right balance between being persistent and being a downright pest.

Reserved vs. Rude

JUL0437

Sometimes reserved people get a bad rap. Their lack of boisterousness gives them the reputation of being rude or snobby, when in fact, they're perfectly nice people who are often misread. Truly rude people do exist, and there is no room for rudeness in the workplace. Yes, it's not always sunshine and rainbows, and being cheerful isn't always possible, but employees should always be courteous and respectful. In this program, we'll discuss the difference between someone who is reserved and someone who is rude, and why rudeness at work is unacceptable.

Respect: How to Be Liked

JUL0438

Being liked at work makes you more productive, more engaged, and happier in your workplace. It allows your team to function more smoothly. So how do you get people to like you? Believe it or not, there's a professional way to make yourself likeable, and that's what this program is all about.

Respect: How to Be Respected

JUL0439

Respect must be earned. It's not something that's automatically given. In this program, we're going to explore the qualities and behaviors that will help you earn respect at work.

Respect: How to Work With Someone You Don't Like

JUL0440

We're all different. We have diverse backgrounds, skills, and experiences. Sometimes, those differences create conflict. This program will provide guidance on how to work with someone you don't like, while remaining productive and professional.

The Circles of Control

JUL0441

In our previous program, we talked about how we view and respond to what happens to us through our locus of control and how understanding that can help us shift our perspective. In this course, we'll dive into a more pragmatic way to look at how our lives are affected by outside events, and how we can affect those same events. Using circles of control, we can visualize our own impact on what's happening in our lives.

When a Coworker Leaves

JUL0442

Losing a coworker is tough, especially when you've bonded and become friends. When the decision to leave was not theirs, it makes it even more difficult. Maybe you're not sure where to put your loyalty. Maybe you're unsure of your own job security. Maybe you experience survivor's guilt if you avoided a layoff. There can be a lot of emotions involved, so let's talk about how to manage those feelings. In this course, we'll discuss the importance of acknowledging your feelings, getting back into a routine, and offering resources to your former coworker. We'll also go over gossip and how to avoid it, and what to do when someone new is hired.

05. Business Math

Whether you are needing a refresher in basic math, or trying to navigate all of the math that comes with being a new employee, this section of microlearnings will be helpful for you.

The microlearnings in this section include topics such as job offer math, specialized math, and business statistics, among many others.

Introduction to Math: Fighting the Fear

JUL0501

If you took math in high school or college, you probably reached a point where you thought, "When am I ever going to use this?" Well, in the business world, you might be surprised by how often you do use math. If you didn't enjoy math back in school, and especially if you struggled with it, this may seem intimidating. In this course, we're going to help with that. We'll discuss how math is important in business and discuss strategies for overcoming your fears.

Introduction to Math: Adding and Subtracting

JUL0502

Addition and subtraction are the most commonly used math operations in our daily lives, so it's important to understand how perform them. In this course, we're going to go over common terms, as well as how to do basic addition and subtraction.

Introduction to Math: Choosing the Right Operation

JUL0503

Once you've finished with school, most of the math problems you encounter will likely come in the form of word problems. In word problems, you're not told explicitly how to solve them. Instead, you have to use the clues given to you in the words that make up the problem itself. In this program, we'll learn what sort of words to look for to help you choose the right operation to successfully solve the problem.

Introduction to Math: Estimation Basics

JUL0504

On a daily basis, you may come across many times when you don't need an exact number to a mathematical equation. When you're mentally calculating a grocery bill so you don't go over budget, or when you're rounding a tip for your server at a restaurant, what you're doing is called estimating. In this course, we'll take a look at how to estimate and when you might need it in business.

Introduction to Math: Finding Averages

JUL0505

When we talk about finding averages, we're usually talking about one of three different values: mean, median, or mode. We use these averages to find out what's normal, so we can make predictions about what's going to happen again or compare what's happening now to what's happened in the past. In this program, we're going to talk about what the three types are, as well as how and why to calculate each one of them.

Introduction to Math: Inequalities

JUL0506

In this program, we're going to discuss inequalities and comparing numbers in terms of being greater than or less than one another.

Introduction to Math: Multiplying and Dividing JUL0507

Did you ever have to memorize times tables in elementary school? If so, you may or may not be a huge fan of multiplication and division. But the truth is, it's a quick way to add groups of numbers together or to separate a group into even subgroups. In this program, we'll learn the terms used to talk about multiplication and division, as well as strategies to help you master equations.

Introduction to Math: Positive and Negative Numbers JUL0508

In this program, we're going to discuss what positive and negative numbers are and how they're used, so you can get more comfortable with both the concept and practical applications.

Introduction to Math: Understanding Decimals JUL0509

If you've taken our course on fractions, you already understand what happens when an equation doesn't end with a whole number. In this program, we're going to talk about an alternative to fractions called decimals. By the end of our lesson, you'll know what they are and how to use them.

Introduction to Math: Understanding Fractions JUL0510

In math, we often deal in whole numbers. But what happens when things don't end up quite even? What do we do with a remainder in division? Perhaps more importantly, how do we split up that extra slice of pizza? In this course, we'll talk about how to do just that, with a type of number called a fraction. First, we'll define the parts of a fraction, and then we'll talk about how we can use them.

Introduction to Math: Understanding Percentages JUL0511

Fractions and decimals are both ways to express parts of a whole. In this program, we'll talk about one more way: percentages. By the time we've finished today, you'll know what percentages are and how to use them.

Introduction to Math: Understanding the Metric System JUL0512

In the United States, we typically use the English or Imperial system of measurement for everyday purposes, but in most other countries around the world, the metric system of measurement is the standard. Because of this, the metric system is being used more and more often here in the States, so it's vital that you understand it and know how to use it. In this program, we'll go over basic vocabulary and definitions, as well as some common conversions between the Imperial and metric systems.

New Employee Math: Investment Basics
JUL0513

If you want to put your money to work for you, investing is the way to go. There's a risk/reward level out there for just about everyone, but it's important to have a solid foundation of how investing works before you get started. We'll cover basic types of investment, as well as the easiest ways to start investing, no matter what your income or experience level.

New Employee Math: Retirement Savings Basics
JUL0514

If you've been in the workforce for any length of time, odds are you might have daydreamed once or twice about retirement. Unless you plan to work for your entire life, the earlier you start planning and saving for retirement, the better. Today, we'll cover the basics to help set you on that path, including the following topics: Social Security, 401(k)s, Individual Retirement Accounts (IRAs), and Roth IRAs.

New Employee Math: Savings
JUL0515

In this course, we'll discuss the four basic types of savings accounts and some strategies to help you build your savings one paycheck at a time.

New Employee Math: Taxation Basics
JUL0516

Taxes serve a very important purpose in society. We all pay taxes in some way, shape, or form, whether it's income tax from our paychecks, property taxes on our homes or automobiles, or sales tax on items we purchase. These taxes all go to fund initiatives for the greater good, including schools, roads, libraries, and government operations. In this course, we'll focus mostly on income tax. There are two types of income tax: earned income tax and unearned income tax. Each is taxed at different rates at federal, state, and local levels.

New Employee Math: Your First Paycheck
JUL0517

There's nothing quite like the thrill of your first paycheck. It's easy to let your eyes zoom in on that amount going into your checking account and nothing else. But it's a better idea to look at the rest of those numbers on your paystub, so you know where each and every penny you earned is going. That's what we're going to cover in this course.

New Employee Math: Budgeting Basics
JUL0518

Your paycheck is only as powerful as your intentions on how to spend it. That's why we're going to discuss some budgeting strategies to help you make the most of every penny you earn.

New Employee Math: How to Fill Out a W-4

You've been offered a job, negotiated your salary and benefits, and now you've accepted! Next comes the paperwork. One of the forms you can expect to fill out for any U.S.-based job is the IRS Form W-4. Upon first glance, this form can look pretty complicated. In this course, we'll try to simplify it by walking through it together.

Job Offer Math: Understanding a Job Offer

Not all job offers are created equal. There are many factors to consider when determining whether a job offer is fiscally appropriate for your life. In this course, we'll go over the main components that comprise the total compensation package, in other words, what you'll be getting in exchange for your time and expertise. We'll also go over some other non-compensation elements that go into evaluating a job offer.

Job Offer Math: Benefits by the Numbers

When you look at your pay stub, your eyes likely go directly to the amount that ends up in your checking account, followed by the amount you pay in taxes, followed by any deductions related to healthcare, insurance, or investment plans. But there's one amount that's missing from the net pay or even the gross pay listed, and that's the value of your employer benefits. In this course, we're going to take you through several common employee benefits and the dollar amount attached.

Job Offer Math: Cost of Living Comparisons

If you've ever taken a good look at your budget, you probably know how much money you need to make in order to afford the life you have. But if you're entering a new geographic market, or even thinking about it, it's important to understand that your salary may translate to a very different way of life compared to what you're used to. In this course, we discuss the best way to determine the average cost of living for wherever you end up.

Job Offer Math: Medical Insurance Basics

There's no doubt about it, health insurance can be complicated. This course is designed to help you better understand the basics of health insurance. We'll go over key terms, different kinds of insurance, and some points of consideration when looking at different plans.

Specialized Math: Understanding Ratios, Proportions, and Percentages

Ratios, proportions, and percentages are all methods of comparing data. In this program, we'll define each one and discuss their purposes.

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Specialized Math: Mark-ups and Mark-downs

JUL0525

In the world of marketing, one of the most important skills is understanding mark-ups and mark-downs. These two factors help determine potential for profits and drive potential sales. After watching this course, you'll understand how to calculate mark-ups and mark-downs to maximize profits.

Specialized Math: Calculating Production Costs

JUL0526

For businesses that sell products, knowing how to calculate the cost associated with creating those products is a vital part of understanding how to reduce costs and maximize profits. Here we'll cover the two kinds of production costs: fixed costs and variable costs. Then we'll use that information to calculate unit costs and do a break-even analysis.

Specialized Math: Compound vs. Simple Interest

JUL0527

Whether you're saving money or paying down a loan, understanding interest is a vital part of making informed financial decisions. In this program, you can learn how to calculate both simple and compound interest, so you're prepared for both scenarios.

Specialized Math: Determining Pricing

JUL0528

Figuring out what to charge for your products is one of the most important parts of running a successful business. If your price is too high, your sales will suffer. If you underprice your products, you won't earn as much money as you should, and you'll sacrifice potential for growth. In this program, you will learn effective strategies for pricing your products.

Specialized Math: Interest Rates

JUL0529

If you've ever had a savings account or taken out a mortgage to buy a home, you're probably familiar with the term "interest." In this program, we're going to discuss interest and interest rates. We'll cover how interest rates are determined, and how they can impact the economy.

Specialized Math: Inventory Basics

JUL0530

When it comes to running a business, one of the most important tasks is inventory management. Here, you'll learn the components of managing inventory and some strategies for carrying them out.

Specialized Math: Net vs. Gross

JUL0531

Whether we're talking about our paychecks or how much a business makes in profit, there's often a difference between the initial amount made and what we get to keep. In this program, you'll learn the difference between gross and net, and what it means when it comes to employee paychecks, as well as business income.

Specialized Math: Payroll Basics

JUL0532

For many employees, one of the major motivations for showing up to work is getting paid. The responsibility of making sure everyone gets paid on time and the correct amounts is called payroll. In this course, we'll discuss the basics of payroll, including setting pay periods and pay dates, dealing with taxes, timekeeping, and ensuring payroll is being done according to federal, state, and local laws.

Specialized Math: Understanding Annuities

JUL0533

The thought of being guaranteed income for the rest of your life probably sounds appealing. And at their most basic definition, that's exactly what annuities provide. But, as with most things, it's not quite that simple. In this program, we'll go over what annuities are and how they work.

Specialized Math: Understanding Loans

JUL0534

Sometimes in life we encounter situations where we need a little more cash than we have on hand. Whether it's to buy a car or a house or to make a large purchase, when we take advantage of the availability of someone else's money for a set period of time, it's called a loan. In this course, we're going to learn how loans work so you can make informed decisions about when it's wise to take out a loan and when it's not.

Specialized Math: Understanding Profits and Profit Margins   JUL0535

When it comes to judging the success of a business, how much money it makes is one of the key factors. But there's a lot more that goes into determining how successful or viable a business is. In this program, we're going to look at two of those measures: profits and profit margins.

Specialized Math: Understanding ROI

JUL0536

In business, as in life, sometimes we have to give a little to get something back. At its simplest, that's what a return on investment, or ROI, is. In this program, we'll discuss how to calculate ROI, what the limitations of ROI are when comparing the profitability of investments, and using rate of return.

Statistics: Introduction to Statistics

JUL0537

Statistics is the science of collecting, organizing, and analyzing data. This series will give you a foundation for using statistics to find meaningful information in numbers. In this first course, we're going to start with the basics and define some important statistical terms.

Statistics: Understanding Probability
JUL0538

Probability, at its essence, is how likely or not an event is to occur. If you've ever flipped a coin, you've dabbled in probability. In this program, we'll learn about the basic principles of probability, including the formula for calculating a given event's probability, how independent and dependent events affect probability, and how to calculate the number of outcomes for different kinds of sampling.

Statistics: Organizing Data
JUL0539

Collecting data using sound, strategic methods is vital to doing effective research. But without strategies in place for organizing that data, you won't be able to interpret or communicate the story your data is telling, and that makes it essentially useless. In this course, we'll learn how to avoid such a scenario by going over terminology and principles for organizing data.

Statistics: Data Analysis Basics
JUL0540

When something starts going wrong at work, you don't want to just throw metaphorical spaghetti at a wall, hoping a solution sticks. No, you need to follow a methodical process that defines the problem, hypothesizes causes, collects and analyzes information, identifies solutions, and tests them. In short, you need data analysis. In this program, we're going to cover the basics so you can solve problems at work quickly and efficiently.

What is business math? Quite simply, business math is math that is used in business operations, or math that will help you to complete business tasks. We use business math in areas like accounting, marketing, financial analysis, sales predictions, and programming, just to name a few. The following microlearnings pertain to these topics.

Basics: Introduction to Business Math
JUL0541

Basics: Positive and Negative Numbers
JUL0542

Basics: Multiplying and Dividing Signed Numbers
JUL0543

Decimals: Introduction to Decimals
JUL0544

Decimals: Adding and Subtracting
JUL0545

Decimals: Multiplying Decimals
JUL0546

Ratios: Calculating Ratios   JUL0562

Ratios: Solving Proportion Equations   JUL0563

Conversions: Decimal to Percent and Fraction   JUL0564

Conversions: Percent to Decimal and Fraction   JUL0565

Conversions: Fraction to Decimal and Percent   JUL0566

Graphs: XY Grid   JUL0567

Graphs: Bar Graph   JUL0568

Graphs: Line Graphs and Trend Analysis   JUL0569

Graphs: Pareto Chart   JUL0570

Graphs: Control Chart   JUL0571

Graphs: Circle Graphs   JUL0572

Formulas: Basic Operations   JUL0573

Formulas: Order of Operations   JUL0574

Formulas: Basic Number Properties   JUL0575

Time Value of Money: Money Value Over Time   JUL0576

Time Value of Money: Present Value of an Amount JUL0577

Time Value of Money: Present Value of a Payment Series JUL0578

Time Value of Money: Future Value of an Amount JUL0579

Time Value of Money: Future Value of a Payment Series JUL0580

Time Value of Money: Excel Functions JUL0581

Time Value of Money: Number of Periods JUL0582

Time Value of Money: Interest Rates JUL0583

Business Statistics: Mean, Median, and Mode JUL0584

Business Statistics: Weighted Averages JUL0585

Business Statistics: When to Use Mean, Median and Mode JUL0586

Business Statistics: Variance JUL0587

Business Statistics: Standard Deviation JUL0588

Business Statistics: The Bell Curve JUL0589

The Metric System: Prefix Terms and Metric Measures JUL0590

O6. Business Math Continued

What is business math? Quite simply, business math is math that is used in business operations, or math that will help you to complete business tasks. We use business math in areas like accounting, marketing, financial analysis, sales predictions, and programming, just to name a few. The following microlearnings pertain to these topics.

The microlearnings in this section include topics such as geometry.

Geometry: Area of a Square or Rectangle

JUL0600

Geometry: Area of a Circle

JUL0601

Geometry: Area of a Triangle

JUL0602

Geomwtry: Volume of a Box

JUL0603

Geometry: Volume of a Cylinder

JUL0604

Geometry: Volume of a Pyramid

JUL0605

07. Business Writing

Writing is one of our most important forms of communication. Most of us do quite a bit of writing daily without even realizing it. Whether it's drafting emails, text messages, social media posts, or more in-depth pieces like proposals, writing well is a necessary skill. In this course, we'll go over why having good writing skills is essential in business.

The microlearnings in this section include topics such as punctuation and proofreading as well as others.

Writing Basics: Why Care About Writing?

JUL0701

Writing is one of our most important forms of communication. Most of us do quite a bit of writing daily without even realizing it. Whether it's drafting emails, text messages, social media posts, or more in-depth pieces like proposals, writing well is a necessary skill. In this course, we'll go over why having good writing skills is essential in business.

Writing Basics: Parts of Speech

JUL0702

When you speak or write, you likely don't pay much attention to the actual parts of speech. But learning the components used to communicate can help you form better, clearer, more cohesive sentences. In this program, we'll discuss the seven components of speech: 1. Nouns, 2. Pronouns, 3. Verbs, 4. Adjectives, 5. Adverbs, 6. Prepositions, and 7. Conjunctions.

Writing Basics: Parts of a Sentence

JUL0703

Any given sentence, no matter how simple or complex, can be boiled down to two parts: the subject and the predicate. Here, we'll talk about what those two terms mean and how you can use them to construct better sentences.

Writing Basics: Capitalization

JUL0704

Capitalization mistakes remain one of the most common errors found in today's business writing. In this course, we'll discuss how you can avoid those mistakes by going over the six instances that merit capitalization in the English language.

Punctuation: Ending Sentences

JUL0705

When reading and writing, there are three ways to end a sentence. In this course, we'll go over those marks: the period, the exclamation point, and the question mark. We'll discuss what they mean and how to use them effectively. This is a great refresher course and is also helpful for ESL learners.

Punctuation: Commas

JUL0706

The comma has long been a source of much confusion, conflict, and conversation. The comma's purpose is to indicate a small break or pause within a sentence. If you've ever been intimidated by appropriate use of commas, fear no more. After this course, you'll know how, when, and why to use commas.

Punctuation: Semicolons and Commas

JUL0707

Periods, question marks, exclamation points, and commas will get you through a lot of sentences. But to take your writing to the next level, you'll want to consider a couple more options. Enter the semicolon and colon. In this course, we'll go over the purpose of both of these punctuation marks and how you should and shouldn't use them.

Punctuation: Apostrophes

JUL0708

Apostrophes can get confusing because they serve many different purposes. In this course we'll discuss all of their uses and teach you when and how they should appear in sentences.

Punctuation: Quotation Marks

JUL0709

Let's talk quotation marks. In this course, we're going to focus on the rules for American English, but know that the rules do differ in British English, so be prepared to do your research if needed.

Writing Clearly: Active Voice vs. Passive Voice

JUL0710

Voice in writing can be divided into two categories: active voice and passive voice. It essentially boils down to this: who's in the driver's seat? Is it the subject or is it the verb? With active voice, the subject acts upon the verb. With passive voice, the subject receives the verb's action. In this course, we'll take an in-depth look at each of these voice types.

Writing Clearly: Fragments and Run-Ons

JUL0711

At its most basic level, a sentence contains a subject and a verb. So, what happens when we don't have a fully formed sentence? Or what if we have one that tries to cram in too much? That's exactly what we're going to talk about in this course: sentence fragments and run-on sentences. We'll learn about the different types of sentence fragments and the rare occasions when you might want to use them. We'll also learn about run-on sentences and how to avoid them.

Writing Clearly: Thinking About Tone

JUL0712

You've probably heard someone excuse away a rude email or text by saying something like, "Tone is hard to read in text." But in reality, with a well-constructed sentence, that's not true. Writers have been imparting tone into their sentences since the written word began. The difference is that people focus on it less these days, likely because everyone's in such a hurry. But truth be told, it takes more time to explain what you actually meant in a quick email than it would have to write the sentence carefully with tone in mind in the first place. To that purpose, in this program we'll talk about what tone is and some tips and tricks for imparting a purposeful tone into your writing.

Writing Clearly: Organize Your Writing JUL0713

A well-organized piece of writing, no matter what kind it is, helps the reader follow the thread of your idea from opening to ending. Even something as commonplace as email can benefit from some forethought toward organization. How you organize your writing will depend some on what kind of writing it is. How you organize an email is going to be different than how you organize a novel. But the intent is the same. Get your thoughts in order so you can put them down on paper in a manner that's clear and coherent for the reader. In this course, we'll discuss the five ways to organize your writing.

Proofreading: How to Proofread JUL0714

How you write a business document, whether it's a resume, email, or a client proposal impacts the way others view you. We all want to be perceived as professional, credible, and knowledgeable at work. Proofreading is essential to writing properly, particularly in business. It helps you pinpoint areas that need rewriting and it minimizes errors with grammar, punctuation, spelling, and wording. Yes, spellcheck is great but it doesn't catch everything. In this first program on Proofreading, we'll go over exactly how to proofread to help you perfect your writing.

Proofreading: Spell Check and Autocorrect JUL0715

Spellcheck and autocorrect tools are one of the great advances in technology when it comes to writing, but they cannot fully replace a set of human eyes. They're designed to work in conjunction with a good human proofread. In this course, we'll go over the pros and cons of spelling and grammar checking tools, along with best practices to use them to your advantage. We'll also discuss Autocorrect and its use in writing.

Proofreading: Creating a Cheat Sheet JUL0716

You'd be surprised by how many rules and exceptions to those rules exist within the English language. We all have words and grammatical rules that trip us up. One of the best things you can do to make writing easier and less error-prone is to create your own personal cheat sheet. In this program, we'll talk about some of the helpful items you might want to include.

Proofreading: Top 10 Writing Mistakes JUL0717

There are a lot of rules to remember when it comes to writing, and beyond just the rules, it takes voice, tone, and organization to create an effective piece. You've probably heard the adage, "Rules are made to be broken," but today we're going to talk about ten mistakes you should avoid at all costs.

Business Writing: Sentences and Paragraphs

JUL0718

An introduction to correctly structuring sentences and paragraphs.

Business Writing: Executive Reports and Memos

JUL0719

An overview of writing executive reports and memos for business.

Business Writing: Proposals

JUL0720

An explanation of how to write proposals correctly for business.

Business Writing: Processes

JUL0721

An overview of writing processes correctly in business.

Business Writing: Abbreviations

JUL0722

An overview of how to use abbreviations properly in business writing.

Business Writing: Acronyms

JUL0723

A brief explanation of using acronyms in business writing.

Business Writing: Appropriate Language

JUL0724

A quick discussion of language that is appropriate in business writing.

Business Writing: Misused Words

JUL0725

An overview of commonly misused words, and how to use them correctly when writing for business.

Jewell
— *Unlimited*

08. Career Planning

Career planning refers to the process of planning career choices, establishing career objectives and deciding on educational and developmental programs to improve the skills required to achieve career objectives.

In this section, you will find microlearnings on subjects such as resume building, interview skills, and insurance.

How to Prepare for an Interview

Congrats! You landed an interview! You want to represent yourself in the best light possible, so how do you do that? One of the most important parts of the interview actually happens before the interview, and that's preparation. There are so many wonderful online resources available at your fingertips to research the company and the job that you're vying for. Let's talk about where to look and what you need to know to put your best foot forward. We'll go over what to review, how to practice, and how to prepare for an interview.

What to Expect in an Interview

Interviews can go many different ways. They can be informal, chatting with one person over coffee. They can be intense, where you're getting barraged with situational questions by a panel of company managers. Whichever way it goes, it doesn't have to be an intimidating experience. Interviews are an opportunity for both you and the employer to decide whether or not you're a good fit. In this program, we'll over the basic interview process. We'll talk about what you can expect, how to prepare, what the proper etiquette is, and how to follow up after an interview.

What to Wear for an Interview

You want to make a great impression at your interview. What you wear matters. You should choose your wardrobe based on the culture of the company and the job you're interviewing for. In this course, we'll give you clarity on what proper interview attire might be, based on these factors. We'll discuss business professional, business casual, and casual attires. We'll go over fashion choices and accessories. Lastly, we'll touch on some last-minute grooming and hygiene tips we recommend before heading into your interview.

Do You Need a Cover Letter?

Do you really need a cover letter? Yes. Yes, you do. You need a good one. A cover letter is a great opportunity to sell yourself to a prospective employer, in addition to what is already listed on your resume. It's your chance to tell them why they should hire you instead of all the other candidates. In this course, we'll talk about why cover letters are useful. We'll go over what to include in a cover letter and where to look for ideas. We'll also discuss what to do before you submit it.

Filling Out an Application

Filling out an application is an essential part of the hiring process. This gives your employer a record of your personal and employment history that is verified and signed by you. It also gives them the data they need from all applicants in a uniform format. In this course, we'll talk about specific things you should do on an application to ensure that it's filtered correctly and is effective on your behalf. We'll go over what you need to have prepared as you fill out an application. We'll discuss how to make yourself stand out among the applicants. Lastly, we'll cover important things to do, and not do, as you complete this important document.

Getting Paid: Do You Need to File a Tax Return?

JUL0806

In our previous programs, we discussed the various types of taxes that come out of your paycheck each time you get paid. In this course, we'll talk about filing an annual tax return, and if you, in fact, even need to do it. We'll cover the income thresholds that require filing. We'll discuss tax credits, deductions, and dependents, including how those impact filing requirements.

Getting Paid: How to File Your Taxes

JUL0807

It's always a fun surprise when filing your federal income taxes, isn't it? "Do I owe THEM money, or do they owe ME money?" In this course, we'll talk about the basics of filing your taxes. We'll go over standard/itemized deductions, the deadline to file, and late-payment penalties. We'll also go over the documents and data you'll need to compile in order to begin filing your taxes.

Getting Paid: Taxes and Your Pay Stub

JUL0808

Paycheck stubs contain a lot of information. This includes not only the actual payment information, but also deductions for federal and state taxes, Social Security, and Medicare. In this course, we'll go over each of the taxes that you may see deducted from your checks. We'll take a deeper look at Social Security - what it is, how much money is deducted, and the benefits it provides. We'll also go over Medicare and what percentage of pay all workers contribute.

Getting Paid: Understanding the U.S. Tax System

JUL0809

In order for the government to run, it needs money. The government gets its money by taxing people. Taxes pay for all sorts of government jobs and services. Federal taxes help pay for national things like the President, Congress, federal judges, and the military. State taxes pay for local roads and the governor. County and city taxes help pay for schools, fire trucks, and the police. Without taxes, the government couldn't run, so as much as we don't like paying taxes, doing so is an important part of living in a society. In this course, we'll define various types of taxes and how they impact you and your income.

Getting Paid: Understanding Your Hidden Paycheck

JUL0810

You get paid your hourly wage or salary. You know that number. It's the one you use to pay bills, put food on the table, and go out on the weekends. You see that number on a regular basis by way of a pay stub or check. But that number is just part of the investment your employer is making in you. Understanding a more complete picture of how much your employer is paying you can help you understand how much the company values its employees. This complete picture is often called a "hidden paycheck." It might also be called your total compensation or total rewards. This course will help you determine your "hidden paycheck."

Getting Paid: Your New Job Paperwork

JUL0811

On your first day of a new job, you'll likely need to fill out lots of important paperwork. Some of these forms determine the size and delivery of your paycheck, so you'll want to fill these out correctly and efficiently. This course is designed to help ensure that you do exactly that. We'll discuss filling out an I-9 and a W-4. We'll also go over direct deposit forms, health insurance plans, 401(k)s, and other company forms you may need to complete.

Getting Yourself Out There

JUL0812

When you're new to the workforce, your first priority should be to make connections. Whether it's through networking events, career fairs, or informational interviews, you need to meet people and gain a better understanding of how your desired industry works. In this course, we'll talk about the best ways to get yourself out there and effectively network. We'll go over what to do when you attend career-focused or networking events, and what you can expect to gain by attending.

How to Create a Professional Profile

JUL0813

If you're looking for a new job, a polished online presence is essential. On a site like LinkedIn, you can show off your skills and experience. You're able to share your interests, hobbies, and what makes you a unique candidate. Your professional profiles can help connect you with potential companies and prospective employers. In this program, we'll talk about creating an effective, professional profile. We'll go over developing your elevator speech, linking to different interests or bodies of work, and building a network of professionals.

How to Create a Resume

JUL0814

How do you best represent yourself on paper? That's essentially what a resume is. How do you stand out from people just like you, who are vying for the same position? What should you include or leave out? How do you shape your skillset to fit the position you're applying for? What are the right keywords to use? What's the best design, layout, or font to use? Pictures? Do you use pictures? Is that even a thing? Feeling overwhelmed? No worries, because this course will walk you through all the various ways to create a standout resume.

How to Get Your First Job

JUL0815

Welcome to the working world! Preparing to find your first "real" job can be exciting, stressful, and a lot of work. This course is designed to help you ease into the the process of job hunting. We'll stick with the basics and go over getting organized, determining career goals, and creating a schedule for your job search. We'll talk about how to narrow down your search to fit your goals and skillset. Finding that perfect first job may take some time but making a good match will be worth your preparation and patience.

Insurance: Auto Insurance 101 JUL0816

Every state has minimum car insurance requirements, so it's important that you understand the basics of car insurance if you're going to drive. If you're unfamiliar with what exactly auto insurance is and the various categories of car insurance, then this class is for you! We'll define what auto insurance is, go over the different types of coverage, and tips to help you determine the right type of coverage for you.

Insurance: COBRA Insurance JUL0817

You've likely heard of COBRA before, though the name doesn't tell you what it is, or what it actually does. Generally, COBRA involves the continuation of benefits coverage after someone is no longer part of the company that had provided those benefits. In this course, we'll discuss how COBRA came to be, who it applies to, and how long the benefit is available for those who qualify. We'll also talk about what type of coverage you'd receive and costs for CORBA coverage.

Insurance: Health Insurance 101 JUL0818

If you're new to the workforce, if you've always had insurance through your spouse, or if you just need a refresher, this course is designed to give you the basics on health insurance. We'll talk about the various kinds of health insurance plans, what they cover, and choosing the plan that's right for you. We'll discuss in-network versus out-of-network and define co-pays, coinsurance, deductibles, and out-of-pocket maximums.

Insurance: Home Insurance 101 JUL0819

You're a first-time homebuyer, and you've searched for the perfect house for months. The homeowner accepts your offer, and now you have to learn about a topic that might not be nearly as fun as home shopping, but it's super important: home insurance. Your mortgage lender will likely require you to carry some level of home insurance. In this course, we'll talk about what home insurance covers and share some tips, so you'll know exactly what you're getting.

Insurance: Renter's Insurance JUL0820

Most people who own their homes know that they are required by mortgage companies to carry homeowner's insurance¬†to protect their property, their possessions, and any injury incurred by visitors. But what about people who are renting or leasing their living space? Renter's insurance is usually not REQUIRED, but is it a good idea? That's what we'll discuss here. We'll talk about what exactly is covered, what happens when damage occurs to your property and it's someone else's fault, and who's covered in roommate situations.

Insurance: Selecting the Right Health Plan
JUL0821

When you're a new hire, you typically only have a specific time in which to make your health insurance selections. Most companies give you 30 days to decide what plans you want, although your actual coverage might not kick in until you've worked there a few months. And with all the options you have, it can be a bit overwhelming. In this program, we'll discuss how to pick the best plan for you.

Looking for a Job in Your Field
JUL0822

The job market for recent graduates can be very competitive. Openings in your field can be hard to come by, stiff competition can make it hard to stand out, and there's that one tiny issue of having no work experience. Fret not, because with some hard work and creative thinking, you can find a great job that fits into your career goals. In this course, we'll help you with exactly that. We'll talk about determining your goals, making the best of your limited previous experience, and selling yourself and your skillset through your resume and cover letter. We'll also go over polishing your online presence, networking, and interviewing.

Negotiating Your Salary and Benefits
JUL0823

Woohoo! You've been offered a position at an amazing company! It comes with a salary that is $10k less than what you think you deserve. Oh, and five fewer vacation days. Let's talk about how to negotiate. We'll go over how to come up with the right number. We'll look at the total compensation package and how it impacts your salary. We'll also go over when and how to ask for more.

The Virtual Interview: Preparing for Your Virtual Interview
JUL0824

Interviews are hard enough, but these days you may come up against another wrinkle: having to interview virtually. That is, interviewing via video call on your computer. Essentially, all the etiquette and advice that applies to normal interviews applies here, but there are lots of other factors you need to consider when interviewing virtually. In this course, we'll discuss preparation tips, including testing your technology, finding an appropriate interview space, and doing a practice run. Let's talk about how to best prepare for your upcoming virtual interview.

The Virtual Interview: During Your Virtual Interview
JUL0825

Everyone knows that during an in-person interview, you shake hands, introduce yourself, and try to establish rapport. You use nonverbal communication to supplement your stories and responses, and to better convey your personality, skills, and ideas. Unfortunately, most of this goes out the window when you interview virtually. In this course, we'll talk about how to make up for that loss of live, personal connection. We'll discuss how to use nonverbal communication successfully while interviewing virtually. We'll talk about your voice and how to speak at a proper volume and tempo. We'll go over scripting, screen sharing, and troubleshooting technical issues that may arise. And lastly, we'll cover what to do after the interview.

Understanding a Job Offer
JUL0827

When you're a new hire, you typically only have a specific time in which to make your health insurance selections. Most companies give you 30 days to decide what plans you want, although your actual coverage might not kick in until you've worked there a few months. And with all the options you have, it can be a bit overwhelming. In this program, we'll discuss how to pick the best plan for you.

What's a Background Check?
JUL0828

Congrats! You got the job! Now your new employer wants to submit you for a background check. Do you know what shows up on a background check? Do you know what your employer is looking for? Do you know what things could keep you from getting hired? That's what we'll be discussing in this course. We'll go over how far back a background check typically goes. We'll talk about what is usually included in a background check. We'll also discuss your rights where these are concerned and the benefits of running your own background check.

What's an Applicant Tracking System?
JUL0829

If you're looking to switch jobs or careers, it's important for you to understand how an applicant tracking system, or ATS, works. These systems automate recruiting and staffing operations for organizations of all sizes by filtering resumes and applications. To land your dream job, or even just an interview, you need to know what these systems are looking for, and how their algorithms work. In this course, we'll talk about creating an ATS-friendly resume by using certain keywords and listing specific skills and titles.

Writing a Thank You Letter
JUL0830

Writing a thank you letter? Come on. Are we sending it to Grandma? Should I use my typewriter? Believe it or not, this is not an antiquated notion. Many hiring managers say that receiving, or not receiving, a thank you letter can influence their to decision to hire a candidate. In this program, we'll talk about what a solid, impactful thank you letter should look like so you leave a great impression. We'll discuss who you should send them to and in what format you should send them.

Creating a Cover Letter
JU0801

This microlearning is about how to create a successful cover letter to accompany a resume. We talk about why you need a cover letter, identify the essential parts, and discuss how to include the letter with your resume.

Basics of Writing a Resume

J00802

This microlearning is about resume design. We discuss why you need a resume, how to create a resume, and the significant parts of the document.

09. Communication

Communication is the act of transferring knowledge from one person to another through various modes such as phone, email, or conversation. However, in order to master communication there are several other, more complex skills to learn that will make your communication more successful.

Active listening, social cues, and nonverbal communication, are just a few topics that you will find in this section of microlearnings.

Active Listening

JUL0901

To listen actively, you have to pay attention. You can't multitask, you can't avoid eye contact, you can't assume, and you can't be formulating your response. You have to hear the information. It needs to enter your brain, and then your brain needs to think about it. It's a much more complex task than we might think. This program discusses several ways to be a better listener, and the many things that often get in the way of listening well.

Assertive Verbal Skills: Communication Techniques

JUL0902

By now you should be familiar with ways to develop your assertiveness, and how to recognize and deal with manipulators. But how do you put that into practice? What specifically should you say and do? In this course, we'll talk about composing yourself to match the message that you're trying to convey. We'll discuss body language and vocal control. We'll go over acknowledging and controlling your emotions. And lastly, we'll go through the four ways to practice assertiveness.

Assertive Verbal Skills: Dealing with Manipulation

JUL0903

Manipulators. They love to prey on passive people; to bully, control, and persuade us to do or think things that we normally wouldn't. This program will help you recognize these people and their manipulative ways, so that you can better assert yourself and create more functional relationships. Here, we'll talk about why people manipulate and the different types of manipulation. We'll also discuss common characteristics of manipulators and how to deal with these types of people.

Assertive Verbal Skills: Developing Assertiveness

JUL0904

Do you have a hard time saying "no" to others? Do you feel the need to please everyone? Do you struggle with being firm or direct? Is expressing anger or disappointment sometimes difficult for you? Do you have a hard time accepting compliments or criticism? If you answered yes to any of these questions, then this course is for you. In this series, we'll show you how to develop assertiveness and handle manipulation. We'll also cover some assertive verbal skills.

Barriers to Effective Communication

JUL0905

"Can you hear me now??" There are many barriers to communication in today's world, even beyond cell phone reception problems. Sure, some are obvious. But there are various others, some of which might even surprise you. Here, we'll explore these obstacles and provide the tools to tackle them. Then you'll be communicating "loud and clear."

Communication with Confidence

In every interaction, it's not what you communicate, but how you communicate that can make all the difference. Do you communicate with confidence? What does that even mean? Well, you must be able to cultivate the emotional control, insight, charisma, and courage to voice your ideas. In this program, we want to discuss confident communication and the steps you can take to be great at it. We'll cover identifying and controlling your emotions, identifying goals, having clear views, preparation, and respect.

Communicating with the C-Suite: After-Work Socializing

Most of us have been told to maintain a professional demeanor in the office and to keep our social lives at home. But what should you do when the two overlap, like during a social event sponsored by your work? Knowing how to walk the fine line between having fun and having TOO much fun is key to preserving your reputation and making a good impression. In this program, we'll look at some tips for handling after-work socializing. We'll go over event preparation, topics to discuss and avoid, and socializing outside of your department.

Communicating with the C-Suite: Around the Coffee Machine JUL0908

Smalltalk. Chat. Gab. Whatever you call it, some people find this type of conversation comes easily -while others don't. If you find yourself one of the latter type, don't fret. A lot of people find public speaking to be a breeze and yet get sweaty palms over approaching the CEO near the coffee machine. In this program, we'll talk about how to join a conversation, what to talk about, and how to leave conversations gracefully with C-Suite members.

Communicating with the C-Suite: During Meetings

In many offices, the only time you interact with the CEO or Executive Team of your company is during weekly, monthly, quarterly, or maybe only annual meetings. For these occasions, you want to make a good impression and communicate your ideas effectively. In this course, we'll talk about what you should and shouldn't do during meetings to successfully connect with the C-Suite. We'll discuss dress code, body language, and verbal communication. We'll also cover active listening and the rules for small group meetings.

Communicating with the C-Suite: If You Have an Idea

There is a fine art to pitching an idea to leadership. Pick the wrong time, the wrong place, or the wrong method for your pitch, and you'll likely face the sting of rejection. In this program, we'll talk about building a business case and doing a SWOT analysis to help push your ideas over the finish line. We'll also discuss how and when to effectively communicate your idea to the C-Suite.

Communicating with the C-Suite: If You Want to Impress   JUL0911

It's safe to say that impressing the corporate team is something everyone hopes to do. Earning admiration and respect at work can lead to a better working environment and even career advancement. While you can't completely control what others think of you, there are many practical steps you can take to influence their opinion. That's what we'll be discussing in this program. We'll go over dressing the part, acting the part, and talking the talk.

Communicating with the C-Suite: In the Hallway   JUL0912

You're walking down the hallway and coming your way is a high-level executive. What do you do? Do you engage? Smile and nod? Avoid direct eye contact? Pretend that you're busily working on your phone? Fret not, because in this course, we'll cover exactly what to do in this scenario. We'll talk about following their nonverbal cues and discuss your own body language and how you want to be perceived. We'll also go over how to start a conversation, what it should include, and when to end it.

Communicating with the C-Suite: Saying You Disagree   JUL0913

Dealing with conflict is tricky enough, but what do you do when you disagree with a leader in your organization? It's tempting to just take their side and avoid any potential career fallout. But what if you have to speak up? In this course, we'll discuss effective ways to raise your concerns and voice disagreements while keeping your working relationships with your superiors intact.

Communicating with the C-Suite: Sending an Email   JUL0914

In many offices, you might find yourself more likely to email your leadership team than to actually have a conversation with them in-person. You might find this troubling - especially if you grew up believing that interpersonal relationships and networking are how one builds a career. But times have changed. There are multiple things to remember about communicating via email. In this program, we'll talk about crafting your messages, and how and when you should be reaching out to the C-suite.

Communicating with the C-Suite: When They're New   JUL0915

Who you work for matters. Having "bad leadership" is frequently cited as a reason for leaving an organization. However, even if you like who you're working for when you start a new job, there's no guarantee for the future. In fact, in the workplace, there's nothing quite so constant as change. So in this program, we'll talk about how to successfully handle a change in leadership.

Communicating with the C-Suite: When You're New   JUL0916

Congrats on the new gig! You're now heading into the transition period of every new job. It can be fun and exciting. It can also be awkward and rocky as you try and navigate a new culture along with your new role. Let's talk about how to make a graceful entrance into your new position. We'll go over making a good first impression, taking initiative, and getting integrated. We'll also talk through some things to avoid as you begin your new role.

DISC: Introduction to DISC   JUL0917

Everyone is different, which can make it difficult for us to interact with each other. What is it that makes people different? What is it about an irritating coworker that makes him or her irritating to you? By looking into DISC personality types, we can recognize our own tendencies, so that we can better recognize tendencies in others. Having this information will help you strengthen relationships and become a better employee, manager, friend, spouse, parent, etc. In this first course, we'll introduce you to the DISC model and describe the four different DISC styles. (Note: Be sure to watch this series in order.)

DISC: Questionnaire   JUL0918

In this second program of the DISC series, we'll help you determine your DISC style. Download and take the self-assessment, completing all three sections. As you fill it out, consider your behavior at work. Rate each answer with a four, three, two, or one (four being the most like you, one being the least). Be honest, and remember there is no right or wrong, better or worse DISC style. *Be sure to watch this series in order.

DISC: Understanding DISC Styles   JUL0919

In this third program of the DISC series, we're going to discuss the four different DISC styles more in-depth. We'll take a look at how each type handles stress or conflict, how they're motivated, what they fear, and what their strengths are. We'll also go over some DISC styles of famous TV and movie characters to give you some perspective.

DISC: Determining the Styles of Others   JUL0920

In this fourth program of the DISC series, we're going to teach you a very quick way to determine someone else's style. Things to look at include pace, language, how they ask questions, conflict approach, and even the appearance of their desk. *Be sure to watch this series in order.

DISC: Mixing DISC Styles
JUL0921

By now you have a basic understanding of the DISC personality types. You know their tendencies, and you know how to identify different personality types in the people you interact with. Just knowing someone's personality is a great place to start working together more efficiently, but it's also helpful to have an understanding of the common outcomes when certain types work together. That's what we'll cover in this final program of this DISC series. *Be sure to watch this series in order.

Emotional Intelligence: Developing Effective Relationships
JUL0922

Mastering the abilities of the first four competencies paves the way for attaining greater relationship skills. Effective relationships are about successfully interacting with people, managing your emotions, and helping others manage their emotions. In this course, we'll talk about the importance of effective relationships and how to develop the relationships you already have. We'll go over dealing with peoples' differences, analyzing your current relationships, and understanding what you can do to make those relationships stronger.

Emotional Intelligence: Developing Empathy
JUL0923

The first three competencies of emotional intelligence have been focused on you and your emotions. Now it's time to shift gears and look at how we deal with the emotions of others. We call it empathy, and it has a lot to do with social awareness. In this course, we'll define empathy and discuss how to identify the emotions of others. We'll also go over some helpful tips on developing empathy, which is an essential tool in demonstrating high emotional intelligence.

Emotional Intelligence: Developing Self-Awareness
JUL0924

How well do you know yourself? We've defined self-awareness as the ability to accurately sense and identify your own feelings. It's the foundation that supports all the other emotional intelligence competencies. Here, we'll discuss how to develop your self-awareness. We'll also introduce the self-awareness triangle, which helps you identify how you see yourself, how comfortable you are with being who you are, and what motivates you. We'll also talk about the importance of measuring your self-awareness.

Emotional Intelligence: Developing Self-Motivation
JUL0925

Even when you're familiar with your emotions, being productive and positive can be a real challenge. That's why we use self-motivation as a tool to get ourselves on the right track. Within emotional intelligence, self-motivation is how we find purpose and direct the power of our emotions toward a specific task or goal. In this course, we'll talk about the two types of motivators, go over how to strengthen your self-motivation, and discuss the search for things that inspire you.

Emotional Intelligence: Developing Self-Regulation

Your emotions will always be there, and the challenge is learning to manage the way you respond to them. That's what self-regulation is; it's managing your responses to emotions by understanding them and using that understanding to direct your behavior. It helps you act intentionally, rather than reactively. In this course, we'll talk about how to develop this skill of self-regulation and why it's important.

Emotional Intelligence: How to Improve Your Emotional Intelligence
JUL0927

After learning about each of the five emotional intelligence competencies, you should have a much better idea of what it means to understand your emotions, and how that understanding affects your work. So, how can you improve your emotional intelligence? That's what we'll cover here. We'll discuss putting the five competencies into practice and taking an EIQ inventory to measure your emotional intelligence growth.

Emotional Intelligence: Using DISC to Anticipate Emotions
JUL0928

DISC can help you better understand the emotions of both yourself and other people. This allows you to anticipate and avoid bad situations, while setting yourself up for success, knowing what works better for you. In this course, we're going to talk about DISC personality styles and how you can use them to improve your emotional intelligence. Typically, you would complete a full DISC questionnaire, and the result would give you your DISC profile, describing how you behave in most situations. Rather than going through the whole questionnaire, we're going to walk through each of the four DISC styles and how they relate to emotional intelligence.

Emotional Intelligence: What is Emotional Intelligence?
JUL0929

Having a solid understanding of emotions, be it our own emotions or the emotions of others, helps us to be better people, particularly in the workplace. When we develop and use our emotional intelligence, it helps us reduce stress, prevent conflict, and develop better work relationships, resulting in higher quality work and productivity. In this course, we'll talk about the five competencies that make up emotional intelligence, and we'll define the term EIQ, or emotional intelligence quotient.

Healthy Communication: Types of Communication at Work
JUL930

Communication in the workplace happens in many different ways. Face-to-face, telephone, and email are standard for most organizations. In many companies, workplace chats, instant messaging (IM), and texting have become the norm. The type and method of communication you use largely depends on whether the communication is formal or informal. This program talks about the different types of communication, when they're appropriate to use, and some things that can get in the way of good communication.

Healthy Communication: How to Communicate Well at Work

Ask any of your friends who work in a corporate office what their biggest gripe about work is, and you're likely to hear "lack of communication" from just about all of them. It makes sense because many of us spend more time at work each week than we spend at home. So, since we are spending so much time at work, it's important to learn how to communicate as well as possible. This course talks about the dos and don'ts of good communication, the basics of listening, and the importance of nonverbal communication.

Healthy Communication: How Not to Communicate   JUL0932

Poor communication can really take a toll on your team. It can lead to poor relationships between coworkers, unfriendly work environments, inefficient working conditions, and unclear goals. It can even result in losing business to your competition or higher than normal employee turnover. Organizational communication, or lack of it, is a common problem in many companies. So what does poor communication look like? And what can you do to fix it? This course answers those questions and more.

Healthy Communication: Using Email at Work   JUL0933

How many emails did you get today? How many did you send? Chances are it's a LOT, because there are over 200 BILLION emails sent and received every single day. Even though email is probably one of the primary ways you communicate with your coworkers, you may not be sending the most effective email you could. This course talks about how to get the most out of every email you send. We'll cover subject lines and email content, email etiquette, and the things to avoid when sending messages.

Healthy Communication: Communicating with Your Remote Team   JUL0934

Communication is the foundation of a productive team. When we're talking about remote teams, it's even more important. Using clear, consistent communication will help keep both managers and team members in the loop. You can use project or task management tools to keep everyone on track. It's also essential to discuss the importance of keeping personal relationships with remote team members. This course covers the best ways to communicate with remote teams to ensure everyone stays up to speed, productive, and engaged.

High C   JUL0935

Now that you have a basic understanding of DISC and the different personality styles, we want to take a more in-depth look at each specific style, so we've created a separate program for each DISC type. This course will discuss the High C's and cover their strengths, weaknesses, fears, and needs. We recommend that you start with your dominant style. Then view the remaining three programs to help you understand how each type works and how to work with each type.

High D

Now that you have a basic understanding of DISC and the different personality styles, we want to take a more in-depth look at each specific style, so we've created a separate program for each DISC type. This course will discuss the High D's and cover their strengths, weaknesses, fears, and needs. We recommend that you start with your dominant style. Then view the remaining three programs to help you understand how each type works and how to work with each type.

High I   JUL0937

Now that you have a basic understanding of DISC and the different personality styles, we want to take a more in-depth look at each specific style, so we've created a separate program for each DISC type. This course will discuss the High I's and cover their strengths, weaknesses, fears, and needs. We recommend that you start with your dominant style. Then view the remaining three programs to help you understand how each type works and how to work with each type.

High S   JUL0938

Now that you have a basic understanding of DISC and the different personality styles, we want to take a more in-depth look at each specific style, so we've created a separate program for each DISC type. This course will discuss the High S's and cover their strengths, weaknesses, and needs. We recommend that you start with your dominant style. Then view the remaining three programs to help you understand how each type works and how to work with each type.

How to be a Great Conversationalist   JUL0939

Being a good conversationalist comes in handy both personally and professionally, and it comes easier to some than others. This course takes an in-depth look at what it takes to have a successful, two-sided conversation. We'll go over 10 rules that apply to any discussion, whether you're a professional communicator, or one who struggles with striking up a conversation. These rules include focusing on the positives, embracing differences, and asking purposeful questions.

Interpersonal Communication for Managers   JUL0940

To be a good manager, you have to communicate well with your employees. Are you aware of how you communicate, while you're communicating? That's interpersonal communication and that's what this course is all about. We will cover the different elements of interpersonal communication and how it's used effectively. We'll also talk about some helpful tips and tricks to being a better communicator toward your employees and in general.

Interpersonal Communication: Introduction

To be a good employee, you have to communicate well with your boss, coworkers, and customers. Are you aware of HOW you communicate while you're communicating? It's just as important as what you say. That's interpersonal communications, and that's what we'll be discussing here. In this course, we'll define interpersonal communications. We'll go over its different elements including communicators, messages, noise, feedback, context, and channels. Also, we'll talk about the many uses for interpersonal communication.

Interpersonal Communication: Effective Interpersonal Communication
JUL0942

Interpersonal communication is the process that we use to communicate our thoughts, ideas, and feelings to another person. It's about building relationships with others through communication. You do this by understanding the other person's situation, communicating in the right manner, and influencing the other person to listen or take action as needed. Doing all of this effectively is key, so in this course, we'll talk about how to listen well, be respectful, properly respond, acknowledge others, ask questions, and use silence effectively.

Manipulative Communication: Identifying Manipulative Communication
JUL0943

Manipulation can be overt and obvious; for example, when someone is trying to persuade you to do something. Or manipulation can be sneaky or ambiguous. Some manipulators are so subtle, they don't even realize they're doing it. The purpose of this course is to help you recognize manipulative communication when it's happening and identify the various forms of manipulation that are commonly used.

Manipulative Communication: Working with Manipulative Communicators
JUL0944

When you work with someone who's a manipulative communicator, it can create extra stress in your life. Constantly being toyed with and having someone undermine your confidence can be mentally and emotionally taxing. But there ARE ways to deal with the manipulative communicator in your workplace. In this course, we'll look at ten tips for how to navigate these relationships. We'll discuss ways to question their behaviors, talk about how to stand up for yourself, and provide general tips for creating healthy working relationships with manipulators.

Media Training: Introduction to Media Training
JUL0945

The media is a convoluted place, to say the least. You've got television and radio stations, podcasts, streaming media, newspapers, and magazines telling stories and giving their opinions. It's hard to know what or whom to believe, and it's hard to understand which medium will best represent your business. In this series, we're going to talk all-things-media, so you can understand how to better utilize the media to your company's advantage. Here in this first course, we'll discuss the history of media and where people get their news today.

Media Training: Social Media

The amount of people using social media in the U.S. today is a whopping 45%. It can be an extremely powerful tool for businesses, but you need to know how to manage it. In this course, we'll talk about how to maintain a positive social media presence by understanding your demographics, determining what to post and where to attract followers, and the benefits of hiring a social media manager. We'll also discuss the advantages associated with starting a podcast.

Media Training: Handling Tough Media

JUL0947

Sometimes events happen related to your business that make the news in a not-so-positive way. There might be a report in a newspaper or on the local news, or a poor review of your product on a podcast. Whatever the case may be, there might come a time when you need to respond to tough media relating to your business. Reporters could be asking you questions. You might have to put out a statement. If you're not prepared, these situations can be awkward and uncomfortable. Which is why in this program, we'll address how to handle tough media.

Media Training: Media Appearances

JUL0948

Representing your company in the media can be intimidating and overwhelming without any training or experience. Sitting down to an interview for a magazine article requires a different set of answers than that of a television or radio interview. Speaking of radio, how are you supposed to sound? And for TV, what do you wear? What do you do with your hands? So many questions! We'll answer those here in our course on media appearances.

Nonverbal Communication: Defining Nonverbal Communication

JUL0949

When you see a series about nonverbal communication, you might assume it's going to be about body language, but nonverbal communication is much more than that. Our understanding of it has evolved in recent years due to extensive research, which we'll discuss in this series. The goal here is to help you better understand what people are saying through nonverbal communication, to align your own nonverbals with your intentions, and to use nonverbal communication to leverage success in the workplace. In this first program, we'll define nonverbal communication and all that encompasses it. It's not just body language and facial expressions, but also cultural and environmental conditions that you may not have previously considered.

Nonverbal Communication: Aligning nonverbal Communication with Intentions

JUL0950

Aligning nonverbal communication with our intentions means that our body language matches what we're trying to communicate. Alignment happens naturally, but when there's a disconnect, that's when miscommunication happens. That might lead to confusion, conflict, or negative feelings. In the workplace, miscommunication can lead to poor teamwork or missed deadlines. This program is designed to help viewers develop new habits that reflect what their goals are because they may not even be aware that their nonverbals and intentions aren't aligned.

Nonverbal Communication: Appearance

JUL0951

By now you understand that nonverbal communication is important to communicating in the workplace. But you might be confused as to how exactly nonverbal communication can be used to establish yourself in an organization. In this program, we're going to suggest some standards for nonverbal communication in the workplace as it applies to your appearance.

Nonverbal Communication: Workplace Standards

JUL0952

Nonverbal communication can be used to communicate anything you'd like. Much of it will come naturally, but some of it will take some work. In the workplace, nonverbal communication tells your boss, peers, employees, clients, vendors and anyone you interact with, how you feel about your job, what your goals are, how successful you are or hope to become, and much more. Assuming you want to be viewed positively by those you interact with, here are some nonverbal standards you should consider.

Nonverbal Communication: Leveraging Nonverbals for Success

JUL0953

Being able to align your nonverbal actions with your intentions in the best way to leverage them for success. If you want to be successful, your nonverbals must communicate that you're successful. Physical changes happen within our bodies and brains when we change our body language. Research shows that tweaking our posture to powerful poses not only changes how we're perceived, but it changes who we are, helps us get better jobs, and helps us feel more confident and successful.

Persuasive Communication: Introduction

JUL0954

Communication is defined as the imparting or exchanging of information or news. It's how we get through our day, our jobs, our relationships, and so on. Persuasive communication is an effective way to change the minds and behaviors of those with whom you disagree. It is an important skill, and this course gets you started on possessing it.

Persuasive Communication: Techniques

JUL0955

Imagine being able to get anything you wanted or needed in your professional life. Your power of persuasion plays a large part in the results you get. Some people are naturally persuasive, while others need to be coached or trained on how to persuade the right way. This course goes through many techniques for improvement.

Putdown Offenders

JUL0956

We have all been on the receiving end of a joke, and while that joke may have been meant as nothing more than that-a joke-it can still be hurtful. I know you're probably thinking, "We're all adults, we can handle jokes." But some people can't, and some jokes go too far. Each person responds differently to any situation, humorous ones included. Have you ever felt like someone is "putting you down"? These types of people are known as putdown offenders. It's when their humor is directed AT you. It can make you feel singled out and can be embarrassing or belittling. In this program, we'll discuss the different types of putdown offenders and how to handle these humorous, yet hurtful situations.

Social Cues

JUL0957

Social cues are a difficult topic to cover. Because people are different and workplace practices vary, social cues and behavioral norms might also vary depending on where and how you work. In this program, we want to take you through some more general examples of behavioral missteps and how to pick up on the social cues surrounding those. The goal of this course is to help viewers better read social cues. We also want to remind viewers to show patience and compassion for those who struggle with social cues.

Speech Writing

JUL0958

Giving speeches, and writing those speeches, are two of the most dreaded tasks you may have to face in your career. But if you are confident in your writing, you'll be confident in your delivery. Gain that desired confidence through this course, with information on getting started to ending strong, and everything in between.

Straight Talk on Bad Language

JUL0959

Two out of three people say they prefer NOT to hear cursing in public conversations, and they're offended when they do hear it. That's a large part of the population that's offended when they hear people cursing. Meanwhile, a recent study revealed that 81% of employers believe that swearing at work is unprofessional. In this program, we'll go over several other surprising statistics, while we discuss the use of bad language in the workplace, and when it is, or is not appropriate.

Verbal Communication

JUL0960

It's no secret that many people prefer texting and messaging to talking on the phone. It's astounding to think that talking is no longer a primary form of communication for many. Even though technology has given us alternative ways to connect, the ability to verbally communicate well is still an essential life skill. This course will go over the four elements of verbal communication: volume, tempo, inflection, and planning; and we'll discuss some general tips on how to be a good verbal communicator.

Active Listening

Active listening. You might have heard this term before, but what does it truly mean? Also, why is it important? In this microlearning we will explain the critical skill of active listening as well as how to do it.

Advocate for Yourself

Self-advocating is a skill made up of several smaller skills. To be able to advocate effectively, you need to have confidence, self-awareness, knowledge of the resources available to you, be able to communicate, and collaborate. In this microlearning we will explore each of these skills and how they relate to advocating.

Applying Communication: Interviews

Interviews, no matter how big the job, can be intimidating and frustrating. They do, however, give you a chance to show someone that you are qualified for and deserve a position at their organization or in their program. In this microlearning we will go through some tips for interviewing.

Clarity in Verbal Communication

Perhaps one of the most critical aspects in verbal communication is clarity. Clarity means to communicate the intended message effectively with the audience. In this microlearning we will navigate what it means to be clear when you are communicating with others.

Communicating in a Timely Manner

How quickly do you want someone to respond to your texts? What about an email you send? How fast should they return your phone call? As you enter the workforce your opinions on how fast these things should happen may change. There will be expectations that are set for you regarding how quickly you should respond, but you will also have the chance to create your definition of timely and set those expectations with others. In this video we are going to define timely manner and discuss what timely looks like in various settings.

Communicating via Phone

JU0906

Although we live in a mostly online world, phone calls are still extremely important in the workforce. So many businesses talk to clients, schedule appointments, follow up on orders, and do many other things via phone, which is why it is important for you to know how to handle a phone call. Today, we will explore how to properly answer a phone call, make a phone call, and finally, leave a voicemail.

Communicating via Text Message

JU0907

Did you know the average adult sends and receives anywhere from 16 to 128 text messages per day? While most of those texts are probably casual interactions, some of those are also to and from authorities in your life, or other conversations we might consider formal. In this microlearning we will talk about how to navigate a text message conversation.

Communicating via Email

JU0908

It is very likely that you will do a lot of your communication via email. Because of this, it is worth your time to understand the importance of email, along with what makes an email. I'm Deb from Jewell Unlimited and today we are going to learn about how the subject line, the length of content, and your email signature can change your message.

Giving a Presentation

JU0909

There may be times when you are asked to give a presentation. That presentation may be with a small team, to your boss, or to a larger group of people. In this microlearning we will share some important things to remember when it comes time to give your presentation.

Identifying Your Audience

JU0910

When you are communicating with someone, it's very important to understand who they are and what role they have or could have in your life. Their roles can vary; maybe your grandmother, maybe the CEO of a large company, or maybe a teacher. Because of this, identifying and understanding who your audience is will give you critical information to communicate professionally and stand out

Introduction to Jargon

JU0911

Do you know what the word "jargon" means? It's perfectly okay if you don't because by the end of this microlearning you'll be able to say yes to that question. Jargon is language that is specific to a job or field. Together we will explore more in-depth what jargon is and when you should or shouldn't use it.

Introductions

JU0912

Introductions can be messy, awkward, and uncomfortable. However, when they are done well, they become the foundation of meaningful connections and relationships. In this microlearning we will discuss the ins and outs of introducing yourself, introducing others, and being introduced.

Know the Company You Work For

JU0913

A man was walking down a street, saw someone working and asked, "what are you doing?" The worker said, "I'm laying bricks." The man continues to walk and comes to another person who is doing the same thing, and again asks, "what are you doing? The worker says, "I'm making a wall." The man then still continues walking and runs into a third person, again doing the same work as the other two he ran into and asks, "what are you doing?" This worker responds with, "building a cathedral." Even though all three workers were doing the exact same thing, they each had a different perspective. The cathedral builder understood the bigger picture where the bricklayer only understood the task at hand. In this microlearning we are going to help you find your company's bigger picture. We'll look at how you can identify your employer's goals and aspirations, as well as where you fit. You'll be able to put your daily tasks into context so that you can attach a larger meaning to what you, and your company, do.

Negotiation: How To

JU0914

What is negotiation? Negotiation may seem like something only business professionals do, but really you probably negotiate in your everyday life. In this microlearning we go through steps two through five in the negotiation process.

Negotiation: Preparation

JU0915

What is negotiation? Negotiation may seem like something only business professionals do, but really you probably negotiate in your everyday life. In this microlearning we are going to discuss what negotiation is and how to prepare for it.

Nonverbal Communication: Body Language

JU0916

Nonverbal communication, like body language, can give your audience as much information as verbal communication does. How you hold and present yourself in different scenarios can make a big impact on the information you are trying to get across. In this microlearning we will discuss body language and the messages it can send to those around you

Nonverbal Communication: Facial Expressions

JU0917

Today, we are going to investigate nonverbal communication in regards to facial expressions. You can use your eyebrows, mouth, eyes, and facial muscles to convey unlimited emotions without words. Unlike verbal communication, facial expressions are universal regardless of culture and language.

Presentation Preparation

JU0918

There could be times when you will need to give a presentation. It might be an assignment from a class, an update for your boss, or a proposal for an upcoming project. No matter the presentation, there will be critical steps that occur before you give the presentation to ensure that you are prepared and ready to do your best. In this microlearning we will be discussing those steps.

Reading and Responding to Situations

JU0919

One of the hardest things for people to do is to look at what is happening around them, analyze it and correctly assess the situation. Reading and analyzing situations takes some pretty advanced skills like observation, self-awareness, and emotional intelligence. This microlearning will give you some tips on how to use those skills for when they become necessary.

The Art of Persuasion

JU0920

To persuade means, "to cause someone to believe something, especially after sustained effort; convince." In this microlearning we will discuss what persuasion is, and isn't, and how to use the motivated sequence to accomplish it.

Verbal Communication Overview

JU0922

Oftentimes when we think of verbal communication, we only think about the words that we speak but the truth is that verbal communication includes both written and spoken language. In this microlearning I am going to give you definitions and examples of the various parts of verbal communication.

Video Communication

JU0923

You have probably spent a lot of time in virtual meetings over the last few years due to Covid-19. A solution was created to enable real-time face-to-face conversations so that schools could continue even through isolation and global companies could meet no matter what country they were in. Very quickly, there were understood expectations established on the appropriate ways to communicate in a video conferencing format. In this microlearning we are going to go through some guidelines for getting ready for a video chat, body language and active listening during a video call, along with some other general tips.

10. Conflict Management

Conflict is bound to happen in any workplace.
These microlearnings are great for anyone
who works with others.

Microlearnings in this section include
topics such as dealing with difficult
coworkers, keeping your cool, and clashing
with your boss.

Clashing with Your Boss
JUL1001

How well do you and your boss get along? Pretty well? Not great? Can't stand the guy? Well, join the club, because between 50% and 70% of U.S. workers quit their jobs because of their bosses. As a matter of fact, 75% of Americans think their boss is the most stressful part of their workday. Clearly, your relationship with your boss is key to your fulfillment at work, but you're not always going to be compatible with them. This course is designed to help you reduce conflicts with your superiors, so you can start working well together. We'll go over some tips and things to avoid, discuss the types of difficult bosses, and determine what you can do to calm the situation.

Conflict Management: The Realities of Conflict Management JUL1002

Dealing with conflict is a difficult concept for many. Some will confront it head-on, others avoid it at all costs, and many will dwell on it, letting it simmer under the surface. Regardless of where you land on this, there are some right and wrong ways to deal with conflict, which is what we'll cover in this series. Here, in this first course, we'll talk about why conflict happens in the first place, and what you can do to mediate or mitigate those situations. We'll go over handling emotions, and what you should or shouldn't do when emotions are high.

Conflict Management: Maintaining Self-Control
JUL1003

Most people know from experience, it's hard to maintain self-control when we get into a conflict. It's easy to get caught up in the argument, to do everything to win the battle, or to become the bigger victim. But really, your energy should go toward maintaining your self-control. In this course, we'll talk about why that's so essential to healthy conflict management, but more importantly, we'll discuss how to actually do it. We'll cover ways to get in front of, or control of, your own emotions. We'll talk about how to approach the situation objectively and analyze both sides, despite having high emotions.

Conflict Management: The EASY Conflict Management Process
JUL1004

Once you're able to maintain your own emotions, there are some things you can do to help other people calm down, too. Think of it as helping someone move their mood from the red zone to a much calmer, productive place. In this program, we'll talk about how that process works, using the acronym EASY. There's no guarantee that you'll be able to overcome all problems with this process, but managing and resolving conflict becomes much easier when you put EASY to use.

Conflict Management: Special Situations   JUL1005

In this program, we're going to talk about special situations in conflict management. If you have watched the other courses in this topic, you've learned what the unavoidable truths are, you've learned how to maintain self-control, and you've seen an EASY conflict process. Now we're going to discuss those situations where you've done everything right and that person still has yet to calm down.

Dealing with Difficult Coworkers: The Complainer   JUL1006

Have you heard the phrase "misery loves company"? That's a core philosophy of the office Complainer. They feel miserable, nothing is going their way, everyone is annoying, work is too busy, and on and on. The Complainer wants to tell you about all this, and they want you to feel the same way. It might be tempting to get caught up in the cycle of complaining with the Complainer. But this is extremely toxic, not only for your workplace, but for your own mental wellbeing. In this course, we'll talk about what you can do to deal with this difficult coworker.

Dealing with Difficult Coworkers: The Gossip   JUL1007

We've all been caught up in office gossip at some point or another, whether participating in spreading rumors or being the target of those rumors. Office gossip seems like an unavoidable part of the workplace, and it may be. But YOU don't have to participate in it. There's likely one person or a group of people who thrive on spreading office gossip in your workplace. You'll be much happier with your work environment if you can learn to work with them, while avoiding the gossip. In this course, we'll discuss the characteristics of a gossip and why their behavior can be toxic. We'll also talk about what you should and shouldn't share with these people, and how to react if they spill office secrets to you.

Dealing with Difficult Coworkers: The Nitpicker   JUL1008

Nitpickers are your highly critical coworkers. You might know someone who's quick to question others' ideas or correct everyone else's work, and slow to offer compliments. These are the people who might bog down meetings because they're analyzing every suggestion made and question each decision and action. How do you handle these types of people in your workplace? In this course, we'll talk about how to deal with these difficult coworkers. We'll discuss setting boundaries, creating and sticking to agendas, leveraging nitpickers' unique values, and more.

Dealing with Difficult Coworkers: The Nonresponder

JUL1009

Have you experienced reaching out to a coworker for a status update and you get no reply? Or you have a question for your boss that needs a quick answer, and... nothing. You know these types: the Nonresponders. They avoid responding to emails, don't answer or return phone calls, or they may even respond nonchalantly in person. What gives? And how do you handle these situations? That's what we'll discuss here in this program on dealing with difficult coworkers. We'll cover ways to customize your communications to receive a response and talk about when you need to get higher ups involved when communicating with Nonresponders.

Dealing with Difficult Coworkers: The Procrastinator

JUL1010

Whether you're an on-time, deadline-driven individual or not, working with someone who procrastinates can be stressful and frustrating. You might follow a procrastinator in a production line or project cycle, or you liaise between a procrastinating coworker and a client, or maybe you manage a procrastinator; whatever the case, their work ethic affects the way you do your job. And that makes them a difficult coworker. In this course, we'll talk about the traits of people who procrastinate, why they do it, and how you can create a more productive working relationship with them.

Keep Your Cool: Changing Perspectives

JUL1011

Keeping your cool is a decision. Like we mentioned earlier in this series, you CAN control your anger. Are you tired of being angry? Being mad all the time is exhausting. So, if you want things to change, you need to commit to it - and the first step in that process is changing your perspective. In this course, we'll go over various tips to help you with this, including increasing your self-awareness, identifying problems as they happen, and examining your circle of concern.

Keeping Your Cool: Controlling Anger

JUL1012

By this point in our series on keeping your cool, you should have a much greater understanding of your anger and your emotions, in general. But this is difficult. Sometimes you're going to lose perspective, and sometimes you'll fail to prevent your anger. That's okay, but there's still more we can do. In this last program, we'll talk about controlling your anger in the heat of the moment. We'll go over the steps you can take to slow the physical process that happens as anger flares up. We'll also discuss some mental and emotional exercises that can help keep your anger from erupting.

Keeping Your Cool: Preventing Anger

JUL1013

Wouldn't it be nice if you were able to just not get angry? That's kind of ridiculous, right? Well, that's actually what we're going to talk about in this course. It's normal to feel angry, and it's healthy for you to express your emotions. Preventing your anger IS possible - and it has a lot to do with knowing how to respond in those tense situations. In this program, we'll talk about the importance of using assertive communication, rather than being passive or aggressive, in how you address conflict with others.

Keeping Your Cool: Types of Anger

JUL1014

Do you think anger is a bad thing or a good thing? Well, most people say that anger is always bad, but it is both good and bad. Anger can be a tool that makes us determined, or strong, or inspired. On the other hand, it can also make us disruptive, toxic, and even violent. So, how you handle your anger is what matters - and the more you understand it, the more you can recognize it, and deal with it. In the previous program, we talked about the nature of anger and how nuanced it can be. Because there are multiple ways to experience anger, we need to talk about the different types of anger. That's what we'll cover here.

Keep Your Cool: Warning Signs

JUL1015

We all get angry. It's a natural human response. But some of us tend to get angrier than others and later regret our reactions. If you fall into this category, then this course is for you. Here, we'll discuss the warning signs to watch for when we feel anger coming on, including the physical symptoms we experience. We'll also talk about internal and external agitators to be aware of, which include things that you can and cannot control. Then we'll go over how to navigate these situations to avoid an eruption of anger. Lastly, we'll do an exercise to help you determine your own agitators.

Keeping Your Cool: What is Anger?

JUL1016

Do you have a hard time keeping your cool when something upsets you? When your emotions bubble to the surface, do you tend to explode, and then regret your reaction later? This can leave a wake of consequences, including damage to relationships and problems at work. In this program, we'll talk about the nature of anger, how to change your perspective, and several ways you can cool down before erupting.

Liars: How to Deal with Liars
JUL1017

Do you know someone who can't seem to tell the truth? Or someone who seems nice, but who's told some terrible lies? Some people lie to get what they want, some lie because they believe what they're saying, and others may just lie out of habit. Whatever the case, there are many ways you can deal with liars. That's what we'll cover in this program. We'll discuss ways to get to the truth, go over how to manage chronic liars, and talk about how to confront someone who's being dishonest.

Liars: How to Spot Liars
JUL1018

Have you ever been lied to? Did you know it in the moment? Or did you discover later that the person lied? Either way, it's a terrible feeling and whether we know it or not, the impacts of a lie can ripple beyond just one incident. It betrays your trust. It makes you feel foolish. It leaves you feeling distrustful of others. The good thing is, there are ways to spot when someone is being dishonest. That's what we'll cover here. We'll discuss physical reactions, specific behaviors, and verbal responses to be aware of so you can spot if someone is lying.

Thomas-Kilmann Conflict Resolution
JUL1019

We all get angry. It's a natural human response. But some of us tend to get angrier than others and later regret our reactions. IfIt's common to have conflict at work, due to individual differences between coworkers or task-related conflicts arising from leadership or company policies. Whatever the case, resolving conflicts in the workplace is difficult, but important. In this course, we're going to look at the Thomas-Kilmann model to resolve conflicts at work. This tool measures an individual's response to conflict situations by looking at their concern for people and their concern for tasks, and how these two elements affect conflict at work. you fall into this category, then this course is for you. Here, we'll discuss the warning signs to watch for when we feel anger coming on, including the physical symptoms we experience. We'll also talk about internal and external agitators to be aware of, which include things that you can and cannot control. Then we'll go over how to navigate these situations to avoid an eruption of anger. Lastly, we'll do an exercise to help you determine your own agitators.

11. Creativity

Creativity is the act of coming up with ideas, iterating, and expanding on ideas. All learners can benefit from these microlearnings but they are especially important for those that will be problem-solving and ideating in their workplace.

Getting creative, staying creative, and creativity techniques are topics covered in this section of microlearnings.

Creativity: Getting Creative

JUL1101

Do you ever feel stuck in a rut? Like you've lost that "lightbulb" feelin'? Getting creative isn't always easy. And it's not always about brand new ideas. It's a skill that can be learned, molded, and improved upon. But it helps to follow some basic rules. And then to break some rules. Here, we talk you through the process of nurturing, and then conjuring, the creative in you.

Creativity: Logic vs. Creativity

JUL1102

Are you logical or creative? Should we really label ourselves either way? By doing so, and going only with what comes naturally, we are limiting ourselves! Instead, let's explore ways we can blend the two, incorporating the approach we're less inclined to use. This way, we're getting "the best of both worlds," and attaining our very best results.

Creativity: Techniques

JUL1103

Albert Einstein said, "Imagination is more important than knowledge." Do you use your imagination? Or did you abandon it long ago, with your Winnie-the-Pooh bear or Raggedy Ann doll? Well, it's time to reconnect. With this course as your faithful companion, explore new (or forgotten) ways of tapping in to your playful, curious, and creative self.

Creativity: Defining Problems

JUL1104

When you're stuck on a problem, what do you do? How do you get "out of the box"? It may have to do with defining the box differently, and that takes creativity. In this course, we walk you through a practical example, exploring ways to "climb out" and change your perspective. This opens up the possibilities for solutions and consequently, success.

Creativity: Generate and Evaluate

JUL1105

Okay, so you have all your amazing ideas, now what? Play a quick game of "eeny, meeny, miny, mo"? No!! If you want to decide with confidence, you need to analyze your options. Let us introduce you to three user-friendly tools of evaluation that will help you discern between your options, and move full steam ahead, knowing you're on the right track.

Creativity: Staying Creative

JUL1106

For those of us that may hit a dry spell here and there, this course explores quick tips to keep the creative juices flowing.

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12. Customer Service

Customer service is the assistance and advice provided by a company to those people who buy or use its products or services. These microlearnings are ideal for those that are public facing or interact with customers.

The microlearnings in this section include call center training, customer service basics, and much more.

Call Center Training: Active Listening

JUL1201

Getting to the root of a customer's issue requires listening, of course. As a successful call center representative, there's a lot that goes into listening well. In this course, we'll discuss what it means to be an active listener and how that skill should be applied to your job. We'll go over some active listening tips and techniques, including ways to show that you're listening, avoiding assumptions, taking notes, and confirming that you understand.

Call Center Training: Asking Good Questions

JUL1202

As a call center representative, you'll learn quickly that every call and every caller are unique. A solution may work for some, but not for others. New problems and complaints arise all the time and you must learn to quickly and effectively troubleshoot these issues. You might even be required to sell or upsell. To do any of this well, you have to ask the right questions. You need to get to the root of the customer's issues to find a resolution, or you need to determine the customer's unmet needs in order to sell them a product that will meet those needs. In this course, we'll go over how to ask good questions. We'll discuss basic troubleshooting and how to use the TED approach in your questioning. We'll talk about more advanced troubleshooting techniques and how the funnel questioning method works. We'll also go over questions you can ask to find more sales opportunities.

Call Center Training: Don't Say This!

JUL1203

When you're working in a call center, there are a lot of things you need to remember to say. This might include your greeting, good questions to ask, your company script, etc. Have you ever thought about what you shouldn't say? Believe it or not, there are ten phrases that you should never say when you're on a call with a customer, and that's what we're going to cover in this course.

Call Center Training: Duties of the Customer Service Representative

JUL1204

A customer service rep takes calls from customers. That's not hard to figure out. But there's so much more to this role than you might realize, if you've never worked in a call center. In this course, we'll go over the various responsibilities to this essential role. Whether you're called a customer service agent or associate, your duties might include solving customer problems, answering questions, offering technical support, documenting issues and requests, meeting call quotas, and most importantly, being a positive representative for your company.

Call Center Training: Escalating Issues

JUL1205

When you're handling customer issues, you always want to be able to solve it yourself. This is what's known as First Call Resolution, or FCR, and it's what every call center hopes will happen. But sometimes there are problems that are too complex, customers who are too demanding, or issues that are outside your scope. In those cases, you may need to escalate the issue. In this program, we'll talk about what that means. We'll go over some common reasons to escalate a call, and we'll also cover how it should be done.

Call Center Training: Handling Angry Callers

JUL1206

Dealing with angry customers is a brutal, yet unavoidable, part of your job as a call center representative. As you grow more experienced, you'll find that there are helpful techniques that will allow you to handle these customers with ease. That's what we'll be covering in this program. We'll discuss listening, apologizing, and taking responsibility on behalf of the company. We'll talk about how to deal with customers who are really upset and swearing. We'll also go over some things you want to avoid when talking to an angry customer.

Call Center Training: Phone Etiquette

JUL1207

What's the first thing you need to know when working as a call center representative? How to communicate well on the telephone! In this course, we'll talk about things like what to say as a greeting, how to remain polite, and using proper vocal tone and volume. We'll cover some helpful tips on being a better call-taker and how to politely place people on hold.

Call Center Training: Skills of the Customer Service Representative

JUL1208

In our last course, we talked about what to do as a call center representative. Here, we'll discuss HOW you'll accomplish those things. In other words, the skills you'll need to excel at your job. We'll cover the knowledge you should have in order to do your job well. We'll talk about the importance of paying attention to details, taking thorough notes, and developing emotional intelligence. We'll also discuss getting creative, staying organized, and being flexible.

Call Center Training: Troubleshooting

JUL1209

As a call center representative, one of your main duties will be to solve people's problems with your company's products or services. To do this, you need to learn how to troubleshoot a customer's issue to find the root cause and figure out the best solution. In this program, we'll talk about how to become a better troubleshooter. We'll go over how to get to the root cause of a customer's issue, how to evaluate the situation, what you should do to find a possible solution, and how to carry out that solution.

Creating Great Customer Conversations

What exactly does it take to have a good conversation that would be considered good service? How do we deal with others with good customer service? Great customer conversations can be achieved with these five easy steps: Prepare, Greet, Act, Offer, and Thanks. That makes a great customer conversation.

Customer Service Basics
JUL1211

We've all been on the receiving end of bad customer service, but have you ever thought about the ripple effect one bad experience can create? You stop using that particular product or service, or use it less frequently, which means a loss in revenue for that business. Then you mention your lousy experience to someone else, or post about it on social media, which means even more revenue lost for that business. When you work for an organization of any kind, you know that customer satisfaction is paramount to a successful business. Therefore, customer service training is a must. That's what this course is all about. We'll discuss setting and meeting customer expectations and understanding customer needs.

Customer Service Chat
JUL1212

The customer service chat function can be effective and efficient, when handled properly. However, if the customer service chat representative isn't familiar with, or able to access, the information they need, it's frustrating for both parties. In this course, we'll help to ensure your chat service is helpful and proficient. We'll discuss the four basic skills needed for a successful online chat experience: soft skills, writing skills, platform skills, and product knowledge.

Customer Service for Field Service Technicians
JUL1213

As a field service technician, why should you care about customer service? Because whether you realize it or not, you're in the customer service business. It might not be the thing you were technically trained to do, and it might not be what you signed up for, but it's arguably as much a part of your job as the technical work. Without satisfied and returning customers, you wouldn't have a job at all. So, no matter how good you are at your work, your job depends on your ability to make and keep a happy customer. In this course, we'll talk about what the customers' expectations are, and how you can meet and exceed those when you're on service calls.

Customer Service Later (Stop Exceeding Expectations)
JUL1214

When it comes to customer service, you want to satisfy customer needs so that they keep coming back. But how many times have you heard "Go the extra mile" or "Underpromise and overdeliver"? If you go beyond meeting customer needs, the customer is extra happy, and that's a good thing, right? The short answer is no. Setting the bar too high can hurt you in the end. In this course, we want to talk about why that's the case. We want to help retrain your customer service brain to simply satisfy, not exceed expectations, so your customers are happy, but don't expect more than they should.

Customer Service: Service Quality Indicators

Customers like to buy from people they like. How do you get people to like you? Well, you must be honest and reliable. You must offer fair and competitive pricing, and you must be competent and friendly. However, there's more to it than being well liked when it comes to satisfied customers. In this course, we'll look at the FedEx Corporation and their approach to customer satisfaction. Through their creation of Service Quality Indicators (SQIs), FedEx has the ability to discover what their customers value the most. We'll discuss how to apply their system to your customers.

Customer Service: Helping Customers Increase Income

Now that you understand what Service Quality Indicators are, and you know what your customers expect of you, it's time to figure out what's important to your customers BEYOND the SQI. If you ask them, "Why are you in business?", the answer is usually pretty simple: to make money! This course will take you through the different ways to generate revenue, so your customers see you as a tool to help them reach their business goals.

Customer Service: Helping Customers Decrease Expenses

We've covered Service Quality Indicators and the things that you can do to increase your customers' revenue. The final component to providing valuable customer service is helping your customers decrease expenses. In this course, we'll cover the five things that make up expenses and discuss the three largest expense items for organizations: Cost of goods, cost of labor, and direct expenses. We'll also go over the different ways that you can help reduce those numbers for your customers.

Feedback: Feedback Basics

How's your customer satisfaction doing? Are you improving or declining? Holding steady? How do you know? You might THINK you're doing well, but you don't REALLY know. Do you? So let's fix that! In these programs we'll explore the importance of feedback, different ways to get valid feedback, who to get feedback from, and how to take action on it.

Feedback: Surveys

You may not realize how your customers view your company until you ASK them. One of the more popular ways of doing this is to gather feedback by conducting surveys. There are many different types of survey methods: phone, email, online - and even more reasons why a business might conduct them.

Feedback: Social Media Feedback

According to Pew Research, 24% of American adults post comments or reviews online. The Touch Agency tells us that there are something like a MILLION tweets regarding customer service every single week. Of those tweets, nearly 80% of them are negative. Entrepreneur Magazine states that 38% of users who shared or favorite an item on Facebook, Twitter, or Pinterest went on to purchase the item. What does this mean for your company?

Feedback: What to do with Feedback

Gathering feedback from your customers is great, but it's not enough. After you've created focus groups and advisory boards, or created surveys, you have to DO something with the feedback! Loyal customers can be worth up to 10 times as much as their initial purchase, and using what they tell you about your company is a great way to create loyal customers.

Telephone Techniques: Angry Callers

Dealing with angry callers can be a burdensome part of your job. While these situations may be difficult, or even unpleasant, for you, they're also great opportunities to change these unhappy callers into satisfied customers. Yes, this really can happen. Here, you'll gain some tips to help you turn the unhappy into happy! We'll discuss the importance of listening, sincerity, and taking responsibility. We'll also go over finding solutions and fully resolving their issues.

Telephone Techniques: Greetings

Have you ever called a business only to be met with a bad greeting? Perhaps it was muffled and unintelligible? Or they simply didn't give you enough information in the greeting? Or maybe you've encountered someone who was curt, and almost rude, like you were burdening them with your call? These are all examples of bad telephone practices, and they can turn away customers. The greeting is your first impression, and it's important to get it right! That's what we'll cover in this course. We'll go over the four components to a great, professional greeting.

Telephone Techniques: Hold, Please

No one likes being put on hold. But sometimes, it's an inevitable part of handling the phones. Maybe someone walks physically into your office. Maybe you need to get further information. Whatever the reason, sometimes when you're running the phones for a business, you have to put people on hold. So how do you avoid angering them when you do? In this course, we'll learn some techniques that research says makes it easier for the caller when they're placed on hold.

Telephone Techniques: Phone Etiquette

Have you ever called a business, and it was literally impossible to connect with a human being? You went through prompt after prompt, hit the pound key a dozen times, and never talked to a person? Or even worse, the voice-automated prompts, that apparently don't detect human voices! You'll go hoarse screaming, "Speak to a REP-RE-SEN-TA-TIVE!" In this course, we'll help you keep your customers happy, by going over business phone etiquette. We'll discuss setting up, maintaining, and updating your business phone system. We'll also touch on basic phone etiquette for your workplace.

Telephone Techniques: Taking Calls
JUL1226

Taking a phone call at work might seem simple. After all, you probably take phone calls in your daily life and muddle through just fine, right? But, these days, people don't actually make as many calls as they used to, with texting and video chatting in the mix. Or maybe you just have phone phobia when it comes to a professional setting. No matter what your situation is, there are some tips that can help you to be a better call-taker at work. That's what we'll cover in this course. We'll go over how to speak courteously, and we'll discuss what not to say. We'll also touch on staying informed on your business and how to actively listen.

Telephone Techniques: Taking Messages
JUL1227

If answering the phone is a part of your daily duties, then you take a lot of messages. You're positioned as the gatekeeper of the company, and key to your company's operation. Your job is to limit solicitors, keep information private, and provide excellent customer service. In this course, we'll discuss exactly how to do this. We'll go over creating a plan with your boss and colleagues for certain instances, cover developing a callback schedule, and discuss the information that you'll want to collect from callers that require a callback.

The Four Ps of Creating Loyal Customers
JUL1228

Experts say that acquiring new customers can cost anywhere from five to 25 times more than retaining new ones. So, customer loyalty is very important. When it comes to gaining said loyalty, are you minding your Ps and Qs? How about just your Ps? In this course, we look at the four Ps for keeping that precious customer. These include products, processes, performance, and last, but not least, your polite and professional people.

When the Customer Isn't Right: Retail Conflict for Managers
JUL1229

"The customer is always right." If you have any experience working in retail, you know this statement isn't accurate, nor is it a reasonable approach to customer service. There will always be unhappy or dissatisfied customers, and, unfortunately, conflict is inevitable. Because your employees are on the front line of customer conflict, they need to feel empowered to handle these situations. For that, they need to be armed with helpful de-escalation techniques and to know that you are on their side. In this course, we'll discuss how to empower your employees, so they're equipped to handle customer conflicts. We'll also go over your role in handling conflicts.

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13. Cybersecurity

Protecting sensitive information, whether personal or work related, is incredibly important. The microlearnings in this section will help you keep all of your digital assets secure.

Identity theft, passwords, and email phishing are some of the microlearning topics you will find in this section.

Avoiding Phone and Text Scams

Perhaps you've received a voicemail claiming that you owe the IRS thousands of dollars. Or a text pops up stating that you're the winner of a random lottery you didn't enter. "Just click the link to receive your winnings..." How do you know if these are factual or if they're scams? What should you do if you suspect a text or call IS a scam? That's what this course is all about. We'll discuss common phone scams, common text scams, and warning signs to be on the lookout for. We'll also talk about how to respond to scammers.

Creating a Cybersecurity Training Program   JUL1302

The threat of cyberattacks are increasing each year. Cybercriminals are attacking businesses just like yours to gain employee or client information, expose user data, or gain access to confidential information. And the truth is this, most successful attacks are the result of employee negligence. While you may have the latest antivirus software installed on everyone's computers, the reality is that training your employees to be vigilant is the most important thing you can do to protect your business and your assets. As with most training, it's up to you to determine what employees need to know, how frequently they need to relearn it, and how the information should be presented. We're here to help you sort all that out. Even if you already have your cybersecurity training in place, this course can serve as a checklist to ensure you're not missing something.

Cybersecurity: While Traveling   JUL1303

The goal of cybersecurity is to protect your devices and your data. How does that work when you're traveling? What are the precautions that you need to take to keep your information safe? What happens if one of your devices gets stolen? What about unsecure Wi-Fi networks? What do you need to be aware of when using public networks? We'll answer these questions and more. We'll also discuss what you should do before you travel, while you're away, and what to do once you're back home.

Defining Cybersecurity   JUL1304

It's hard to have a conversation about cybersecurity without throwing around a lot of jargon, so in this course we're going to break down some common cybersecurity terms. We'll define cyberspace, cybersecurity, cybercrime, and cyberterrorism. We'll also go over other familiar terms including malware, phishing attacks and emails, and identity theft.

Email Phishing   JUL1305

You've likely received phishing emails. They're the emails that bait you to click on them. They show up in all forms, from blatantly fake emails, to confusing emails coming from your actual contacts, to emails disguised to look just like your bank or Netflix, or some other trusted provider. They almost always contain a link that they want you to click, or prompt you to fill out a form, or pay money, or otherwise ask you to reveal personal information in some way. In this course, we'll discuss why phishing emails are so successful, what you should do if you suspect you've received a phishing email, and the steps to take if you inadvertently click on a link.

GDPR

Protecting your personal data online is important, especially in this day and age. In this program, we are going to talk about the General Data Protection Regulation, also known as GDPR. While GDPR is not in effect in the United States, it still affects you, your data, and your company. If you're an EU citizen traveling in the United States, you are still protected by GDPR. This program is intended to give you helpful advice on what GDPR is. This is not, however, a definitive statement of law.

Identity Theft   JUL1307

According to the Department of Justice, identity theft and identity fraud refer to all types of crime in which someone wrongfully uses another person's personal data in some way that involves fraud or deception, typically for economic gain. If you pay attention to the news, there's often reports of large banks or companies being hacked and thousands of personal records being compromised. In fact, you've likely had your debit card replaced at least once or twice as a result of your bank being proactive when they suspect your account might have been compromised. Unfortunately, identity theft has become commonplace. In this course, we'll go over the different ways that your financial standing may be impacted as a result of identity theft. We will also discuss credit bureaus, how to protect yourself, and what to do if your identity is stolen.

Malware   JUL1308

In this course, we will define malware and go through the warning signs of being attacked. Then, we'll go through what to do to best mitigate any damage.

Minimizing Insider Threats   JUL1309

According to statistics, insider threats are responsible for more than half of all data breaches. Insiders are part of the team in some way. It could be employees, vendors, third party affiliates, contractors, business partners, or former employees. It could be anyone who currently has or previously had privileged access to confidential or important data. An insider threat is the threat of malicious behaviors coming from someone who's a part of one of these insider groups. The cost to you could be enormous, so the purpose of this course is to help you minimize the risk.

Passwords   JUL1310

No matter how many times we're told to create strong passwords, or to use different passwords on every site, we just don't do it. It's not convenient. We know the risk, but we think "it won't happen to us." But the minute your information is compromised, and you're on the phone with your bank trying to determine when and how your identity was stolen, and how long it'll take to get access to your money, you'll regret being lazy about passwords. The Federal Trade Commission (FTC) estimates that recovering from identity theft takes an average of 6 months and 200 hours of work. In this program, we're going go over a system that helps you set unique passwords for each site. We'll also discuss some additional tips for making your passwords more creative.

Protecting Intellectual Property

Based on the FBI's definition, intellectual property (IP) theft involves robbing people or companies of their ideas, inventions, and creative expressions, which can include everything from trade secrets and proprietary products or parts, to movies, music, and software. The IP Commission Report estimates that the annual cost of IP theft on the U.S. economy falls somewhere between $225 billion and $600 billion. Those costs are divided into three categories that we'll cover in this program. We'll also talk about how intellectual property theft happens, how to establish intellectual property as your own, and knowing your own vulnerabilities.

Protecting Your Mobile Device   JUL1312

Many of us forget that our phones are computers that are vulnerable to the same cyber threats as our desktops and laptops. There are things you can do to keep your mobile device safe, and we discuss them here.

Protecting Your PC: Daily Precautions   JUL1313

You are responsible for keeping your computer and your personal information safe. That means at home, at work, and anywhere else you happen to be in the world. This course is in place to provide tips on how you should protect yourself and your information.

Ransomware   JUL1314

Ransomware is malware that infects your system and either locks it down or encrypts your files, and then demands a ransom for those files to be unlocked or restored. You know you have a ransomware attack when you receive a pop-up window demanding a ransom of a certain amount. It may also provide a way to contact the hacker and detail how that ransom should be paid. In this course, we'll discuss the different types of ransomware, what you should do if you receive a ransomware message, and how to protect yourself from it.

Social Engineering   JUL1315

Social engineering is a huge part of your daily cyber threat, and it's important to have an understanding of what it is, how it's used, and what to look for to protect yourself and your company. Social engineering is the use of deception to manipulate individuals into revealing confidential or personal information that may be used for fraudulent purposes. Cybercriminals use social engineering as a non-technical strategy, relying on human mistakes. What does that all of that really mean? That's what this course is all about.

Types of Malware

Certain types of malware can impact your computer in different ways, but in the end, the impact is usually expensive, time consuming, and frustrating. In order to help prevent a cyberattack, it's good to have an understanding of what's out there and how they get into your system. This course will walk viewers through the many types of malware including adware, bots, ransomware, rootkits, spyware, Trojan malware, computer viruses, and worms. We'll also discuss the warning signs that indicate a malware infection.

Your Responsibility

Most of us don't even think about the dangers of constantly navigating the internet. We're connected through our phones, computers, watches, televisions, cars, and even through little speakers at home that are listening to everything we say! In this course, we'll go over the risks and your responsibility, at least in the workplace, to protect yourself and your organization.

14. Decision Making

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. These microlearnings can help all learners with their ability to make decisions.

In this section you will find microlearning topics such as strategic thinking, generating options, and trusting your intuition.

Avoiding Mistakes in Decision Making

If you've ever made a bad business decision, it can haunt you forever. Whether it was financially detrimental, ethically unwise, or just a bad choice with a negative outcome, you're left to pick up the pieces and start over. You can avoid making these mistakes in decision making by remembering your ABCs: active, balanced, and conscientious. In this program, we'll talk about how to be all three of these things, in order to avoid making crucial decision-making mistakes.

Decision Making Basics: Decision-Making Models   JUL1402

Over the last few decades, experts have studied and analyzed how decisions are successfully made. These models provide a framework for the decision-making process. In this program, we'll give you a brief introduction to two of these models and go over when we recommend utilizing them. When making quick decisions, we recommend using the TDODAR decision model. And for decisions that require deep analysis, we recommend using the Kepner-Tregoe matrix. Keep in mind, these models are adaptable and not set in stone. They can be used in different scenarios than traditionally recommended.

Decision Making Basics: Decision-Making Styles   JUL1403

When different people make decisions, they approach those decisions in different ways. In other words, they have different styles of decision making. In fact, there are generally four recognized styles of decision making. They are directive, analytical, conceptual, and behavioral. In this program, we'll go over how to identify the different styles, and share the positives and negatives of each.

Decision Making Basics: Facts vs. Opinions   JUL1404

Opinions are a flimsy and unreliable basis for business decisions. All too often, however, people do just that: base their workplace decisions upon the shaky foundation of their own or others' opinions. When what they really should be doing is basing their decisions on facts. Many struggle with even knowing if what they're hearing is a fact or an opinion. In this program, we'll talk about the difference between the two, and go over the various types of facts and opinions. We'll discuss how to use both in your decision making, and teach you how to test yourself, so you know that what you're basing your decision on is factual.

Decision Making Basics: Gathering Information   JUL1405

We are constantly making choices. Where to turn, what to eat, which work to start on, what to say on a call, etc. Of course, we always want to make informed choices, and living in the information age, finding information is easier than ever before. The trick is knowing where to find the data you need, and how to determine what sources are trustworthy and reliable. In this course, we'll talk about how to properly gather information to make good, informed decisions. We'll go over the difference between data and knowledge, the various sources of data, and how to know when to stop gathering it.

Decision Making Basics: Generating Options

"I had no choice." "I wish there was another way to go..." "I'm stuck between a rock and a hard place." No matter how you say it, the desire for more choices is a common one. A lot of the time, the hardest thing about making a decision is producing options in the first place. When you find yourself struggling to find viable options, or any options, two simple steps can help you move beyond the obvious and find creative solutions: naming the box and brainstorming. That's what we'll cover in this course on generating options.

Decision Making Basics: Making Quick Decisions   JUL1407

Have you ever been in a situation where you know you must make a decision, but you're dreading it? Making up your mind is so painful that you've been postponing the inevitable? Or, you've made a decision after careful thought, but then second-guess yourself, and pick apart your thought process and rationale? If either of these scenarios sound familiar, then you're probably one of the multitudes of people who have trouble making decisions quickly. This can be detrimental to your company or career, if you have difficulty deciding. So, in this course, we'll talk about overcoming roadblocks that get in the way of decision making. We'll also walk you through some good decision-making tips to help you decide on things quickly and confidently.

Decision Making Basics: Understanding Motivation   JUL1408

Motivation is defined as the activation of goal-pursuing behavior. Motivation is the drive that pushes people to get things done. Over the years, much research has been conducted to find out what gets people motivated, and what helps them stay that way. To maximize workplace motivation, an employer must remove causes of dissatisfaction AND provide opportunities for satisfaction. In this course, we'll look at what truly drives people by discussing two types of motivation. We'll also walk viewers through hidden motivators, also known as cognitive biases, which tend to run in the background, yet still greatly impact decision making.

Empowering Employee Decisions   JUL1409

Empowering employees to make decisions is becoming more common in the workplace, especially with the increase in remote workers. When employees are empowered to make choices, they gain confidence, feeling more invested in their work and the success of the company. Their work progresses more efficiently, without the need to continually stop and wait for approval. It puts a stop to the "I've got to check with my supervisor" conversations, which cause annoyance and dissatisfaction with customers. In this course, we'll talk about how to empower your employees. We'll talk about setting clear boundaries and giving your team the information they need to become more empowered. We'll also go over how to support empowered decision making.

Identifying Unintended Consequences

JUL1410

When we make decisions in business, our actions have intended consequences. But they also have unintended consequences. In other words, we decide to do something for a particular outcome, but many times there are other outcomes that we don't anticipate or expect. So how do we identify and understand unintended consequences of our decisions? In this course, we'll discuss a theory by American sociologist, Robert K. Merton and talk about what causes unintended consequences. We'll also go over the various types and learn how to identify possible unintended consequences.

Making Group Decisions

JUL1411

Working with a group to make tough decisions can be tremendously beneficial. Having more people involved means harnessing the creative power of multiple minds, which can result in innovative and out-of-the-box solutions. These advantages can be eclipsed, however, if thoughtful decision-making processes aren't in place. Strong personalities may dominate the discussion and crush ideas put forth by others. Or a group could struggle with coming to any sort of conclusion at all. So, how do you achieve good results when making group decisions? In this course, we'll talk about how to use the strength in numbers approach in order to make decisions. We'll go over how to get organized and talk through the group decision-making process.

Strategic Thinking

JUL1412

In order to meet their goals, businesses need to plan where they're going, manage resources, and have a vision for everyone involved. This is strategic thinking, in a nutshell. It's a high-level activity that works at problem-solving by looking at the bigger picture. It starts with company leadership establishing a vision and mission for the organization, but even the newest employee can employ strategic thinking. You can do this with your own goals and career objectives, and simply align them with your company's goals. In this course, we'll go over how to do exactly that. We'll discuss the five steps of strategic thinking and how to develop a strategic-thinking approach.

Surviving Poor Decisions

JUL1413

What happens if you make the wrong choice? Do you end up, shipwrecked, and abandoned on The Island of Bad Decisions? How do you survive it? This course is your life raft of answers! It sails you through three steps of recovery, from acknowledgment to corrective action, then to the safe haven of "moving forward."

Trusting Your Intuition

We often hear stories of leaders in battle or in business going with their gut to make quick decisions. How many times in your personal life have you been told to trust your instincts? And yet, in business education we're usually taught to rely on data or evidence, so we can base our decisions on facts and analysis. So, should you go with your gut or not? We'll answer that question, and more, in this program. We'll go over what it means to use your intuition to make a decision. We'll also discuss how to develop and hear your intuition.

15. Digital Transformation

When a business goes through the process of digitizing their assets, it is called digital transformation. It changes how the business operates and is a daunting task. These microlearnings are perfect for anyone involved in this type of endeavor.

Cloud management, considering your business, and making your infrastructure work, are some of the microlearnings you will find in this section.

Digital Transformation Basics: Going from Vision to Execution

JUL1501

Even though each business is unique in the way digital capabilities will benefit them, there are clear steps that all leaders wanting to embark on their digital transformation journey should think about. That's what we'll cover in this course. We'll discuss redefining your businesses processes by looking at newly available technologies. We'll talk about the types of people you need onboard to help with this digital venture. We'll talk about understanding your customer's needs and how you can gain that information. Lastly, we'll go over how to define your outcomes and tie those back to your overall business strategy.

Digital Transformation Basics: Terminology

JUL1502

Digital transformation is the integration of digital technology into all areas of a business, changing how you operate and deliver value to your customers. It requires a cultural change that pushes organizations to challenge the status quo, experiment, and get comfortable with failure. In this program, we'll go over common terms used alongside these transformations, giving viewers a deeper understanding of this process.

Digital Transformation Basics: What is Digital Transformation?

JUL1503

A digital transformation is something that every business, regardless of size or industry, needs to consider. If you're unfamiliar with what exactly a digital transformation is, then this series is for you. It's a broad term, but it fundamentally changes how you operate internally and how you deliver value to your customers. In this first program, we'll take a deeper look at what digital transformation really means and go over the history of digitization. We'll also discuss how to reimagine your workplace to uncover the potential of a digital overhaul.

Digital Transformation Basics: Workplace Culture and Digital Transformation

JUL1504

Business leaders are embracing digital transformation because they know it's the only way to stay relevant. But as companies advance from pilot programs to wide-scale implementation, they often run into an unexpected obstacle - workplace culture conflict. This massive, digital overhaul requires company-wide adoption and collaboration. How can your company make this transformation as seamless as possible within its own walls? In this course, we'll talk through various ways to implement a successful digital transformation with the buy-in and support of your entire team.

Digital Transformation for Leaders: Business Leaders - What's Your Role?

JUL1505

According to Tech Republic, 41% of senior leaders surveyed said their digital transformation efforts have been a "waste of time." Yikes. The whole point of digital transformation is to improve your customer experience and gain a good return on investment. How do we succeed at this and avoid the waste of time and money? That's what this course will dive into. As a leader, you should be a key player, continually, throughout the digital transformation process. Your role might involve many things like doing research, creating a vision, getting buy-in, and finding the right people to do the work. Here, we'll discuss these actions more in depth, and go over what and how much influence you should have over the digital transformation process.

Digital Transformation for Leaders: Considering Your Business

JUL1506

While a digital transformation can be greatly beneficial, it can also be costly and time-consuming. There are many factors to consider before your company should make the decision to undergo a transformation. That's what this course is all about. We'll discuss how the size of your business, budget, and team competencies should factor into this decision. We'll go over questions you need to ask yourself before you move forward, including how new technology will help your business, how long that technology will last, and how much you should be paying attention to changes in the marketplace.

Digital Transformation for Leaders: Enhancing Your Customer Experience

JUL1507

A digital transformation isn't only for your internal operations. One of its biggest benefits is to transform the way customers interact with you, your products, and your entire ecosystem. You first have to determine what your customers want from your business. Fortunately, there have been some great studies on what customers want out of digital technologies in the businesses they interact with. In this course, we'll talk about what some of those survey results show and what they mean to your business.

Digital Transformation for Leaders: The ROI of Digital Transformation

JUL1508

We know that a digital transformation will cost your company money and time, so how do we know if it's worth it? In this course, we'll go over some helpful ways to determine your return on investing in a digital transformation. We'll take a look at a framework, provided by PricewaterhouseCoopers, of key performance indicators you can use to measure the impact of digital transformation on various silos of your business. We'll talk about determining the impact on your customers, employees, and company operations. We'll also discuss digital security and infrastructure.

Digital Transformation for Leaders: Utilizing Your Data

JUL1509

As you're digitally transforming your company, accumulating multiple new channels of communications, you're going to be presented with data. Lots and lots of data. Daunting? Yes, but highly profitable when used to your advantage. In this course, we'll discuss Big Data and the various ways you can collect and arrange it. We'll also go over what it can do for your company, including improving your customers' experiences, your employees' performance, and your customer service capabilities.

Digital Transformation for Tech Leaders: Cloud Management

JUL1510

Possibly the most widely-used technology in digital transformation is cloud computing, which is the on-demand availability of resources, like data storage and computing power, without direct management by the user. Your business probably already uses cloud services in some way, so you should know how it can automate business processes and improve employee efficiency. In this program, we'll discuss the vast benefits of using cloud computing and go over how to properly integrate and deploy a cloud model to take advantage of those benefits. We'll talk about the different deployment models and cloud management platforms.

Digital Transformation for Tech Leaders: Dispersing the Data

JUL1511

Throughout your company's digital transformation, you'll be communicating with more and more customers, partners, vendors, and employees. With each new channel that opens up, whether it's social media, the internet of things, or a new application, you're going to be presented with lots and lots of data. In this program, we'll discuss where to go with that data, and how to enable interoperability and collaboration. We'll talk about data-centric architectures and what they allow companies to do. We'll take a look at breaking down data silos so your data isn't getting stuck, and discuss sharing your data so it gets to the right place at the right time.

Digital Transformation for Tech Leaders: Making Your Infrastructure Work

JUL1512

As a tech leader, you're looking to modernize and adopt newer technologies through digital transformation. But your infrastructure likely has outdated hardware, software, and communications systems that don't have the flexibility and agility you need to deliver high-quality results in a cost-effective manner. In this course, we'll talk about transforming your infrastructure to keep up with evolving business demands. We'll discuss infrastructure goals, transformation technologies, data storage, and more.

Digital Transformation for Tech Leaders: Tech Leaders - What's Your Role?

JUL1513

As a tech leader, a large part of the ongoing digital transformation process will fall under your supervision. Even if it's not something you're directly overseeing, the acquisition of new technologies, the adoption of those technologies into various departments, the recommendations of technology-based processes, skills training, and so much more are all things other leaders may come to you for. Which is why it's important that we talk about your role in a digital transformation. In this program, we'll discuss what you may be doing throughout the process, including gaining commitment from your teams, researching and planning, defining roles, responsibilities, and priorities, and more.

16. Finance for Non-Financial

This section is about teaching finance basics to those who have not had training or studied in finance. They will help learners who are trying to do better with their own money or handling money for business purposes.

In this section, you will find microlearnings on topics such as budgeting methods, revenue ratios, and finance terms.

Balance Sheets: Introduction to Balance Sheets

JUL1601

The balance sheet is one of the three components that make up a company's financial report. It indicates a company's assets, liabilities, and owner's equity. It's used to help a company evaluate its financial health and to communicate that information to interested parties. In this course, we'll go over the parts of a balance sheet, how to create one, and how to ensure that your balance sheet is "balanced."

Balance Sheets: Benchmarking, Ratios, Comparisons, and Trends

JUL1602

Did you see the title of this course and think, "Big, scary financial words!" Have no fear. In this program, we're going to break down benchmarking, ratios, comparisons, and trends so that they're easy to understand. We'll discuss what each of these terms mean, how they work together on a balance sheet, and what they mean to the financial health of your company.

Balance Sheets: Assets and Liabilities

JUL1603

We know that assets and liabilities are two important sections that make up a balance sheet. But what exactly constitutes an asset? Or a liability? There are many things that may or may not qualify, so this course is designed to help you determine what should and should not be included. We'll discuss the two categories of assets and two categories of liabilities.

Budgeting Essentials: What Is Budgeting?

JUL1604

Every employee with every company impacts the budget of the business they work for, either directly or indirectly. Whether you're an accountant, supervisor, janitor, marketing intern, or anything in between, understanding your company's budgetary expectations and goals will help you be a better employee. In this course, we'll go over the basics of budgeting, including the different types, common timelines, necessary details, and objectives.

Budgeting Essentials: Budgeting Methods

JUL1605

It's important to understand which types of budget will work best for your purposes. This course takes a look at the different types of budgets that are used depending on the strategy. We'll go over the most common types of business budgets: Zero-based, Top-Down, Bottom-Up, Value Proposition, and Incremental. Each budgeting method has its pros and cons, and understanding the strengths and weaknesses of each one can help you determine which is the most appropriate for your company at any given stage.

Budgeting Essentials: Budget Reporting

JUL1606

You've determined your budget, distributed it to the proper recipients, and now you're carrying out the budget plan. The next and perhaps most vital part of the budgeting process is budget reporting. Not sure what budget reporting is? That's okay because that's what this course is all about. We'll define budget reporting and talk about two important terms: favorable and unfavorable variances. Budgets aren't intended to be inflexible. They should evolve with business, and budget reporting is the tool that allows companies to adapt and grow.

Budgeting Essentials: Budgeting Expenses

JUL1607

Expense budgeting plays an integral part in ensuring that a company can turn revenue into profit, while still being able to pay the costs associated with running the business. In this program, we'll talk about what budgeting expenses means and why it's important. We'll also discuss the difference between fixed and variable costs, and what costs may fall into both categories. Having a solid understanding of these terms will help you to properly estimate total expenses in a given budgetary period and aid in better profit generation.

Budgeting Essentials: Budgeting Revenue

JUL1608

Budgeting revenue is often where business owners start. Revenue is what provides the money to pay for expenses incurred by running a company, so it makes sense. Budgeting for revenue is also an estimate and requires careful attention to data to ensure that your estimate is reasonable and accurate. In this course, we'll talk about how to budget revenue correctly. We'll discuss the impact of past, present, and future trends. We'll also go over two important considerations: capacity and supplies. Having this knowledge will allow you to accurately and reasonably plan a revenue budget.

Budgeting Essentials: Budgeting Discounts

JUL1609

Discounts on products or services are a part of every business. Perhaps you're running a promotion to increase sales, or lowering prices to move overstock off the shelves. Whatever the case, it's important that you understand how discounts can impact your budget. In this course, we'll take a look at planning and writing discounts into your budget and looking at your company's history of discount patterns. We'll also discuss friends and family discounts, reward programs, and wholesale discounts.

Budgeting Essentials: Managing Inventory

JUL1610

An inventory budget is an estimate of how much money or capital a business needs to purchase inventory. In this program, we'll talk about how to create this type of budget. We'll discuss data analysis and the types of data used for inventory budgeting. We'll go over sales forecasts, bottom-up budgeting, vendor analysis, and internal inventory controls. With an in-depth analysis of these key factors, you can create an accurate budget that helps your company reach its goals.

Cash Flow Management: Cash Flow Management for Beginners

Cash flow is one of the most important indicators of corporate financial health. It paints a picture of how a company receives, pays, and invests money. In this program, we'll talk about the basics of cash flow: what it is and why it matters. We'll go over cash flow statements, inflow, and outflow. Applying these cash flow management basics will help you better understand and develop your own company's finances.

Cash Flow Management: Managing Payables

JUL1612

A payable is money that your company owes to someone. When you receive a bill from a company that has provided you with a service, that money owed is considered an account payable. Managing these accounts is another important part of cash flow management, so that's what we'll be covering in this short program. We'll discuss prioritizing payables and go over some strategies for managing them.

Cash Flow Management: Managing Receivables

JUL1613

Managing receivables is another important aspect when it comes to cash flow management. This refers to the collection of monies owed to the business, and is essentially the opposite of payables. A receivable is an asset on the balance sheet that represents the amount of product sold on credit to a customer. In this program, we'll talk about issuing credit, and setting up effective collection and billing systems.

Cash Flow Management: How to Read Cash Flow Statements

JUL1614

Cash flow statements paint a picture of how money is flowing through a company, both in and out, from one period of time to another. They can be difficult to follow, but hold a wealth of valuable financial information. In this course, we'll go over how to interpret a cash flow statement. We'll discuss the four main sections that make it up, go over some key things to look for, and talk about the valuable analytics that come from this important statement.

Finance as a Tool: Evaluating Costs

JUL1615

An inventory budget is an estimate of how much money or capital a business needs to purchase inventory. In this program, we'll talk about how to create this type of budget. We'll discuss data analysis and the types of data used for inventory budgeting. We'll go over sales forecasts, bottom-up budgeting, vendor analysis, and internal inventory controls. With an in-depth analysis of these key factors, you can create an accurate budget that helps your company reach its goals.

Finance as a Tool: Investing Using Metrics

Anyone looking to pour money into a company is looking for a good return on their investment. In this program, we'll go over three metrics a company can focus on to attract investors: liquidity, growth, and return on assets. We'll take a look at what each of these metrics mean and what you can do to positively impact those numbers to help your business become a more desirable investment.

Financial Ratios: Revenue Ratios

JUL1617

Productivity indicates a company is using its resources well. This is an area that should be examined closely when analyzing a company. Revenue ratios are a good metric of productivity and efficiency. Metrics may vary from company to company, but the mathematics are simple once you determine which ratios need to be analyzed. In this program, we'll look at four common revenue ratios: sales per customer, sales per employee, sales per cash register, and sales per unit of time.

Financial Ratios: Cost of Goods Sold and Gross Margin

JUL1618

The cost of goods sold ratio and the gross margin ratio are two very helpful indicators of a company's efficiency. They provide valuable information that can reveal trends, help you budget, and help you calculate product markup. In this program, we'll talk about these two important financial ratios. We'll discuss what they are, how to calculate them, and what they mean for your business.

Financial Ratios: Net Investment Ratios

JUL1619

Comparing your company's financial statements against other companies can benefit you in many ways. This information can help you develop your own company's goals or show you how you're progressing against industry standards. Whatever your reasons, it's important to know the best methods to compare companies. In this course, we'll discuss different types of ratio analyses that allow you to make those comparisons.

Income and Expenditures: Key Components

JUL1620

The success of a business lies in balance income and expenditures. Without expenditures, a business can't expand and grow. But without income, a business can't manage day-to-day operations or pay its employees. So in this program, we're going to talk about the basics of what income and expenditures are and how they affect a company's finances. We'll also go over both revenue and capital expenditures, how they differ, and where they'll appear on a financial report.

Income and Expenditures: Income Streams

JUL1621

You're hopefully making money from your products or services, but have you thought about other potential income streams to help your company achieve its financial goals? In this course, we take a more in-depth look at income and the various ways that companies can bring in revenue besides simply selling their products and services. We'll talk about calculating net income and go over the most common types of income streams.

Income and Expenditures: Expenditure Costs

JUL1622

Every business has costs that are necessary to keep the company running. To stay financially healthy, you must carefully balance these expenditures with the income coming in. There are two kinds of expenditures that affect financial goals: revenue expenditures and capital expenditures. In this program, we take a deeper look at what these are. We'll provide some common examples of these expenditures and discuss their financial impact on a company.

Income and Expenditures: Benchmarking Ratios

JUL1623

We've gone over some various ways to analyze a company's financials, but a good analyst doesn't stop there. In this program, we'll cover four more ratios to evaluate whether or not a company is on track to hit their financial goals. We'll discuss revenue growth, profitability, operating cost breakdown, and return on assets. We'll talk about benchmarking and how to compare a company's performance to itself or other businesses or categories. We'll also go over trends and what you should be looking out for.

Income and Expenditures: Analysis

JUL1624

Careful analysis and balancing of income and expenditures is key to ensuring that your organization is on track to achieve its financial objectives. That's what this course is designed to help you with. We'll discuss the strategy involved in determining what works best for your company. We'll talk about analyzing expenditures and some ways you can reduce them, if necessary. We'll also go over healthy ways to increase expenditures that will aid your business in the long run.

Intro to Finance: Why Learn About Finance?

JUL1625

Welcome to Finance 101. Are you feeling anxious already? Did your blood pressure spike just reading that? It's okay, not all of us are numbers people. This series is designed for those who wish to dip their toes into the world of finance and are ready to learn the basics. It's important that all people have a general understanding of this broad-ranging topic, not just for career purposes, but for personal finance benefits as well. In this first course, we'll discuss all that the term "finance" encompasses, and we'll go over the various skills that come with a solid understanding of finance. We'll also talk about why and how those skills are beneficial to you.

Intro to Finance: Finance Terms

JUL1628

Finance jargon is a language all its own. In order to really delve into the study of finance, you'll need to know and understand some important terms. This course will cover some common terminology including assets and liabilities, expenses and cash flow, capital gains and losses, ROI, and more. These courses will give you a solid foundation of knowledge as you move forward in your study of finance, helping you to comprehend more complex financial concepts.

Intro to Finance: Resources & Documents

JUL1627

As a whole, a company's financial report provides a comprehensive look at their financial health. It's typically reviewed and may be shared with current and potential investors, government entities, and others who have a financial stake in the company. It lists every single transaction a business takes part in throughout a given period of time, including loan payments, purchases, and sales. This program will help you understand the main resources and documents needed for a financial report.

Principles of Accounting: Principles of Accounting

JUL1628

Businesses use accounting to create financial statements and analyze the contents of those statements to keep track of their finances. In order for that information to be meaningful and represent companies fairly across the board, they all have to play by the same set of rules. Those principles are what we'll be talking about in this course. The principles of accounting include the various standards used throughout the world and why and how they differ. We'll discuss the U.S. standard, in particular, and some of the most important principles within it. These principles aim to make financial reporting useful to both investors and creditors, as well as those involved in making financial decisions and improving company performance.

Principles of Accounting: Common Accounting Terms

JUL1629

Accounting jargon is a language all its own. If you're not familiar with the terminology, having an accounting-based conversation is virtually impossible. In this program, we'll help you learn to translate common financial terms so you can feel more comfortable interpreting and even engaging in corporate finance discussions. We'll go over four useful terms to give you a solid foundation for understanding and discussing company finances.

Principles of Accounting: Cash vs. Accrual Basis

JUL1630

When a company tracks its income and expenses, the method it uses is called its "basis of accounting." The two most commonly used methods are called "cash basis" and "accrual basis." In this course, we'll talk about what these two methods are, how they differ, and the pros and cons of each.

Principles of Accounting: Fraud

Fraud is a biggie in the financial world. It can affect companies of every size, so one of the biggest concerns for any company should be the avoidance of fraud. Understanding what constitutes fraud can help make sure you have procedures in place to avoid it. In this program, we'll be discussing what fraud is, why it happens, and what can be done to prevent it.

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17. Financial Basics

This section is for learners who are looking to learn the basics of finance from a banking perspective.

Check fraud banking phone calls, and teller cash handling are some of the topics you will find in this microlearning.

Banking Customer Interactions

Walking into a bank can be an intimidating experience. Many people don't enter physical bank locations anymore, so they may be unsure of where to go or who to see. As a bank employee, it's your job to make these customers feel welcome and comfortable. In this course, we'll talk about how to be a helpful, informative, and friendly bank professional. We'll discuss how to best interact with customers, whether they're new to your institution or have had an unsatisfactory experience. We'll go over greeting people, dress codes and appearance, offering assistance, referring customers to someone else, and handling customer complaints.

Banking Customer Service

JUL1702

Providing quality customer service is essential to any business, but in order to do that, every institution should establish a set of customer service guidelines for their employees to follow. In this course, we'll discuss the four basic elements of customer service that banks can implement for their employees. We'll talk about situations that bank customers want to avoid. We'll also cover areas where training is essential, touch on various ways to reward employees for exemplary customer service, and go over how to measure your customer service efforts.

Banking Phone Calls

JUL1703

Customers call us for many different reasons. Maybe it's just faster and more convenient to call than getting in the car and driving to your location. Maybe they've got an urgent problem and can't wait for a visit. Or maybe they just need the information quickly. Whatever it is, the caller wants their phone experience to be fast, be efficient, and satisfy their needs. Each phone call gives your company an opportunity to develop a new relationship or solidify and strengthen an existing one. In many organizations, the customer's first contact happens over .the phone, so it's essential that the experience is a good one. In this course, we'll talk about how to provide that by going over phone system designs, the three-ring rule, and general customer service phone etiquette.

Calculating Percentages

JUL1704

Do you know how to calculate interest? In this program you will learn how to change a fraction into a percent and a percent into a decimal.

Check Kiting

JUL1705

Check kiting is a growing problem in the banking industry, and one that's become easier in recent years, due to increasingly competitive banking practices requiring banks to make funds available sooner. Because check kiting is so easy, this crime is growing rapidly, and financial institutions are losing millions of dollars each year. In this program, we'll talk about what check kiting is and how to look out for it at your FI.

Check Processing

These days, most people use their debit card and automatic bill pay for paying off bills. Rarely do many of us use checks, and some struggle with knowing how to fill one out properly. If we're forgetting how to fill out checks, it's likely we've also forgotten how they work. In this course, we'll provide an overview of the check processing system. We'll discuss check clearing and how financial institutions communicate to move the cash from one bank to another using intermediaries. We'll go over endorsements, proofing, processing local versus non-local items, and check truncation. We'll also talk about potential problems with clearing a check.

Cross-Selling   JUL1707

In order to aggressively compete for business, banks need to offer multiple services to their customers. So, for employees of financial institutions, it's vital to understand the basics of cross-selling. In this program, we'll go over the sales process for bank professionals and discuss the differences between cross-selling and upselling, including the benefits to both sales strategies. We'll go over where to find these sales opportunities, touch on features vs. benefits, and talk about using technology to your advantage.

Electronic Payment Systems   JUL1708

In an increasingly digital world, electronic payment systems have become the standard of modern finance. In this course, we'll dive into how these kinds of transfers work, both domestically and overseas. We'll discuss automated clearing houses (ACH), Fedwire, CHIPS, and SWIFT. We'll talk about what they are, how they operate, the number of banks that use these systems, and the transfer amounts they handle.

Handling Customer Complaints   JUL1709

One thing we know about business is that customers complain. As an organization, it's impossible to always get it right for every customer, every time. But customer complaints aren't necessarily a bad thing. Why? Because it's direct customer feedback, and if that customer complains directly to a bank employee, then the bank gets the opportunity to rectify the situation, changing the negative experience into a positive one. In this course, we'll talk about why handling customer complaints properly is important, and we'll discuss the process for dealing with these situations successfully.

Pandemic Planning   JUL1710

As we all saw during the coronavirus pandemic, the economic effects of a pandemic can be severe, both nationally and internationally. Since financial institutions play a critical role financially and economically, FIs need to have plans in place that describe how they will manage through a pandemic event. But you personally, as an FI employee, need to be aware of what these plans might contain, and what your role in such a plan might be. In this program, we're going to discuss some of those measures and provide you with instructions on how to get a pandemic plan in place.

Responsibilities of the Teller

With all the online and ATM banking we do these days, some people might think the teller's job is no longer important. This simply isn't the case. Tellers are still a vital part of most financial institutions. If you're a teller, or becoming one, this course will help you understand the essential duties and responsibilities that come with your position. We'll discuss operational duties, such as dealing with transactions, policies, and procedures. We'll also cover customer service responsibilities like cross- and upselling products and services, being alert to fraud, dealing with office security, and identifying adult financial abuse.

Selling Nondeposit Investment Products
JUL1712

More and more Americans are opting to invest their money into mutual funds, rather than in interest-bearing checking accounts. Mutual funds are considered a non-deposit investment product (NDIP), which depository institutions can offer directly, or through third parties like affiliated or unaffiliated registered securities broker-dealers. Non-deposit investment products carry certain risks that some consumers may not be aware of, so in this course, we'll talk about how to properly educate your customers and discuss guidelines surrounding the sale of these products.

Signs of Check Fraud
JUL1713

Check fraud is one of the largest challenges facing financial institutions. Technology has made it increasingly easier for criminals to create realistic counterfeit checks and false identification to defraud FIs. To protect yourself and your customers from check fraud, you need to become familiar with check fraud schemes and common warning signs of counterfeit checks. Typically, the teller is the person who has the responsibility of identifying fraudulent checks and the criminals trying to use them. In this program, we'll talk about how to determine if a check is real or possibly counterfeit.

Teller Cash Handling
JUL1714

Tellers have several responsibilities and play a critical role in the success of financial institutions. One of their most important duties is to manage cash transactions. So, in this video, we're going to talk more in depth about the teller's cash handling responsibilities, including managing the cash drawer, counting cash, processing transaction tickets, and balancing the day's transactions. We'll also discuss finding and correcting balancing errors.

The Importance of Good Communication Skills
JUL1715

Being able to communicate in an accurate, friendly manner is extremely important in the world of banking. Communication involves all methods used to convey thoughts and feelings to other people. This generally involves spoken words and body language to convey information, and then watching and listening to receive information. Seems simple enough, right? But there's some complexity to communicating well, particularly in the financial field. In this course, we'll talk about the benefits of developing these skills. We'll talk about persuasion, knowing your audience, and using your observations to help you communicate more effectively.

Types of Check Fraud

If you've seen the movie Catch Me if You Can with Leonardo DiCaprio and Tom Hanks, then you've seen check fraud at work. The movie is based on the life of Frank Abagnale and his time as a conman and check forger. When he was finally caught and convicted, Abagnale went to work for the FBI, teaching them his check forgery tricks. These criminal practices are still at work today. So in this program, we'll talk about different types of check fraud, how to recognize them, and what you can do to stop these activities at your workplace.

18. Financial Compliance

There are countless laws around banking and finance. These microlearnings go through some of those laws. Learners in the banking and finance industry can benefit from these courses.

The microlearnings in this section include topics such as FDIC accounts, Regulation E, and The Truth in Lending Act.

120 Hours and Counting

Customer financial data is sensitive information that banks have an obligation to protect. However, the fine line between security and privacy is something that needed to be addressed after 9/11. To prevent future terrorist attacks, provisions were written into the USA PATRIOT Act that allows banks to share customer information with law enforcement and with each other.

Adult Financial Abuse

JUL1802

Adult financial abuse is a growing problem all over the country and many factors contribute to this rising trend. Americans are living longer, so there are more elderly adults within our population than ever before. Many over 65 live in their own homes. Over 1 million people who are over the age of 65 suffer from serious dementia, and a large portion of people that are 85 and older are dealing with some degree of Alzheimer's.

Banking the Unbanked

JUL1803

As long as there is a market demand for payday loans, title loans, and check cashing services by the unbanked, companies that offer these products and services will operate unless laws are passed that prevent them from doing so. In this program, we want to focus on managing the risks that come with doing business with these companies.

Better Safe Than Sorry

JUL1804

In these programs, we're going to look at the critical information you need to know about what your obligations as a bank employee are and how you can avoid the penalties that come with non-compliance.

Cash-less Money Laundering

JUL1805

Just as personal checks replaced the use of cash, debit cards have replaced personal checks. Debit cards are beginning to be replaced by smartphone applications that securely enable cash-less transactions with a tap of the phone. Hard currency is playing a diminishing role in our modern economy. The ways in which money is exchanged in modern society depends upon a complex system of electronic fund transfers. For the sake of simplicity, we're going to refer to all of these electronic transactions simply as "wire transfers."

Check 21

JUL1806

We've already learned about Regulation CC and the Expedited Funds Availability Act. This program provides information on the Check 21 Act, which is an amendment to Regulation CC. The purpose of Check 21 is to encourage the use of technology to improve the efficiency of the check payment system and this includes making check truncation possible.

Consumer Privacy Act

Over 75% of Americans use the internet and other electronic means of mass communications. Because of this, consumer privacy has become a major issue. Consumer privacy, also known as customer privacy, involves protecting personal information that is revealed during everyday transactions. Watch this course to learn more.

ECOA Reg-B
JUL1808

Creditors cannot discriminate when deciding who to give credit to. Watch this course to learn what questions can be asked and what information can be used with giving credit.

Elder Financial Exploitation: How Financial Institutions Can Help
JUL1809

Elder financial exploitation has been called the crime of the 21st century, and intervening, when possible, is critical. In this course, we'll focus specifically on what financial institutions can do to combat elder financial abuse. We'll discuss the red flags of financial abuse and go over some best practices to prevent abuse. We'll also talk about the laws surrounding elder financial abuse and the responsibilities of financial institutions in preventing and responding to it.

Elder Financial Exploitation: The Basics
JUL1810

Elder financial exploitation, or EFE, is a fast-growing and despicable form of abuse of seniors. It's also the most prevalent form of elder abuse. In general, elder financial abuse is any fraudulent act that uses the resources of an older individual for personal benefit, or an action that deprives an older individual of their belongings. Older adults lose more than $27.4 billion every year to scams, fraud, and exploitation. In this course, we'll discuss some examples of elder financial exploitation, go over why the elderly are targeted, and who they're typically targeted by.

Exceptions to the Rule
JUL1811

Bank Secrecy Act/Anti-Money Laundering regulations provide guidelines for banks to exempt certain businesses from CTR requirements. There is a category of businesses that are automatically exempt from CTR reporting, and then there are those businesses that your bank has exempted. It's important to point out that while we'll be looking at CTR exemptions in this course, there are no exemptions for SARs.

Fair Credit Reporting Act

The Fair Credit Reporting Act, or FCRA, was originally enacted in 1970 by the Federal Trade Commission. It outlines the rights of consumers and consumer reporting agencies with regard to consumer - or credit - information. The act has been amended many times, and was substantially amended in 2003 by the Fair and Accurate Credit Transactions Act, or the FACT Act. In this program, we're going to be discussing the permissible uses for credit reports, what happens if a person becomes the victim of fraud, and what guidelines should be put in place for the disposal of credit reports.

Fair Debt Collection Practices Act

The Fair Debt Collection Practices Act, also known as the FDCPA, was enacted in 1977 to protect consumers from unfair, deceptive, and abusive practices used by some third-party debt collectors. In this program, we'll review who and what is protected by the FDCPA, and talk specifically about what debt collectors can and can't do to collect payment. It's important to note that there are state laws regarding debt collections do's and don'ts. This program does NOT cover the specifics of the state laws, so be sure to check with your compliance officer or supervisor to ensure you know your state-specific guidelines regarding the collection of debts.

Fair Lending Laws

During the 60s and 70s, Congress passed several laws to ensure fair and equitable access to credit for individuals and communities. These laws include the Fair Housing Act, or FHA, of 1968, the Equal Credit Opportunity Act, or ECOA, of 1974, the Home Mortgage Disclosure Act, or HMDA, of 1975, and the Community Reinvestment Act, or CRA, of 1977. In this program, we're going to talk about the two laws, in particular, that are the fair lending laws (FLLs). We'll go over what and who they apply to, and what lenders need to do in order to stay compliant. Keep in mind, we aren't lawyers and are not giving legal advice. This course is simply a review of these laws.

FDIC Accounts

If you're putting money in a depository bank account, you want to make sure it's insured against bank failure or other negative outcomes. Luckily, the U.S. government has an agency called the Federal Deposit Insurance Corporation. The FDIC was created during the Great Depression to make sure people didn't lose all their money if there was a run on their bank. Therefore, any FDIC-eligible account is insured. In this program, we'll discuss the different types of depository accounts that are insured by the FDIC.

Foreign Corrupt Practices Act: Compliance

JUL1816

The Foreign Corrupt Practices Act, or FCPA, is a U.S. law that targets corruption and is often known as the law used to prosecute bribes paid abroad. A critical part of any company's internal controls is having an effective compliance program. It's essential to detecting and preventing FCPA violations and can be tailored to a company's specific business and to the risks associated with that business. In this program, we'll focus on tips for complying with the FCPA and the proper elements to an effective compliance program.

Foreign Corrupt Practices Act: Core Concepts

JUL1817

With more than ¬†1.1 billion dollars in resolution payments in the first quarter of 2019 alone, the Department of Justice, or DOJ, and the Securities and Exchange Commission, or SEC, are cracking down on enforcing the US Foreign Corrupt Practices Act. The Foreign Corrupt Practices Act, or FCPA, is a critically important statute for combatting corruption around the globe. In this program, we'll discuss the background of this Act and how it came to be. We'll also go over the core concepts and what violates the FCPA.

Giving More Than 100%

JUL1818

The USA PATRIOT Act requires all banks to apply enhanced due diligence when there is abnormally high risk involved. When it comes to structuring your Anti-Money Laundering program, enhanced due diligence stresses the idea that one size does not fit all. In recognizing that certain customers, locations, and account types involve higher risk than others, special care should be taken to mitigate this risk.

Homeowners Protection Act

JUL1819

The Homeowners Protection Act (HPA) is also known as the PMI Cancellation Act, and was designed to reduce unnecessary payments of private mortgage insurance (PMI) when homeowners are no longer required to pay it. Before the Homeowners Protection Act, many homeowners unknowingly continued to pay PMI when their equity reached 20% and they were legally able to cancel it. Oftentimes, they weren't even aware they were paying it at all, since it was lumped into their monthly mortgage payments. In some instances, a lender would agree to terminate coverage when the borrower's equity reached 20%, but then neglected to do so. In this course, we'll discuss the basics of PMI and the methods for cancellation. We'll also go over the exceptions to cancellation of PMI, the disclosures that are required, and civil liability for violating the HPA.

HPA

This class reviews the circumstances under with the Private Mortgage Insurance must be canceled according to Homeowners Protection Act of 1998. It also reviews what disclosures the Financial Institution must provide to the homeowner to keep them informed of their PMI status.

Identity Theft: Red Flags Rule

Identity theft is a hot topic. It seems like every day you hear a story about someone's identity being stolen, or a company offering you protection against identity theft. In this program we are going to talk about the Identify Theft - Red Flags Rule and how it applies to your Financial Institution.

Manipulating the System

In this program we're going to discuss the events that led to a major overhaul of Bank Secrecy Act/Anti-Money Laundering (BSA/AML) regulations in 2001. In the other courses in this series, we've looked at how AML laws were developed to stop dirty money from entering the banking system. Some of the most significant changes to a bank's AML program have been a result of the passage of the USA PATRIOT Act, passed in direct response to the 9/11 attacks.

Negotiable Instruments and Endorsements

You're probably familiar with the term "negotiable instrument," but what exactly is that? It's defined as a written document guaranteeing the payment of a specific amount of money, either on demand or at a set time, to a specific person or to order to its bearer. Still not clear? No worries, in this course, we'll look at negotiable instruments, what they are, and how they work.

Office of Foreign Assets Control

A man walks into your financial institution and requests a wire transfer to Burma. It's a pretty small amount and he says he wants to pay for the transaction with cash. So, you go ahead and do it. Easy enough, right? You probably process wire transfers everyday. It turns out, the man you helped was a drug trafficker sending money overseas to fund his drug cartel. It makes you sick, doesn't it? How do you stop that from happening? That's what the Office of Foreign Assets Control, or OFAC, helps with. In this course, we'll discuss the origin of the OFAC and its responsibilities. We'll also talk about the various laws it administers, so that you and your financial institution can avoid possible violations.

Putting the Pieces Together

In previous courses, we've stressed the importance of preventing dirty money from entering the system. Once the cash has been placed, the process of layering can be very difficult to stop. We've looked at some of the activities that FinCEN has identified as red flags for money laundering. In this course, we're going to continue looking at red flags, but the material here will be much more technical than the basic indicators in the earlier courses and deal much more specifically with international wire transfers.

Real Estate Settlement Procedures Act: Disclosures

The Real Estate Settlement Procedures Act, or RESPA, is a federal act passed in 1974 which covers residential properties of 1-4 units. Before RESPA, real estate professionals and closing service providers were charging customers unnecessary fees to close on their homes. In this course, we'll discuss what RESPA is and the disclosures it requires.

Real Estate Settlement Procedures Act: Kickbacks, Title Insurance, and Escrows

The Real Estate Settlement Procedures Act, or RESPA, is a federal act passed in 1974 which covers residential properties of 1-4 units. Before RESPA, real estate professionals and closing service providers were charging customers unnecessary fees to close on their homes. In this course, we will examine Sections 8-10 of RESPA, which cover consumer protections in the law. Specifically, we'll talk about how the law deals with kickbacks, title insurance, and escrows.

Red Flags Ahead

In this course, we're going to look at the red flags that FinCEN and the other regulatory agencies have identified as instances when enhanced due diligence is required.

Regulation B: What Is the Equal Credit Opportunity Act?

The Equal Credit Opportunity Act, or ECOA, implemented by Regulation B, is a federal regulation that forbids all creditors from discriminating against loan applicants based on nine prohibited factors. In this program, we'll talk about those categories and what exactly is prohibited under the law. We'll also discuss the rules for taking an application and evaluating its information. Lastly, we'll discuss consumer rights under Regulation B.

Regulation BB and the Community Reinvestment Act · JUL1830

Regulation BB requires financial institutions, excluding credit unions, to help assist with the credit needs of their surrounding communities, including low- to moderate-income communities. Regulation BB, also called the Community Reinvestment Act, or CRA, was enacted in 1977. It's revised yearly to update the asset threshold for banks. In this program, we'll cover what effect CRA performance has on regulatory applications, how CRA performance is evaluated, and what information a bank is required to collect and report. This course is intended only to give an overview of Regulation BB and should not be taken as legal advice.

Regulation C Home Mortgage Disclosure Act · JUL1831

Back in 1968, the Fair Housing Act was passed to protect home buyers from discriminations in mortgage lending. Did it work? Not really. So, in 1975, Congress enacted the Home Mortgage Disclosure Act or HMDA. It's a disclosure law, implemented by the Federal Reserve Board's Regulation C, and it requires covered institutions to compile and disclose data of applications for, originations of, and purchase of home purchase loans, home improvement loans, and refinancing. In this program, we'll talk about which financial institutions this applies to, which transactions are covered, and which are excluded. We'll also discuss what needs to be recorded, reported, and disclosed.

Regulation CC: Expedited Funds Availability Act Basics · JUL1832

Before 1987, back when paper checks were still a thing, MTV still aired music videos, and big hair was a MUST, many banks were holding deposits basically for as long as they wanted, before crediting consumers' accounts. "Gimme my money!" Am I right? Due to obvious public concern, congress passed the Expedited Funds Availability Act, or EFAA. The act limits the fund holding periods for all U.S. banks, savings institutions, and credit unions. This act led to many banking changes, which we'll get to throughout this series, but in this first course, we'll talk about the basics of the EFAA.

Regulation CC: Expedited Funds Availability Act Exception Holds · JUL1833

So, like, in the last program, we totally talked about the Expedited Funds Availability Act of 1987, and how it was managing paper checks, and more importantly, their funding times. Since the banking industry is one of the most clear-cut, unambiguous industries (PSYCH!), there are, of course, a ton of exceptions to their rules. Don't have a cow! In this program, we'll quickly roll through the exceptions to Regulation CC's funds availability requirements.

Regulation CC: Expedited Funds Availability Act Check 21

YES. Get excited. We're talking about Check 21. "WHAT?!" Yeah, you read that right! Back in October 2004, the Check Clearing for the 21st Century Act, also known as Check 21, went into effect and is covered in Subpart D of Regulation CC. authorizes the use of a negotiable instrument called a "substitute check." Check 21 provides the legal framework for the creation of these types of checks, which can then be used in place of the original paper check, without an agreement in place with other financial institutions. Prepare yourself for the wonder of Check 21. Let's dive in.

Regulation E: Disclosures Part 1

JUL1835

We know that Regulation E implements the Electronic Funds Transfer Act, the types of transfers the regulation does and does not protect, and why it's important as a financial institution to adhere to the guidelines. Regulation E also sets forth 11 disclosures, so in this course, we'll take a look at these individually so you can understand what a financial institution is required to disclose to its customers. One of the most important acts of compliance is to promptly and accurately communicate the content of these disclosures, so we'll also discuss disclosure requirements, including formatting, options, timing, and content.

Regulation E: Disclosures Part 2

JUL1836

In the Disclosures Part 1 video, you learned about the general requirements for disclosures and how they need to be formatted, what needs to be included, as well as the actual content of the disclosures themselves. In this video, we're going to focus on four specific disclosures: those involving changes to terms, ATM fees, overdraft service fees, and gift cards.

Regulation E: Electronic Check Conversion

JUL1837

It wasn't long ago that when a person wrote a personal check, the recipient deposited the check and the check was processed manually. The process could take days to complete, which meant the deposit had to wait for the funds to clear. Today, new technology has eliminated much of the delay by turning a paper check into an electronic transfer, also known as an electronic check or e-check. In this course, we'll look at electronic check conversions, or ECKs, and how they're covered under Regulation E. We'll talk about ECK transactions, MICR encoding, consumer authorization, and payee responsibilities.

Regulation E: Electronic Transaction Overdraft Services Opt-In

JUL1838

Prior to July 2010, if a consumer did not have enough funds to cover an electronic transaction, the bank or credit union would allow the transaction, cover it, and consequently charge a fee, without asking the consumer's consent. Consumers didn't like that and expected the transactions to simply be denied if their account had insufficient funds. As a result, Regulation E was amended to state that consumers must opt-in for this coverage. Let's take a look at what this protection means to consumers and their Financial Institutions.

Regulation E: Error Resolution and Consumer Liability Part 1

Errors will happen and Regulation E specifically outlines how FIs should handle these instances. In this program, we'll discuss what constitutes an error, and what is not considered erroneous. We'll also talk about how a financial institution should investigate an error once one has been reported, including knowing what information needs to be gathered, and how quickly they need it by. Lastly, we'll walk viewers through the thorough, four-step resolution process.

Regulation E: Error Resolution and Consumer Liability Part 2   JUL1840

In the first Error Resolution and Consumer Liability video, you learned how to conduct an investigation if a consumer reports an error. In this course, we will look at what a consumer's level of liability is, based on the circumstances. Regulation E addresses consumer liability based on whether or not an access device was involved, so in this video, we will look at the levels of consumer liability when an access device IS involved. We'll discuss the different tiers of liability and what determines liability. Also throughout this program, we'll go over some real-life scenarios to help you understand how consumer liability really works.

Regulation E: Error Resolution and Consumer Liability Part 3   JUL1841

In the first Error Resolution and Consumer Liability video, you learned how to conduct an investigation if a consumer reports an error. Then, we looked at the levels of consumer liability when an access device is involved. In this program, we'll look at the tiers of consumer liability with transactions that do not involve an access device and walk you through some real-life examples to help you understand consumer liability.

Regulation E: Issuance of Access Devices   JUL1842

Under Regulation E, an access device is a card, code, or other means of access to a consumer's account that may be used by the consumer to initiate electronic funds transfers (EFTs). Recognizable forms would be your debit card or personal identification number (PIN) used to access internet banking to initiate a transfer. In this program, we'll talk about the issuance of access devices and what's required under Regulation E.

Regulation E: Overview   JUL1843

Technological advancements in the financial industry have provided much greater convenience and improved financial management and communication. The downside to these improvements is the increase in fraudulent activities, impacting both financial institutions and their customers. To safeguard against fraud, a set of rules was established by federal banking regulators known as Regulation E, or Reg E. These rules implement the Electronic Funds Transfer Act. In this course, we'll discuss the heart of Reg E. We'll go over the the important information financial institutions must disclose to their consumers, guidelines regarding when access devices, such as debit cards, may be issued, the extent of a consumer or bank's liability when there are errors, electronic transaction overdraft protections, guidelines for receipts and periodic statements, as well as information about prepaid account rules.

Regulation E: Preauthorized Transfers

A preauthorized electronic fund transfer is an EFT authorized in advance to recur at regular intervals. It could either be a credit to, or a debit from, and account. Examples would include your paycheck getting directly deposited. A preauthorized debit might be automatic monthly bill pay for your water bill. In this course, we'll look at what Regulation E has to say about these types of repetitive, preauthorized transfers. We'll go over the rules for when money is transferring either to or from a consumer's account. We'll also talk about stopping payments and notice of transfers in varying amounts.

Regulation E: Receipts and Periodic Statements   JUL1845

Regulation E was created for the protection of consumers. Two methods that consumers use to keep track of valid purchases and transfers are the review of periodic statements and the review of receipts of EFT transactions. For this reason, Reg E covers the importance of these documents. In this course, we'll talk about what must be included on these documents, and where, to ensure consumers are fully informed about their EFTs. We'll talk about terminal receipt requirements and any exceptions to these rules. We'll also go over periodic statement requirements and the list of exceptions to those.

Regulation E: The Prepaid Rule Part 1   JUL1846

Prepaid cards are hugely popular. Because they're so widely accessible, Regulation E was expanded to include protection for prepaid accounts. New rules have been amended to handle periodic statements for prepaid cards, pre-acquisition disclosures, changes in error resolution and liability limitations, as well as fee schedules. In Part 1 of the Prepaid Rule, we'll talk about which accounts and cards are covered, and which ones are not. We'll talk about error resolution and liability limitations, and exceptions for unverified prepaid accounts. Lastly, we'll discuss the required changes for periodic statements and alternatives.

Regulation E: The Prepaid Rule Part 2   JUL1847

In The Prepaid Rule - Part 1, we looked at what the Prepaid Rule is, discussed which accounts are and aren't protected by the new rules, and how the rule affects error resolution and liability. In this program, we'll look at pre-acquisition disclosures, their formatting, and content requirements. We'll also go over hybrid-prepaid credit cards and where to find helpful resources regarding the Prepaid Rule.

Regulation O: Introduction to Regulation O   JUL1848

Regulation O applies to all federally insured financial institutions, governing loans and extensions of credit to their executive officers, directors, principal shareholders, and to the companies controlled by them. In a nutshell, Regulation O is designed to provide checks and balances for high-level executives of the FI ladder, to ensure that they don't receive preferential treatment when receiving loans and credit. In this course, we'll discuss whom the regulation applies to and what actions are prohibited.

Regulation W

Regulation W establishes quantitative limits and other requirements for loans, purchases of assets, and other transactions between financial institutions and their affiliates. In this course, we'll define two key terms you'll need to know in order to comply with Regulation W: affiliate and covered transaction. We'll discuss how to determine when Regulation W applies. We'll break down the two key sections to the regulation: sections 23A and 23B. Lastly, we'll touch on the applicability of Regulation W on foreign banks and go over amendments made through the Dodd-Frank Act.

Right to Financial Privacy Act Part 1   JUL1850

The Right to Financial Privacy Act of 197,8 or RFPA, was a result of the Supreme Court's Ruling in US v Miller (1976). The RFPA outlines specific process and procedures for disclosing member information to government authorities. Watch this course to find out how the RFPA applies to you!

Right to Financial Privacy Act Part 2   JUL1851

There are always exceptions to rules - and the RFPA is no different. On the one hand, you have the RFPA that protects financial records from being viewed. On the other hand you have the Patriot Act, BSA, and AML which provides government agencies the right to view customer records. Financial records are important tools in investigating drug-trafficking, espionage, fraud, and acts of terrorism. In order to keep records protected when they need to be, and viewed when they need to be, exceptions to the RFPA were created.

Right to Financial Privacy Act: Gramm-Leach-Bliley Act -   JUL1852
Title V

In this course, we'll take an in-depth look at the Gramm-Leach-Bliley Act (GLBA). We'll discuss the history of the GLBA and how it came to be. We'll also focus specifically on Title V of the Act, which governs the treatment of nonpublic personal information about consumers by financial institutions. This act provides three types of privacy protection, which we'll discuss here. We'll also cover who it's designed to protect and how it impacts financial institutions. Lastly, we'll talk about exceptions to the law, and penalties for non-compliance.

Right to Financial Privacy Act: Introduction   JUL1853

What does "right to financial privacy" really mean? Well, not so long ago, the U.S. government could request access to our bank records, without our knowledge, at any time. Our bank records include highly sensitive information like our account numbers, social security numbers, home addresses, and spending patterns. Congress, in time, established privacy acts that would protect consumer information. In this course, we'll discuss the Right to Financial Privacy Act (RFPA). We'll look at its history, who it protects, how it impacts financial institutions, and the violations and penalties associated with the act.

Right to Financial Privacy Act: USA PATRIOT Act

The Patriot Act stems from the September 11th, 2001 terrorist attacks on America. The terrorists involved in the attacks used U.S. and foreign financial institutions to hold, move, and retrieve their money. Following these attacks, the U.S. government set up a way to to detect or disrupt transactions of the type that financed 9/11. In this course, we'll talk about this important act and how it impacts financial institutions. We'll discuss the act's requirements including Customer Identification Programs and anti-money laundering measures.

So What's the Big Deal? JUL1855

So, what's the big deal? Is anyone really hurt by money laundering? Shouldn't we be focused on preventing the crimes that produced the dirty money rather than the attempts to cover up the crime after the fact? As we'll see in this course, when it comes to money laundering, it's not so simple and clear-cut.

Structuring and Layering and Integration, Oh My! JUL1856

All money-laundering schemes involve three basic steps: placement or structuring, layering and integration. In this course, we'll talk about how each of these work and how they affect you and your job.

The Bank Bribery Act JUL1857

The Bank Bribery Amendments Act of 1985 requires that the financial institution regulatory agencies publish guidelines to assist employees, officers, directors, agents, and attorneys of financial institutions in complying with the law. The Act is in place to prevent misconduct in lending transactions, but it also applies more broadly to any business or transaction. So, it includes vendors, contractors, and anyone else who may have contracts with the financial institutions as well. In this program, we'll break down what this act says.

The Customer is Always Right... Except When They Aren't JUL1858

It doesn't matter whether you work in a bar or a bank; good customer service is the cornerstone of business success. You want your customers to be happy so that they'll become repeat customers. Filing a Currency Transaction Report (CTR) can be a lengthy, inconvenient process for the customer, but it's a necessary one in order for you to avoid penalties.

The Fair Housing Act

JUL1859

Sometimes it's hard to believe that, not so long ago, it was legal to prevent a person from renting an apartment, or selling a home, to someone based on their race, color, religion, or disabilities. Not only was it legal, it was widespread and common practice. On April 10, 1968, approximately one week after Dr. Martin Luther King was assassinated, the Fair Housing Act (also known as Title VIII of the Civil Rights Act of 1968) was signed into law. The purpose of the law is to protect people from discrimination when they're renting or buying a home, getting a mortgage, seeking housing assistance, or engaging in housing-related activities. In this course, we'll discuss who is protected, the housing types that are covered, and what actions are prohibited under the law when it comes to selling, renting, and lending practices.

The Federal Reserve and Monetary Policy

JUL1860

The term monetary policy refers to the actions taken by the Federal Reserve to control the cost of money in the United States. These efforts preserve the economy and promote stability, and this responsibility was given to the Federal Reserve through the Federal Reserve Act of 1913. In this course, we'll talk about the nine policy tools the Federal Reserve controls to influence the demand for and supply of balances that depository institutions hold at Federal Reserve Banks. We'll also discuss the impacts of the federal funds rate.

The Financial Institutions Reform, Recovery, and Enforcement Act of 1989

JUL1861

The Financial Institutions Reform, Recovery, and Enforcement Act of 1989, or FIRREA, is a federal law that was created in response to the savings and loan crisis after hundreds of US savings and loan institutions failed in the 1980s. FIRREA is essentially a set of regulatory changes to the United States savings and loan banking system and the real estate appraisal industry. In this course, we'll discuss what the act was designed to accomplish, and the various changes enacted through the FIRREA Act.

The List

JUL1862

In the Treasury Department, there is a division known as the Office of Foreign Assets Control (OFAC). When Congress passes a law placing economic sanctions on a country, OFAC is responsible for ensuring that no one conducts business with that country. OFAC is responsible for publishing the Specially Designated Nationals List (SDN, commonly simply called, "the OFAC list"). This list is updated constantly to deal with rapidly evolving geo-political situations.

The National Flood Insurance Program: Flood Insurance Overview

JUL1863

The National Flood Insurance Program, or NFIP, was created to help the U.S. deal with the impact of flooding. Two statutes, The National Flood Insurance Act of 1968 and the Flood Disaster Protection Act of 1973, govern the NFIP. Congress established this program in response to growing flood losses that strained insurance companies and escalated the costs of disaster relief to U.S. taxpayers. In this course, we'll talk about the goals of the NFIP and how community participation in the program works. We'll also discuss NFIP coverage.

The Truth in Lending Act

JUL1864

The Truth in Lending Act, or TILA, is designed to protect consumers and credit transactions by requiring disclosures about their terms and to standardize the way costs associated with borrowing are calculated and disclosed. TILA also gives consumers the right to cancel certain credit transactions that involve a lien on a consumer's principal dwelling, regulates certain credit card practices, and provides a means for fair and timely resolution of credit billing disputes. In this course, we'll provide a detailed description of TILA and Regulation Z, which implemented the act. We'll talk about the various subparts of the act, who it does and does not apply to, and the disclosure requirements under the act.

True Stories of Money Laundering

JUL1865

Now that you understand your obligations in the fight against money laundering, we'd like to share with you some case studies of actual money laundering schemes that were broken up by law enforcement. We're going to avoid using the specific names of banks and other businesses, but all of the events that are described come straight from FinCEN.

Truth in Savings Act: Regulation DD Part 1

JUL1866

Regulation DD implements the Truth in Savings Act, which Congress passed to help consumers make informed decisions about deposit accounts at different financial institutions through the use of uniform disclosures. The law requires FIs to provide account disclosures, so that consumers can make meaningful comparisons among different institutions. It also imposes requirements on how deposit accounts may be advertised and how interest on accounts may be calculated. So really, Regulation DD forces truth in advertising and protects the consumer. In this program, we are going to cover all of the different disclosures required by Regulation DD.

Truth in Savings Act: Regulation DD Part 2

JUL1867

In our Truth in Savings Act Part 1 program, we learned that Congress passed Regulation DD and the Truth in Savings Act to help consumers make informed decisions about deposit accounts at different financial institutions. Regulation DD forces truth in advertising and protects the consumer. In this second part of the series, we're going to focus on the advertising requirements listed under the regulation.

What Do You Do with $10,000 in Cash?

JUL1868

In this course, we're going to look at the Currency Transaction Report or CTR, so that you know when to file and how to file it.

What is Money Laundering?

JUL1869

Congress passed anti-money laundering laws to keep "dirty" money, or money gained through criminal activity, out of the banking system. These laws give law enforcement officials the tools they need to find and arrest criminals and terrorists. These laws also make it very difficult for criminals to spend the money that they make.

What SAR? I Don't Know Anything About an SAR.

JUL1870

In an effort to get a "big picture" view of Bank Secrecy Act/Anti-Money Laundering (BSA/AML) compliance, keep in mind that your responsibility is to observe, report, and identify your customers. As with any kind of regulatory compliance, there will be some specific rules that you'll need to keep in mind as you do your job. But if you keep these three things in mind, you'll be fine. In this course, we'll discuss the specifics of filing a Suspicious Activity Report (SAR).

Who is a Customer and How Do You Prove It?

JUL1871

Regulators make a distinction between a "customer" and a "consumer". In most businesses, the terms are interchangeable. For regulators, the distinction between the two lies in the degree to which your bank has a formal relationship with the individual. All customers are consumers, but not all consumers are customers.

Why Are You So Suspicious?

JUL1872

You have a responsibility to identify and report suspicious activity. What defines "suspicious?" Are there ramifications if you incorrectly submit a Suspicious Activity Report (SAR)?

19. Gender Equality

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. These microlearnings will help make learners more aware of the gender bias that women face in the workplace.

Nonbinary people at work, women at work, and advancement for women are some of the microlearning topics found in this section.

Advancement for Women: Mentoring Other Women JUL1901

Mentorship plays an important role in professional development. In this course, we're going to dive a little deeper into this concept, focusing on women in the workplace. We will talk about exactly what a mentor is and explore the importance of mentorship. Then we'll guide you through some easy steps for how you can be a successful mentor. This will include establishing a relationship, determining the best ways to communicate, giving feedback, and listening actively.

Advancement for Women: Navigating the Broken Rung JUL1902

Advancing your career can feel like an exciting step, but it can also be very intimidating. For many women in the workplace, something experts call the "broken rung" may also be standing in the way. In this course, we'll dive into this corporate ladder metaphor and discuss some useful ways to show your employer that you're ready for a promotion. We'll talk about having a leadership mindset, continuously learning, honing your skills, and taking initiative.

Advancement for Women: Salary Negotiation JUL1903

Negotiating your salary can be really intimidating. Talking compensation in general makes many people uncomfortable. Whether you're a prospective employee looking for a job, or if you're looking to renegotiate your salary, it doesn't need to be scary. In this program, we'll talk about how to confidently negotiate your salary. We'll talk about the what, why, when, and how of salary negotiation, so you feel empowered to ask for the salary you deserve, based on the value you offer your organization.

Advancement for Women: Your Professional Appearance JUL1904

Your work appearance is important, whether you work remotely or in office. You, of course, want to be your authentic self, but you also likely have a dress code to follow. In this course, we'll talk about the importance of your professional appearance. We'll go over the four common dress codes and how to balance professionalism with your own sense of style. We'll also touch on how your appearance is reflected in a remote work culture, and give some tips on not just clothing, but also work environment.

Advocating for Equal Pay for Equal Work JUL1905

When you think of a leader, a C-suite executive, who do you picture? Did you imagine a white man? If you did, you're not alone. Despite diversification efforts in recent years, white men are still predominately the CEOs, presidents, etc. While white men CAN make excellent leaders, they're not the ONLY people who can. In this program, we'll talk about why gender equality is needed and how to support and hire executive-level leaders of all genders.

Gender Equality in Hiring and Promotions: Recruiting People of All Genders

According to Harvard Business Review, there are more CEOs of large U.S. companies who are named David than there are CEOs who are women. Now that's a staggering statistic that shows us just how much inequality remains when hiring for executive positions. The numbers get more equal as you go down the rungs to the frontline, but they're still unequal. So, how do you change it? How do you make sure everyone from the CEO on down is simply the best-suited person for their job, regardless of their gender? It starts with your recruitment practices, so in this course, we'll discuss how companies can improve their job postings and interview process to be more gender-balanced and equitable.

Gender Equality in Hiring and Promotions: Supporting Leaders of All Genders

JUL1907

When you think of a leader, a C-suite executive, who do you picture? Did you imagine a white man? If you did, you're not alone. Despite diversification efforts in recent years, white men are still predominately the CEOs, presidents, etc. While white men CAN make excellent leaders, they're not the ONLY people who can. In this program, we'll talk about why gender equality is needed and how to support and hire executive-level leaders of all genders.

Gender Equality in Hiring and Promotions: Promotions for All

JUL1908

When it comes time to promote someone, you want to give the job to the most qualified person. But what does that person look like? According to statistics, men are more often promoted as leaders. Among midlevel managers, there are more women, but they're still underrepresented. And nonbinary people are often left out of the representation conversation entirely. In this program, we'll look at some strategies to ensure that the right person gets the job, regardless of gender. We'll also talk about how to set up a promotional pathway for every employee, by offering training and mentorships.

Nonbinary People at Work

JUL1909

When it comes to gender equality at work, what typically comes to mind is treating both men and women fairly. But the reality is, that doesn't cover all people. Some consider themselves nonbinary and are neither men nor women. In a poll by Harvard Business Review, 56% of people in Gen Z say they know someone who uses nonbinary pronouns. So, the number of nonbinary people who are in the workforce is only going to grow. How do we include these folks in our workplace? That's what we'll cover in this course. We'll go over important terms to know, discuss using pronouns, and talk about ways to create more inclusive workplace policies.

Overcoming Gender Bias at Work

A female engineering candidate is passed over because, "Women aren't good in STEM fields." A male actuary is made fun of for crying at work over the death of a pet. A nonbinary sales rep is told their gender expression is "odd." What do all of these situations have in common? They're all examples of gender bias in the workplace. This type of bias can affect people of any gender, and it's harmful to morale and your company overall. In this course, we'll discuss how to overcome gender bias in the workplace. We'll go over different forms of bias to look out for, we'll cover policies that need to be reviewed and possibly changed, and we'll discuss how gender bias should be handled, if it occurs.

Using Gender-Inclusive Language

You want your workplace to be welcoming to everyone there, right? Well, one of the ways to do this is by using gender-inclusive language. That means eliminating your use of certain phrases that refer to only one gender. Or even phrases that speak only to men and women, excluding people of nonbinary genders. In this program, we'll help you eliminate, or at least, reduce, your use of language that isn't gender-inclusive. We'll discuss language in recruiting, the "guys" problem, and negative gendered language.

Women and Gender Bias: Allyship at Work

Today's companies are becoming more and more aware of the difficulties that women and other minorities face each day. While companies recognize and are working to resolve this problem, you may find yourself wondering what you can do now to create more equitable interactions in your workplace. One of the easiest ways to advocate for yourself, other women, or other marginalized groups in your workplace is to be an ally. In this program, we're going to talk about allyship and specific things you can do. We'll go over ways to speak up, empower, build relationships, and celebrate accomplishments.

Women and Gender Bias: Assertive Communication

Women are often judged or ridiculed when they communicate assertively. They're pegged as difficult, aggressive, or bossy. It's an unfortunate gender bias that still exists and that women struggle to overcome. In this program, we'll define assertive communication, talk about why this bias is present in today's workforce, and explore what you can do to overcome it. We'll also discuss the benefits of communicating assertively and some ways to develop this important skill.

Women and Gender Bias: Being an Only or Double Only

JUL1914

Most workplaces today have evolved to a more equal representation of employees, when it comes to gender. Still, many workers find themselves being the "only" of their race or gender in the room or on their team. In this program, we're going to talk through what it means to be an "only" or "double only," and the challenges you may face in these situations. We'll also discuss various ways to deal with being an "only," including finding community, advocating for yourself, and communicating with HR.

Women and Gender Bias: Dealing With Microaggressions

JUL1915

Have you ever left an interaction with a colleague feeling upset or like something wasn't quite right? And when you tried to figure out what happened, you couldn't put your finger on it? Or maybe you walked out of a meeting and realized that you didn't get to share your idea because you were continually interrupted? You may have experienced something called a microaggression. In this program, we're going to explore the term, look at what it means, hear some examples, and talk about how to combat them if you find yourself on the receiving end.

Women and Gender Bias: Recognizing and Reporting Gender Bias

JUL1916

As you know, gender bias, or having stereotypical beliefs about individuals on the basis of their gender, negatively impacts the people involved and an organization as a whole. You hopefully already learned a bit about the origins of gender bias in the Understanding Gender Bias course. But in this program, we'll shift our focus to how you can recognize gender bias when you see it, particularly in the workplace. We'll discuss who it affects, including people who identify as gender-nonconforming, nonbinary, or gender-fluid. We'll talk about how gender bias shows up in daily interactions, and we'll go over what to do when reporting gender bias.

Women and Gender Bias: Recognizing and Reporting Pregnancy Discrimination

JUL1917

For many families, pregnancy is a time of joy and celebration. But it can also be a time when women face discrimination at work. Despite the passage of the Pregnancy Discrimination Act of 1978, the Equal Opportunity Commission reports that more than 50,000 pregnancy discrimination complaints were filed in the last decade. Most companies are diligent in their practices for protecting the rights of pregnant employees, but it's important to know these rights, as well as what to do if they're not respected. In this course, we'll go through the definition of pregnancy discrimination, explore the laws protecting pregnant workers, and talk about how to report a case of discrimination, if it happens to you or someone you know.

Women and Gender Bias: Understanding Gender Bias in the Workplace JUL1918

Modern workplaces, of course, value gender equality. However, gender biases are often still at play within the culture. In order to overcome these issues for working females, we need to understand what gender bias means, how it's historically impacted women, and what it currently looks like in the workplace. In this program, we'll define gender bias, walking viewers through the history of women in the workforce and how gender equality has evolved over time.

Women at Work: Conflict Management JUL1919

The situation where you need to manage conflict is inevitable. In families, in friendships, and of course, at work. When conflicts arise in the workplace, multiple people are approaching the same situation with their own individual perspectives. This can be a great thing, as different perspectives and ideas allow us to grow, but it can also cause misunderstandings and conflict. In this course, we'll walk you through a five-step process to conflict management, to help you find peaceful resolutions when tough situations arise.

Women at Work: Giving Feedback to Managers JUL1920

Giving honest feedback to your manager may feel unsettling or intimidating. Have you ever had the thought, "I could do my job so much better if things were different"? This thought means you need to have a conversation with your boss. But many employees don't feel empowered to clearly communicate their needs. Giving and receiving feedback are integral aspects of any successful work environment, because they encourage growth all around. In this program, we'll talk through why we should give managers feedback, specific situations where feedback is necessary, and lastly, how to give feedback to managers.

Women at Work: Receiving Feedback from Managers JUL1921

Receiving feedback from managers can be an important opportunity for growth. But for many, receiving feedback from a manager can be an uncomfortable experience. In this course, we'll help you reframe your mindset so you can capitalize on the opportunity to learn. We'll talk about the benefits of getting feedback or constructive criticism, how to welcome it calmly and professionally, and what to do with the information once you receive it.

Women at Work: Stress and Burnout   JUL1922

Experiencing stress is normal. Feeling stress at work can actually help us to be productive or meet a deadline, but we can't let it get the best of us. Unmanaged stress can cause burnout, which has much more serious effects over time. In this course, we're going to define stress and burnout, explore their differences, and discuss how they're connected. Then we'll talk through ways to manage stress, as well as how to recognize and combat burnout.

Women at Work: Work-Life Balance   JUL1923

The idea of a work-life balance has become a regular talking point for many organizations, but not many are clear what it means in our technology-rich world. Today we'll talk about actionable strategies to achieve this balance, contributing to an overall healthier lifestyle. We'll discuss the importance of determining your own personal objectives, setting realistic goals, learning how to say "no," and setting healthy boundaries.

20. Health and Wellness

Health has always been important, but it seems that recently there has been a directed focus on health in the workplace. This section will be helpful for each and every learner.

Ergonomics, stress management, and workplace friendships are among the topics you will find in this section of microlearnings.

Breaking the Stress Cycle

JUL2001

For many, work is stressful, and sometimes it can feel like a never-ending cycle. Breaking the stress cycle isn't easy, but it is possible. In this program, we'll talk about what it means to be stuck in a cycle of stress, and how to break out of it. We'll discuss the five stages of the stress cycle, and ways to interrupt that cycle once you're in it.

Building Confidence

JUL2002

Confidence is not a concrete characteristic. There are things we can do to influence our confidence level. Whether we realize it or not, we all go through waves of low and high confidence, depending on the scenario, or based on what else we've done that day. For some of us, it's based on what we're wearing or how we're feeling. There are some situations that universally test our confidence more than others, but the good news is that you can build confidence. Here are some ways to build your overall, daily confidence level.

Convenience Store Diet

JUL2003

When we're busy and on-the-go, it's difficult to follow a good, well-balanced diet. We often find ourselves running through a drive-thru or running inside a convenience store to pick up lunch. While this obviously isn't the healthiest option, there are some nutritious selections if you know where to look. In this course, we'll introduce you to some healthy alternatives to the junk food you might be picking out when you're forced to run to the convenience store.

Creating a Family Leave Policy

JUL2004

Learn the difference between parental and family leave, as well as how to create a family leave policy.

Creating a Parental Leave Policy

JUL2005

Learn how write a parental leave policy that fits within your company's budget, culture, and employee needs.

Deskercises: Arms and Shoulders

JUL2006

Sitting improperly at your desk can cause many physical problems. However, research shows that stretching or light exercise at work can relieve symptoms of both physical and mental stress. These Deskercises work your arms and shoulders.

Deskercises: Chest, Neck, and Back

JUL2007

Sitting improperly at your desk can cause many physical problems. However, research shows that stretching or light exercise at work can relieve symptoms of both physical and mental stress. These Deskercises will work your chest, back, and neck.

Deskercises: Legs and Backside, While Sitting

JUL2008

Sitting improperly at your desk can cause many physical problems. However, research shows that stretching or light exercise at work can relieve symptoms of both physical and mental stress. These Deskercises will work your legs and backside, while you're sitting.

Deskercises: Legs and Backside, While Standing

JUL2009

Sitting improperly at your desk can cause many physical problems. However, research shows that stretching or light exercise at work can relieve symptoms of both physical and mental stress. These Deskercises will work your legs and backside, while you're standing.

Deskercises: Simple, Cardio, and Core

JUL2010

Sitting improperly at your desk can cause many physical problems. However, research shows that stretching or light exercise at work can relieve symptoms of both physical and mental stress. These are some simple Deskercises, plus cardio and core Deskercises.

Digital Stress and Addiction

JUL2011

Digital addictions to things like the internet, video games, social media, smartphones, or other technology is becoming increasingly more common. Experts say that the internet, or more specifically Facebook, can be genuinely addicting in the same way as drugs, alcohol, or gambling. In this course, we want to walk you through what digital addiction looks like and discuss the signs of digital stress. We'll also take you through the many steps you can take to combat both digital addiction and stress.

Don't be a Calvin! (Dealing with Allergies)

JUL2012

Allergies to anything can be a huge pain. Side effects range from sneezing and itchy eyes to swelling and trouble breathing. In this program, we'll go over what causes allergies, the signs of an allergic reaction, and being more conscientious when interacting with others who might have allergies.

Ergonomics: Adjusting Your Workspace

JUL2013

Office workers spend thousands of hours at their desks every year. All these hours sitting in an office or cubicle can really take a toll on your body. Your desk, and the way it's set up, is an important part of having a comfortable and safe work environment. Office desks come in all shapes and sizes. Because of that, there's no "one size fits all" approach to setting up a perfectly ergonomic workspace. In this program, we'll give some general guidelines to setting up a comfortable workspace.

Ergonomics: Chairs 101

JUL2014

Sitting in an uncomfortable, poorly designed chair can cause pain and fatigue. In addition, sitting in an ergonomically designed chair improperly can also cause pain and fatigue. This course will go over the features of an ergonomically designed chair and how to properly sit in that chair.

Ergonomics: Ergonomic Basics

JUL2015

Believe it or not, you can sustain an injury on the job just from sitting at your desk. Workplace injuries aren't always the result of industrial accidents. Musculoskeletal disorders (MSDs) like carpal tunnel syndrome, tendinitis, and muscle strains are among the most common causes of lost workdays. Much of this can be prevented with proper posture, proper hand alignment with the keyboard, and proper chair height, also known as "ergonomics." Employers are responsible for providing a safe working environment, and workplace ergonomics is a part of that. This course provides helpful information and guidelines to make your workplace more ergonomic.

Ergonomics: Reducing Eyestrain

JUL2016

If you work on a computer for much of the day, then you're at risk for eyestrain. Eyestrain can cause fatigue, headaches, dry eyes, and more. Thankfully, there are ways to reduce or prevent eyestrain by making simple adjustments to your workspace. That's what this course is all about.

Ergonomics: Stretching at Work

JUL2017

Sitting at your desk for hours a day can cause sore, stiff muscles. Research shows that stretching at work can reduce pain by up to 72%. We're not talking about a full-body yoga session in your conference room, but rather some very quick, simple stretches you can do sitting or standing at your desk. The exercises we'll go over in this course will help loosen you up and get rid of some of the tension you get from sitting for prolonged periods of time.

Fighting the Flu: Call for Backup

JUL2018

The best way to reduce your chances of getting the flu or that you'll pass the flu to others is by getting a flu vaccination. The more people who have the vaccination, the fewer the people who can spread the flu. In fact the CDC recommends that everyone over the age of 6 months get the flu vaccine each year.

Fighting the Flu: Gain the Upper Hand

JUL2019

The good news about fighting the flu is that you're not fighting it alone. In order to fight this pesky enemy, we need to agree to the same game plan.

Fighting the Flu: Get to Know Your Opponent

JUL2020

Flu is the common name for the influenza virus. It's a contagious respiratory illness. There are three types of the flu, and within each of those three types are subtypes, meaning there are many different flu strains. In this program, we'll get to know our influenza opponent and its unpredictable nature.

Fighting the Flu: The Fight is On!

JUL2021

Flu season comes around every year. It seems every office, every school, and every family fights the flu each year. This series is designed to educated you on the symptoms, review ways it's spread, and ensure you're prepared to fight the flu.

Fighting the Flu: Throw in the Towel

JUL2022

There's something serious that we have to talk about when discussing the flu. This tends to be a touchy subject for both employers and employees. Sometimes when you're too sick for work, you have to throw in the towel, admit defeat, and stay home.

Financial Wellness: Budget Sample

JUL2023

If you're having trouble budgeting, it's not the end of the world. Staying on track can be tough, so here are some additional tips to make it easier for you.

Financial Wellness: Creating a Budget

JUL2024

Are your finances healthy? We never really talk about money health. We're focused on keeping our bodies and our minds healthy. However, financial health can impact your overall health. Money matters can cause stress and anxiety. Stress and anxiety can have a negative impact on your overall health. Therefore, we need to think about financial wellness when we're talking about our well-being. This course will go through budget creation as a first step.

Financial Wellness: Debts

JUL2025

Debt is the part of financial wellness that no one likes to talk about. It's what keeps many of us up at night, and can feel very isolating. Although you might think you're the only one facing this problem, you're not alone. Furthermore, there are steps you can take to get control. This course explores the initial steps.

Financial Wellness: How to Manage Your Credit Cards

JUL2026

This course explores ways to save on credit cards.

Financial Wellness: How to Save at Home

JUL2027

Most likely, your home is your biggest expense. You need a place to live. There's no way around that. So what can you do? This course explores ways to save on the cost of your home, while maintaining the value of it.

Financial Wellness: How to Save at Your Financial Institution

JUL2028

This course explores ways to save at your financial institution.

Financial Wellness: How to Save on Food

JUL2029

Food expenses are probably the highest expense after the mortgage. You cannot live without food, so it's an unavoidable expenditure. But there are ways you can save, and this course explores just that.

Financial Wellness: How to Save on Subscriptions

JUL2030

This course explores ways to save on subscriptions.

Financial Wellness: How to Save on Your Car

This course explores ways to save on your vehicle and transportation in general.

Financial Wellness: How to Save Using Your Employee Benefits

This course explores ways to save using your employer benefits that are beyond health and dental plans.

Financial Wellness: Savings

JUL2033

We live in the days of instant gratification. We want it, and we want it now. Unfortunately, that mindset can be detrimental when talking about personal finance. We spend quickly and frivolously when we shouldn't. When it comes to saving, we don't have the patience to wait and see our account grow. This combination can be dangerous. But have no fear; this program focuses on a way that you can start saving right away.

Healthy Hygiene: Cleaning Your Workstation

JUL2034

Our desks and workstations can be one of the dirtiest and most germ-ridden surfaces, and we interact with them on a near daily basis. Whether you're working from home or commuting to work, it's important to maintain a clean workstation. Many viruses can live on surfaces for several hours, so frequently washing your hands is important, but if you're just putting your clean hands back on your dirty keyboard or mouse or stapler, then you're still at risk. In this program, we'll teach you how to properly clean and disinfect your workstation, go over which areas are the most vulnerable to germs, and discuss how often it needs to be done.

Healthy Hygiene: Hand Hygiene

JUL2035

Practicing proper hand hygiene is very important, particularly with the transmission of germs and viruses, and especially in the workplace. There are a handful of important elements to be aware of when it comes to keeping your hands clean, which is what we'll cover in this course. We'll go over various topics like how your hands get dirty in the first place, when to wash your hands, and how to wash your hands properly.

Healthy Hygiene: Shared Workstation Hygiene

JUL2036

Most employees don't get to choose whether their company will have a more traditional office setup or a shared desk arrangement, where people share the same workstation. If you're stuck with the latter, you should take certain precautions to keep yourself and your coworkers healthy. In this course, we'll go over several hygiene and cleaning tips to remember when working in shared spaces.

Healthy Hygiene: Staying Home Sick

One of the most important aspects to staying healthy is knowing when to stay home sick. Maybe you came down with a nasty virus, maybe a member of your family is ill, or maybe you're on the fence about whether you're feeling well enough to go into your office. Whatever the case, in this program, we'll talk about some best practices for staying home sick, why you should or shouldn't stay home, and what symptoms to look for when deciding.

Healthy Hygiene: The Benefits of Wearing a Mask   JUL2038

Airborne diseases can spread very easily from one person to another in close proximity, but we know that wearing a face mask helps slow the spread of germs and viruses in the air. In this program, we're going to talk about the benefits of wearing a mask. We'll discuss why and how they're helpful and go over how to properly wear a mask.

Helping Your Employees Find Purpose   JUL2039

I want you to think about why you're here at work. Are you here because of the challenge? Are you here because you're motivated by the work? Are you here because you're making a difference? Or are you here for the paycheck? Maybe you went to school specifically for this career path. Or maybe you're following in the footsteps of a family member. Or honestly, maybe you were looking for a job and you found this. Our career paths can take interesting twists and turns, and so can your employees'. As a leader, it's important for you to help your employees connect and find purpose in the work they do. That's what this video is all about.

How to Beat Insomnia   JUL2040

How'd you sleep last night? [Yawn.] Yeah, me neither. Many people experience insomnia, or lack of proper sleep, which makes working and staying focused at work really difficult. Insomnia doesn't have to mean a total lack of sleep, but rather, trouble sleeping. Whether it's falling asleep, staying asleep, waking up too early, or waking up feeling like you didn't sleep a wink, these are all issues that should be addressed. In this course, we'll discuss the side effects of improper sleep and what the root causes of insomnia typically are. We'll also give you some helpful hints on how to beat this affliction and how to prevent it in the first place.

How to Beat Jet Lag   JUL2041

Traveling a long distance over several time zones can almost certainly create the issue of jet lag, which is a disruption of your body's internal clock. It can cause you to experience many symptoms, and can last anywhere from a few days to a few weeks. There are several variables that factor into the severity of jet lag, so in this course, we'll talk about things you can do to ease or even prevent the symptoms of jet lag. We'll go over when and how to adjust to the new time zone, when and if you should nap, and other tips and tricks to help your body adapt to a new schedule.

Keeping Track of Your Teen While You're at Work   JUL2042

Over 60% of parental households were dual-earner households with both parents employed outside the home. This means that the teenage children of those parents are often left to their own devices for up to 10 hours a day over summers, long weekends, and holiday breaks. We all know that long hours unsupervised are the best catalyst for teenage mischief and risk-taking behavior. There are a handful of simple things you can do on a daily basis at work to keep track of your teen and help you stay attuned to what's going on in her life. In this program, we will show you how to track your child's location and how to monitor their phone and internet activity. We'll also give you some creative ways to communicate with your teen and find out exactly what's going on with him or her in the moment. And it can all be done right from your desk in very little time.

Know Your EAP: Promoting Your EAP   JUL2043

As a leader or manager, the mental health of your employees should be front and center in your mind. Not only because it's right to care about your employees' wellbeing, but because mental and physical health are both directly linked to employee, and thus company, productivity. So, caring about the overall wellness of your staff is a win-win. One of the key ways you can manage for better overall wellness within your company is through subscribing to, and promoting, an Employee Assistance Program, or EAP. What exactly is an EAP, what can it do for your staff, and how can you promote its usage to your employees? That's what this program is all about.

Know Your EAP: Using Your EAP   JUL2044

There are a lot of pressures that come with everyday life, including your work life. It can be difficult to balance your work with all the other stressors and responsibilities you have. Sometimes, you need some help. And that's perfectly okay! One of the key ways you can improve your mental, emotional, and overall health is through use of your Employee Assistance Program, or EAP. What exactly is an EAP, what can it do for you, and how do you use it? That's what this program is all about.

Know Your Numbers: Blood Pressure   JUL2045

When you go to the doctor, or if you donate blood, it's customary to check your weight, temperature, your pulse, your oxygen level, and blood pressure. The nurse or doctor then rattles the results back to you like a newscaster delivers the winning lottery numbers. These numbers are important, but do you really know what they mean?

Know Your Numbers: BMI

Body mass index, or BMI, is the last of the four modifiable risk factors we're discussing in this series. It's a measurement of your weight in relation to your height, and is used to gauge your percentage of body fat.

Know Your Numbers: Cholesterol   JUL2047

Cholesterol is one of the modified risk factors that you do have control over. Meaning, it's a number you should know.

Know Your Numbers: Glucose   JUL2048

Knowing your glucose level is important because numbers outside the normal range can indicate serious health concerns, most notably diabetes.

Managing Time Vs. Energy   JUL2049

We all know that time management is the ability to use your time effectively or productively, especially at work. And it's important to do so. We're not here to tell you not to manage your time. In this course, we're going to talk about some different ways to prioritize your energy, instead of time, in a positive way-based on who you are as a person. We'll discuss sleep habits and managing your energy and ability to focus.

Managing Your Employee's Work-Life Balance   JUL2050

Work-life balance is the balance that an employee needs between time allocated for work and other areas of their life such as family, friends, hobbies, and other personal interests. The term balance makes employees think it needs to be an even 50/50 split, but that's not it. Work-life balance is about spending time on priorities. Those priorities can change over time and for some employees, even daily. That's why you can't take a "one size fits all" approach to managing your employee's work-life balance. In this program, we want to show you the importance of this concept and how you play an integral part in it for your employees.

Mental Health: Destigmatizing   JUL2051

Do you know how many Americans will experience a diagnosable mental illness in their lifetime? Eight out of ten. 80% of Americans will deal with some type of uncontrollable mental illness, yet somehow, mental illness still has a stigma attached. This needs to change, but to see that change, we need to educate ourselves. That's what these programs are for. In this first course, we'll discuss ways to destigmatize mental illnesses. We'll talk about educating others by removing offensive language, talking openly about these conditions, and combating exclusion by showing compassion and respect.

Mental Health: Managing Mental Health Issues

As a manager, it's your responsibility to ensure that everyone is treated fairly and has the resources they need to be successful. This is especially true when one of your employees is experiencing a mental illness. In this course, we want to teach you how to recognize mental illness in an employee and to know what your responsibilities are. We'll talk about how to support your team member and encourage treatment. We'll also discuss what to do when mental illness impacts someone's work performance.

Mental Health: Navigating Your Own Mental Health   JUL2053

Many people experience the debilitating symptoms of mental illness, but they don't recognize the signs. In many instances, they're left untreated or will self-medicate through unhealthy measures. In this program, we'll talk about the symptoms of mental illness and why these disorders affect certain people. We'll discuss different types of treatment options and when it's time to explore those. Lastly, we'll cover searching for a medical professional who suits your needs and what you can expect from therapy.

Opioid Addiction for Employees   JUL2054

You've heard it on the news, or you've read about it online, but if you think our nation's opioid epidemic could never affect your workplace, you're wrong. The opioid crisis isn't only causing pain to those who have lost loved ones; it's impacting employers as well. Every day, more than 115 people in the United States die after overdosing on opioids. According to the National Safety Council, more than 70% of U.S. employers are reporting they feel a direct impact of prescription drug misuse in the workplace. In this course, we want to train you on the warning signs of addiction, possible drug side effects, and what you should do if you believe a coworker is showing signs of addiction.

Opioid Addiction for Managers   JUL2055

You've heard it on the news, or you've read about it online, but if you think our nation's opioid epidemic could never affect your workplace, you're wrong. The opioid crisis isn't only causing pain to those who have lost loved ones; it's impacting employers as well. Every day, more than 115 people in the United States die after overdosing on opioids. According to the National Safety Council, more than 70% of U.S. employers are reporting they feel a direct impact of prescription drug misuse in the workplace. So, what are some ways that you, as a manager, can help curb this epidemic?

Optimizing Work-Life Balance   JUL2056

Juggling takes practice and patience, and even with those two things, disaster can still occur. The same is true with work-life balance. There will be times when you drop the "family," "health," "friends," and "spirit" balls. They will get scuffed, marked, nicked, damaged, and sadly, sometimes shattered. This course will help you mitigate the damage.

Planning for Maternity Leave: The First Trimester   JUL2057

In this series, we'll cover how to plan for an upcoming maternity leave and walk you through what's recommended at work during each trimester. In this first program, we'll discuss what to do during your first trimester of pregnancy. We'll cover when it's okay to tell your boss and colleagues, determining what your rights are, and understanding your company's leave. We'll also discuss career goals and finding the right work-life balance for you and your family.

Planning for Maternity Leave: The Second Trimester   JUL2058

In this series, we'll cover how to plan for an upcoming maternity leave and walk you through what's recommended at work during each trimester. In this second program, we'll discuss what to do during your second trimester of pregnancy. We'll cover how and when to tell your boss the exciting news, how to draft a maternity leave plan and what that should include, and some unexpected things to think about and plan for.

Planning for Maternity Leave: The Third Trimester   JUL2059

In this series, we'll cover how to plan for an upcoming maternity leave and walk you through what's recommended at work during each trimester. In this final program, we'll discuss what to do during your third trimester of pregnancy. We'll cover what to communicate internally and externally, how to ensure that things continue to flow smoothly in your absence, and a checklist of things to do before you leave.

Preparing for Pumping at Work   JUL2060

The logistics for a nursing mother can be overwhelming, but they are not impossible. It takes commitment and extra planning on your part, but it can be done. This program is designed to give you insight and tips to make the process easier for you when you return to work.

Pre-Vacation Planning   JUL2061

Taking vacation should be a relaxing time away from your chaotic work life. However, lack of preparation could have you returning and feeling more stressed than you did when you left! So, it's important to set ourselves up for success before leaving. In this course, we'll talk about how to effectively plan and prepare for your time away from the office. We'll go over being strategic when choosing which dates to travel and talk about what information to communicate. In addition, we'll discuss prioritizing your workload and even tidying up your workspace.

Remote Employee Mental Health: Maintaining the Mental Health of Your Remote Employees

The more we get to know about the stresses of remote work, the more we understand that it can take a toll on your mental health. Your remote workers may hide that they're struggling mentally, but surveys show many of them are. Whether it has to do with a diagnosed mental health disorder, or simply someone being lonely while working from home, mental health among remote workers is something we as leaders should take seriously. In this course, we'll address how you can take action to improve and maintain the mental health of your remote employees. We'll discuss how to promote your company's benefits, maintain healthy communication, and encourage work-life balance among your team.

Remote Employee Mental Health: Maintaining Your Mental Health as a Remote Employee

JUL2063

There are many benefits to working remotely, for both workers and companies. Employees experience the comfort and flexibility of working from home, while businesses save money on office space and overhead. But what's not discussed as often is the downside to remote work: the impact on employee mental health. Many remote workers report feeling lonely and disconnected from their coworkers and bosses. Thankfully, there are steps you can take to actively nurture your mental health while working from home, and that's what we'll discuss in this course. We'll go over understanding your benefits and the advantages of utilizing Employee Assistance Programs (EAPs). We'll talk about the importance of having open communication with your team, both online and in person. And lastly, we'll discuss how to create an effective work-life balance.

Returning from Maternity Leave

JUL2064

Coming back to work after the birth of a newborn isn't always easy. You will be sleep deprived and emotionally drained, your hormones will be unbalanced, and you have to prepare to spend your days away from your new baby. In this program, we'd like to walk you through what to expect as you return to work, and give you some tips to help make the transition a little smoother.

Returning to Work After a Loss: When a Coworker Dies

JUL2065

We as workers, managers, and leaders spend a tremendous amount of time with our work colleagues. We get to know each other pretty well, and even may get to know each other's families. Which is why one of the hardest things at a workplace is to have a coworker pass away. Whether it's sudden and out of nowhere, or the result of a long battle with an illness, it's going to be difficult and traumatic. In this program, we'll discuss the challenging subject of what to do at work when a coworker dies. Whether you're a frontline employee or a C-suite leader, there are things you can do to help in the coping process, and that's what we'll go over here.

Returning to Work After a Loss: When a Coworker Loses a Loved One

Your coworker just returned to the office after losing a loved one. Everyone in the office is treading lightly and whispering, "Have you seen them?" and "What did they say?" and "What are we supposed to do?" In this course, we'd like to discuss with you how to meet the needs of your coworker while showing compassion and support to them during a difficult time.

Returning to Work After a Loss: When You've Lost a Loved One   JUL2067

If you've recently lost a loved one, then the grief is likely still fresh. And while you carry that grief with you, you have to start picking up the pieces and return to work. In this course, we're going to highlight some steps you can take to help ease your way back into work in a healthy way.

Returning to Work After Vacation   JUL2068

Going back to work after vacation can be difficult, especially if you had a great vacation, or if you have a lot of work to catch up on. So, what's the secret to keeping your spirits high while transitioning back to work? Is that even possible? It is, and that's what we'll discuss in this program. We'll go over how to plan accordingly, so you can ease back into the office. We'll talk about priorities to get from your boss as you're returning to work and where to place most of your focus. We'll also give you some tips on organization, so your transition is as seamless as possible.

Seasonal Affective Disorder   JUL2069

Have you ever felt down during the winter? A lot of people have. But sometimes it becomes more than just feeling a little down. Many deal with clinical depression during the winter, or more rarely, during the spring or summer. When your mental health is largely affected by the change in seasons, this is an actual disorder that should be treated by professionals and given thought by you and your employer. This is known as seasonal affective disorder (SAD), and in this course, we'll cover the basics of how to cope with this condition. We'll go over the symptoms, risk factors, effects and complications, and treatment of SAD. We'll also discuss how companies can help employees who live with seasonal affective disorder.

Stopping the Drama   JUL2070

Drama is toxic to every workplace. It's like a fire that shouldn't be stoked because it spreads quickly, and no workplace is immune to it. It can impact productivity, company culture, and your company's bottom line. So how do you avoid dramatic situations and prevent yourself from getting involved? In this program, we'll go over some practical tips to avoid engaging in drama. We'll talk about some ways to manage conflict in the workplace, and we'll go over some ways to stop the drama once it starts.

Stress Management: Avoidable Stress

Stress is a part of life, but some stress can be avoided with the right attitude. In this program, we'll discuss the four most common sources of workplace stressors: role, workload, responsibilities, and conflict. Then we'll go over the steps you need to take to avoid stress relating to these matters.

Stress Management: Handling Stress

JUL2072

Stress is something that we all face, but the way we handle stress impacts how much control that stress has in our lives. In this program, we'll discuss the four levels of stress, and go over some exercises everyone can do to manage or even eliminate the stressors in their lives.

Stress Management: Managing Stress

JUL2073

Stress depends on the duration of the stressor, the intensity of the stressor, and the capacity of the individual to withstand the stress. Some people withstand stress better than others. This is something that you can learn to do, or learn to do better, and that's what this course is all about. We'll go over four simple steps you can take when managing your stress. We'll also review the seven signs of stress and how to handle each one. And lastly, we'll discuss how to better manage stress in the workplace.

Stress Management: Unavoidable Stress

JUL2074

Certain types of stress are completely unavoidable, but there are healthy ways to handle these situations. In this course, we'll go over some different steps to take to cope with everyday stressors and in particular, chronic stress.

Stress Management: Understanding Stress

JUL2075

Welcome to our series on stress management. Eighty percent of workers feel stress on the job, and nearly half of those people say they need help learning how to manage it. But in order to manage stress, you must first understand it. In this program, we'll discuss the different types of stress, common stressors, and the seven signs that indicate you're stressed.

Take a Deep Breath

JUL2076

In stressful situations, for many people, several physiological things take place. Their heart rate quickens. They may find themselves breathing faster. They might feel sweaty or dizzy. In these instances, anxiety can take over and compound these symptoms. So in this course, we want to talk about how to prevent these symptoms from happening in the first place, by teaching some deep breathing exercises and relaxation techniques.

The Benefits of Time Off
JUL2077

Have you ever thought about the benefits of taking time off from work? A recent study found that Americans only use 77% of their paid time off. Why is this? Many fear returning to a mountain of work. Others can't afford to take a vacation. By not using all of their paid time off, the average U.S. worker effectively donates over $600 of work time to their employer. Aside from the financial aspect, what's the motivation for taking time off from work? That's what we'll be discussing in this course.

The Science of Sleep: How Much Sleep Do You Need?
JUL2078

Most of us don't get enough sleep at night. We burn the candle at both ends, trying to do more, which results in less sleep. How much sleep do you need? There's no one size fits all answer to that question, but this course will help give you an idea.

The Science of Sleep: Sleep Hygiene
JUL2079

Sleep hygiene is what you do before you go to bed. Do you have a bedtime routine? That's your sleep hygiene. There are both healthy and unhealthy sleep habits. The healthier the habit, the better sleep you get, the more rested you will feel, and the healthier you will be. Here's what the Academy of American Sleep Medicine recommends for creating good sleep hygiene.

The Science of Sleep: Sleeping for Shift Work
JUL2080

Getting a good night's sleep is important. However, depending on your schedule, you might work at night and therefore need to sleep during the day. Getting enough sleep is vital to your physical and mental health, no matter when your bedtime is. In this program, we're going to look at some strategies you can use to help you prepare for a change your sleep schedule.

The Science of Sleep: The Science of Sleep
JUL2081

A good night's sleep leaves you waking up on time, feeling refreshed, feeling healthy, and looking great. A good night's sleep has you feeling like you can take on the world. But how does that happen? We close our eyes for 8 hours and "poof" like magic we're rested? Well, it's a little more technical than the Sandman paying us a visit. Let's take a look at the science of sleep.

The Toxic Work Environment: Fixing a Toxic Workplace
JUL2082

Working in a toxic environment is detrimental to employees at all levels of an organization. But if you're in leadership, you have the power to help restore things to a sounder and more comfortable working environment. In this program, we'll talk strategies to fix a toxic workplace from the top down. We'll go over acknowledging the problem, surveying your team, seeking outside assistance, coming up with a solution, and working to create a safer workplace for your employees.

The Toxic Work Environment: Signs of a Toxic Workplace   JUL2083

Everyone would like to work for a company that's thriving, with happy employees, understanding managers, and engaged executives. Unfortunately, that's not always the case. In fact, some work environments are downright toxic. And they can get that way before employees or leadership even realize it's happened. So how do you spot a toxic work environment? Well, there are ten major signs of a toxic workplace, and that's what we'll cover in this course. We'll discuss the red flags you might encounter from employees, and we'll also go over some leadership behaviors that create toxicity.

The Toxic Work Environment: Surviving a Toxic Workplace   JUL2084

If you're an employee stuck in a toxic workplace, it can seem oppressive at times. It's easy to get caught up in the negative energy, the gossip, the tendency to be a workaholic - whatever your toxic workplace is like, you can become like that, too. So how do you survive a toxic workplace like this without getting caught up in it? This program will look at some important tactics for surviving a toxic workplace. We'll discuss avoiding toxic elements, establishing boundaries, and protecting yourself when you're experiencing toxicity at work.

Understanding Headaches: Surprising Headache Triggers   JUL2085

You've got a headache, but do you know why? There could be a lot of surprising causes for your headache, from the paint on your walls to your personality!

Understanding Headaches: Understanding Headaches   JUL2086

Most headaches aren't the result of a serious illness, but some may result from a life-threatening condition. Yet, we all get them. If we can understand headaches, we can prevent them.

Understanding Stress and Burnout   JUL2087

Have you ever had one of those days, where nothing seems to go your way? It's like you're always stuck in second gear. When it hasn't been your day, your week, your month, or even your year? Well it could be more than just stress. You could be crossing over into burnout. What's the difference? Stress is stress, right? No. Burnout is something different. That's what we'll cover in this program: the difference between stress and burnout, what their causes are, and how to minimize stress and prevent burnout before it starts. We'll take you through some stress management techniques, and ways to reverse burnout.

When Your Head Isn't in Work Anymore

JUL2088

Life happens, people change, sometimes we lose passion for our work and that's okay. In this program, we are going to talk about what to do when you've fallen out of love with your job. We aren't going to tell you to quit. That's something that only you can decide. But we will look at some avenues you can take to try to refocus your mindset and get you back on track at work and get you to fall in love with your job again.

Workplace Friendships

JUL2089

We're social creatures. When we spend day after day with the same people we're going to develop workplace friendships. It's natural. The truth of the matter is that workplace friendships have a profound impact on your career and the success of your organization. However, there are some risks when it comes to workplace friendships. In this program, we'll discuss some parameters to help develop and maintain positive and healthy workplace friendships.

You Are What You Eat: Brain Food

JUL2090

As we get older our brains start to deteriorate. But, just like there are foods that help our muscles, skin, or eyes, there are also foods that help our brains function and age well. Eating food that fuels your brain is as important as fueling the rest of your body.

You Are What You Eat: Meal Planning

JUL2091

We're all different. We work different different schedules and have different access to food throughout the day. This means your meal plan is going to depend on your schedule.

You Are What You Eat: Reading Food Labels

JUL2092

An average workweek is 40 hours, and hopefully you're getting 8 hours of sleep a night. At best, that leaves you with 40 hours for yourself. You should use some of this time to fuel your body, rather than feed it.

You Are What You Eat: You Are What You Eat

JUL2093

Being a "morning person" or finding your "best time of the day" to be productive isn't just about your personality. Our ability to focus and remain energized throughout the day has a lot to do with the foods that we eat.

21. Hospitality

The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, travel and tourism

Some of the microlearning topics you will find in this section are front of the house, valet, and housekeeping.

Back of the House: Introduction to Restaurant Cuisine
JUL2101

In this course, we provide the basic information on restaurants, in general. For starters, we'll present common styles of cuisine and service. Then we'll move to the courses of a meal and their order. We'll finish up with the list of tasks that allow you to be efficient and prepared.

Back of the House: Making the Menu
JUL2102

In this course, you'll learn how to create a menu that showcases your cuisine. We'll start with layout considerations, then look at how to organize your menu and showcase specialty items. Lastly, we'll discuss the language you'll want to use to make the sale.

Back of the House: Making the Menu: Presentation
JUL2103

Plating and presentation techniques are the bridge between the promise of what's on the menu and the fulfillment of that promise. So, understanding how to present food is vital. In this course, we'll cover everything you need to know, starting with choosing tableware, moving on to designing place settings, and ending with how to plate food beautifully and consistently.

Back of the House: Kitchen Safety
JUL2104

In this course, we'll focus on the following items: proper dress, fall prevention, equipment use, strain, sprain and nerve injury prevention, chemical spill and burn prevention, and emergency preparation.

Back of the House: Knife Safety
JUL2105

The knife is one of the most common restaurant tools, and it's also potentially one of the most dangerous. In this course, you'll learn how to stay safe while using a knife and some first aid tips, if you or a colleague is injured.

Back of the House: Food Safety Plans
JUL2106

Food safety is a huge responsibility, one that you'll have to embrace fully, now that you are part of a restaurant team. In this course, you'll receive a primer on the legal and safety requirements, including what you must know to keep guests safe from foodborne illness and other hazards.

Beverage: Wine 101

JUL2107

In this course, we'll cover a brief history of winemaking and drinking, how wine is made today, the current styles of wine you're likely to be serving, some tips on how to help your customers choose wine, and how to serve it.

Beverage: Beer and Spirits 101

JUL2108

In this course, we'll cover a short history of beer and spirits, how they're made, and some basic vocabulary.

Beverage: Alcohol Safety

JUL2109

In this course, we'll go through some basics on how to ensure that your customers are safe and healthy. We'll touch on food safety, food allergies, and the responsible serving of alcohol.

Beverage: Bartending Fundamentals

JUL2110

In this course, we break down the basics of bartending, so you're fully prepared with the right attitude, vocabulary, tools, and techniques.

Beverage: Bartending Glasses Guide

JUL2111

In this course, we'll go over the most common types of beverage glasses you'll use as a bartender. We'll divide them into the following categories: wine glasses, beer glasses, and cocktail glasses.

Beverage: Bartending: The Pour

JUL2112

In this course, you'll learn how to pour and serve wine, beer, and spirits properly. In pouring the correct way, you'll translate a respect for these liquids into happy, loyal customers.

Food and Beverage: In-Room Dining

JUL2113

Welcome to our series on Food and Beverage, a guide on how to operate any food related services in a hotel. This course covers in-room dining or room service. It's a personalized service where guests have the opportunity to order and enjoy food and beverages in their own rooms. Why would a hotel offer room service? For starters, if provides guests with an intimate and private dining experience. In fact, some guests actually prefer to order room service. It gives the guest a chance to eat in private in the comfort of their own rooms. In this program we are going to cover the basics of room service. We'll start with the equipment you'll need, to the spaces you'll occupy, and then wrap up with how to conduct room service.

Food and Beverage: Alcohol Basics

You're going to be serving food and drinks in your hotel. Whether that's inside your hotel's restaurant or through room service, you need to be familiar with the basics of food and alcohol safety. In this program, we are going to focus on alcohol. We'll discuss blood alcohol concentration, or BAC, and staying compliant with the law. We'll also go over the different types of alcohol served.

Food and Beverage: Food Safety Plans

Food safety is a huge responsibility and one that you'll have to embrace fully now that you are part of a hotel's food and beverage team. In this course, you'll receive a primer on your legal and safety requirements, including what you must know to keep guests safe from foodborne illness and other hazards.

Front Desk Customer Service: Etiquette and Presentation

You've heard of the saying, "You never get a second chance to make a good first impression." That couldn't be any truer with welcoming someone to your hotel. You might be the first person a guest interacts with when they step foot into your hotel. You don't want their stay to get off to a rocky start. Etiquette and presentation at the front desk is crucial to working in a successful hotel. In this course, we'll discuss dress codes, how to properly greet guests using basic etiquette rules, and certain things to avoid when working at the front desk.

Front Desk Customer Service: Check-in and Check-out

When a guest arrives at the hotel, the registration process begins. The registration process is defined as the process of assigning rooms to the guest at the time of their arrival by filling out necessary details about the guest and the rooms. In most cases, it's a several step process that we'll discuss thoroughly in this program. When it comes to checking out of a hotel, the process is similar and involves several key things that need to be done that we'll cover here as well. Check-ins and check-outs are a critical part of the hotel experience, and as the face of the hotel, you need to know how to handle them properly.

Front Desk Customer Service: Communicating with Guests

Communicating with guests in your hotel can be hard. The guest experience at your hotel is directly related to the customer service that they receive during their stay. No matter what part of the hotel you are working in, there should be an overall common standard of excellent customer service. Since we are focusing on the front desk, that's the part of the customer service and communication we're going to focus on in this program. We'll go over basic etiquette, empathy, consistency, and the different means of communication.

Front Desk Customer Service: Telephone Techniques

JUL2119

Since you are working in a hotel, knowing the proper telephone techniques and etiquette are vital to working the front desk. You should know your system; you need to be able to identify an internal and external phone call. You need to know how to transfer a call and how to put a caller on hold. But most importantly, you need to know how to listen.

Front Desk Customer Service: Handling Upset Guests

JUL2120

When it comes to working the front desk, you will have to deal with guest complaints. You need to handle those complaints professionally. Remember, your hotel only exists because of the guests that stay in it. A guest could no longer stay at your hotel by being dissatisfied just one time. In this program, we are going to cover tips to help you turn guest complaints into resolutions.

Front of the House: Introduction to Restaurants

JUL2121

In the restaurant industry, your customers will have high expectations for service and low tolerance for error. They may not notice how hard restaurant employees work to keep things running smoothly, but they are quick to notice any error or delay. The truth is, working in the restaurant industry can tough, but it can also be a rewarding career. This series of courses is designed to prepare you for the opportunity before you. In this program, we'll focus on a few basic questions: What are the different types of restaurants? What are some common restaurant jobs? What is the usual service process? The answers to these questions will introduce you to the inner workings of a restaurant. The rest of the series will build upon this foundation.

Front of the House: Greeting and Seating Guests

JUL2122

There's no denying the power of the first impression. It's the perception that forms within seconds. First impressions are quick to form and tough to change. This is why the role of the host in a restaurant is so important. As the first person the guest encounters during their visit, the host is tasked with making sure their first impression is a good one. In this course, we'll look at the process for welcoming guests to a restaurant. Then, we'll share some tips for exceeding expectations.

Front of the House: Interacting with Guests: Fundamentals

JUL2123

If you're a server, you probably don't need to be told of the importance of customer service. It's right there in your job title. You serve customers. To do so successfully, you'll need to understand the basic principles of customer service. That's what we'll cover in this course. We'll discuss what it means to have good people skills, professionalism, the necessary know-how, attentiveness, and flexibility.

Front of the House: Interacting with Guests: Special Circumstances

All guests deserve high quality service and, as you know, consistent service is key to turning occasional visitors into regular customers. However, there are some special circumstances that require extra effort. Preparing for these situations in advance will help you react appropriately when they occur. In this course, we'll look at several special circumstances you're bound to encounter. These are: families with children, large groups, and persons with disabilities or health issues.

Front of the House: Interacting with Guests: Difficult People

Everyone makes mistakes. It's an unavoidable fact of life. As much as you want to deliver perfect service to each and every customer, there will be times when your efforts fall short. In addition, there will be customers who are just...difficult. Difficult to please, difficult to communicate with, difficult to serve. What's a server to do? In this course, we'll look at tips and tricks for what to do when things go wrong. We're going to do this by examining three common scenarios.

Front of the House: Understanding the Menu: What's for Dinner?

Guests expect you to be an expert on your restaurant. Whether it's your first day, or your 200th day, whether the menu has been overhauled or has been the same for years, you need to know it inside and out. You need to anticipate any possible question they might ask. Having to go ask the kitchen will slow down the service process, and the guests impression of you or the restaurant may go down. In this course, we'll discuss the best ways to get to know the menu: from ingredients to pronunciations, and more.

Front of the House: Understanding the Menu: Writing Menu Descriptions

The menu is defined as the "list of foods available at a restaurant," but a well-written menu is more than a simple list. Your menu can and should be a persuasive selling tool that sets your restaurant apart. A few extra words and a little more description makes a difference, doesn't it? In this course, we'll look at some best practices for writing menu descriptions. This knowledge can come in handy. Menus are updated frequently and chalkboards that many restaurants use to advertise specials are updated even more often. You could easily be tasked with writing a few descriptions yourself.

Front of the House: Understanding the Menu: What's on Tap?

JUL2128

Most restaurants offer an array of alcoholic and non-alcoholic beverages. Water, juices, milk, and soft drinks are relatively easy to understand. Most of us are already familiar with these items. It gets a little more complicated with the alcoholic beverages: wine, beer, and cocktails. Not only are there many, many more of these beverages available, but their higher price point makes ordering the right alcoholic drink a higher priority for guests. The ability to describe and recommend alcoholic beverages is an important component of customer service. In this course, we'll look at the basic characteristics of wine and beer. We'll also introduce some common cocktails.

Front of the House: Serving Guests: Taking Orders

JUL2129

Depending on the restaurant, servers may have the opportunity to take each guests' order up to three times over the course of a meal. Once for the drink, once for the meal, and sometimes a third time for dessert. Multiply this process by the number of guests a server sees during a shift and...well, that's a lot of orders! In this course, you will learn how to efficiently and effectively transfer the customer's words to the kitchen team.

Front of the House: Serving Guests: Table Service

JUL2130

It's a great moment for restaurant guests when they are served their meals. However, this much-anticipated moment can be prone to disaster for a server. Servers need to carry and balance a serving tray. They have to deliver the correct food to the correct person. The food must be plated perfectly. In this course, we'll share some tips and tricks for serving food courteously, efficiently, and professionally.

Front of the House: Serving Guests: Time Management

JUL2131

The timeline for serving a table of guests is tight. In this course, we'll go over the timeline of an entire meal-starting from the moment the guests are seated to when they leave the restaurant. We'll also discuss ways to manage your time wisely when serving in a restaurant, including multitasking and prioritizing tasks.

Front of the House: Clearing the Table and Closing the Sale

JUL2132

All good things must come to an end, even a meal at a restaurant. Although your time with your guests is coming to a close, it's imperative to continue to treat them with respect and courtesy...even as you lay the groundwork for preparing their table for the next round of guests. In this course, we'll look at tips and tricks for clearing the table and closing the sale.

Front of the House: Tips for Tipped Employees

At restaurants in the United States, it's typical to tip. That is, customers usually leave a little extra money for the server when they pay their bill. Sometimes called a gratuity, the "extra" left behind varies widely depending on the customer and how they feel about the service. However, it's usually between 10-20% of the bill, so a customer who owes $20 for their food and drink may leave an extra four dollars for the server as a tip. While four dollars may seem like small change, in truth tips are a big deal for servers. In this course, we'll learn why this is and what your responsibilities are.

Housekeeping: Cleaning Guest Rooms

Welcome to our series on housekeeping. You are part of creating a happy environment for guests. There are a lot of moving parts when it comes to this job, and there are certain protocols and procedures you need to follow. Throughout this series, you'll learn all of the basics on housekeeping. We'll talk about everything from cleaning guest rooms and public spaces, to doing your job safely, all while making sure customers and guests stay satisfied. In this first program, we're going to focus on cleaning guest rooms. We'll go over stocking the trolley, entering guests' rooms, and procedures for cleaning rooms.

Housekeeping: Cleaning Public Spaces

Just because you're in housekeeping, doesn't mean you're strictly going to be cleaning guest rooms and guest rooms only. You'll also be responsible for cleaning public spaces. That includes places like the entrance, lobbies, front office, elevators, stair cases, guest corridors, banquet halls, health club, and the swimming pool. Public area cleaning is a most important and challenging task for the hotel and for the housekeeping staff. Most of the public areas see high foot traffic, so maintaining these areas are important. This course will train you on how to properly clean each of these public spaces.

Housekeeping: Working Safely with Ergonomics

Housekeeping can be hard on your body. You're constantly moving, walking, standing, reaching, and bending. You're carrying heavy towels and sheets. You're pushing and pulling your trolley. You need to make sure that you're doing all of these functions safely. The Occupational Safety and Health Administration, or OSHA, has set guidelines for you to follow when it comes to performing your job. That's what this program is all about. We'll go over ergonomics and other basic definitions you'll need to know in the event that you're injured at work.

Housekeeping: Interacting with Customers

As a housekeeper, you're going to interact with guests. Whether you knock on the door and wake them up, or if you see them in a public space; you'll have some type of interaction with them. Interacting with a guest isn't your core task but you shouldn't ignore the guest; you should know how to interact with them. No matter what part of the hotel an employee is working in, there is an overall common standard of excellent customer service. But, in your case, we're going to get a little more specific. This course will walk you through some common scenarios you may run into and how to properly handle them.

Tourist Attractions: Overview

Tourism is a diverse industry. When we talk about tourist attractions, we could be talking anything from Niagara Falls, to the Eiffel Tower, to the Golden Gate Bridge, and the Great Wall of China, or the Taj Mahal. These are just a few examples of major tourist attractions in the world. You could also classify casinos, ski resorts and national parks as tourist attractions. In this series, we are going to talk all things tourism. This program is designed as an overview to the tourism industry.

Tourist Attractions: Serving the Guest

If you work in the tourism and hospitality industry, then you know that the number one most important part of your job is taking care of the guests. This can include many things, but in this course, we're going to focus on three main parts: good customer service, being a good communicator, and dealing with difficult situations.

Valet: Appearance and Professionalism

In this series, we're going to talk about what it takes to be a successful valet. You'll need to know about parking and returning customers' vehicles and safety essentials. But first we're going to talk about your appearance and professionalism as a valet.

Valet: Parking Vehicles

In this course, we're going talk about parking cars. We'll walk you through step-by-step on what you should do to park a guest's vehicle, properly and safely.

Valet: Returning Vehicles

This course looks at how to properly return vehicles to guests.

Valet: Safety Essentials

When it comes to being a good valet, there are some safety essentials that you need to be familiar with. In this program, we're going to talk about these safe driving habits.

22. Leadership

Leadership, both as a research area and as a practical skill, encompasses the ability of an individual, group or organization to "lead", influence or guide other individuals, teams, or entire organizations.

Becoming a great leader, mentoring, and succession planning are some of the microlearning topics that you will find in this section.

Becoming a Great Leader: Creating Followership

JUL2201

If you're going to be a leader, you need followers. How do you get those followers? As a leader, you have to set up an environment that creates people who WANT to follow you. How do you do that? By making some simple, conscientious efforts.

Becoming a Great Leader: Effective Delegation

JUL2202

Can you do everything your organization needs to get done all by yourself? Can you handle all of those responsibilities? A good leader answers that question with a "No." To keep focused on your company's goals, you need to delegate your tasks.

Becoming a Great Leader: How to be a Follow-able Leader

JUL2203

Who is your most follow-able leader? Why? Watch this course to understand what makes a leader follow-able.

Becoming a Great Leader: How to Motivate Employees

JUL2204

One of the most often asked questions from managers is, "How do I motivate employees?" Research shows that there are six hallmarks of a motivating experience ... and a video game fits them all perfectly! This program explains what an ideal motivating work experience is, and shows you how you can create a "video game environment" at work.

Becoming a Great Leader: Introduction

JUL2205

A leader is someone who leads or commands a group of people. Most people believe that some are born leaders while in fact most leaders are MADE. Being a leader is not only about directing someone or something, but about giving guidance.

Becoming a Great Leader: Leadership and Power

JUL2206

How do leaders get their followers? To get the answer, you have to understand the relationship between Leadership and Power. Power is defined as "the ability to do something in a particular way." The word "POWER" suggest a very dictatorial, do it "my way or the highway" style of leadership. In most situations, this autocratic style doesn't work. So which leadership style DOES work?

Becoming a Great Leader: Putting It All Together

JUL2207

By now you know what makes a great leader, you know what characteristics a leader should have, you know the difference between leadership and power, you know how to create followers, and you know how to develop yourself as a leader. So how do you put all of these things together to be the best possible leader for your organization?

Building an Effective Leadership Team

JUL2208

All businesses have a leadership team, but not all businesses have an EFFECTIVE leadership team. Without such a team, many organizations are bound to miss out on their full potential, or even to fail. So, how can you make sure that your leadership team is successful? What is it that enables a team to be effective? In this course, we'll talk about the seven principles that contribute to effective leadership, and consequently, more success.

Corporate Social Responsibility

JUL2209

Corporate social responsibility, or CSR, is the idea that a business has a responsibility to the society that exists around it. It's a form of self-regulation where an organization contributes to societal goals through philanthropy or activism, for example. CSR may seem like a lot of effort with little to no profit to show for it, but it has many benefits to an organization that affect revenue in the long term. In this course, we'll talk about what those benefits are, go over the four basic approaches to enacting CSR programs, and discuss how to put those methods into action.

Empathy as a Leader

JUL2210

When you're leading a team, there are a lot of important skills you need to succeed. But more than succeeding, you need to help your team weather difficult times. That's where empathy comes in. Teams managed by emotionally intelligent leaders are proven to do better through rough patches. They are more likely to persevere through difficult projects and thrive during times of outside pressure. In this course, we'll talk about how to put empathy into practice as a leader. We'll take you through some tips/techniques that apply in-person or virtually, including active listening, non-verbal communication, and changing your perspective.

Framework for Execution: A Framework for Execution

JUL2211

Welcome to this final program in our series on creating a framework for execution. In earlier programs, we talked about the general failure of organizations to execute, and the reasons for that, and then the current situation in terms of communication and skills transfer within the organization. In this program, we're going to talk about something called a Framework for Execution. This is connecting of subject matter experts with constituencies to convey all the information that needs to be conveyed throughout the organization.

Framework for Execution: Reasons for Poor Execution

Welcome to our series on creating a framework for execution and this program, the reasons for poor execution. Now in our first program, we talked about the widespread failure to execute and so it begs the question: if over eight out of ten projects are considered to be failures by the people involved in them, what is going on?

Framework for Execution: The Current Situation   JUL2213

Welcome to our series on creating a framework for execution and this program, the Current Situation. Now in previous programs, we talked about the failure of execution in organizations and the reasons for that poor execution. What we really need to understand now is the situation in place, so we understand what needs to be done to create a framework for execution.

Framework for Execution: The Failure to Execute   JUL2214

Welcome to our series on creating a framework for execution and this program which talks about how organizations today fail to execute. Let's start off with a question. What are the three reasons projects fail? Execution, execution, execution.

How To Be a Socially Responsible Company   JUL2215

Are you proud to work for your company? Does your organization have high ethical standards and environmental practices? If not, this reputation can have a huge impact on your company's long-term success. If this concept of social responsibility isn't something you've ever considered, now's the time to start. In this program, we'll define what being a socially responsible organization looks like, we'll discuss various corporate social responsibility (CSR) strategies other companies are adopting, and we'll talk about how to make your efforts last.

Introduction to Authentic Leadership   JUL2216

What makes a leader great? What makes a manager respected and valued by their employees? What most employees want from their managers is a genuine connection and honesty. In other words, they want an authentic leader. In this course, we'll talk about how to embody authenticity at work, while also demonstrating solid work ethic, performance, and leadership. We'll cover some common questions regarding how to show your authentic self to your team, and why it's beneficial to do so.

Introduction to Intentional Leadership

Intentional leadership is a rising trend among forward-thinking managers. At its core, this type of leadership is about awareness. The move toward more intentional leadership was spurred by a desire to better understand performance issues or obstacles in the workplace. By understanding hidden problems better, intentional leaders can tackle the root cause of issues, creating a healthier, more productive workplace. In this course, we'll talk about how to put this into practice. We'll discuss having a better understanding of people, reading different group dynamics and situations, communicating your observations, and taking action.

Introduction to Servant-Based Leadership   JUL2218

Servant-leaders put the needs of others before their own, prioritizing their employees' development and success. This kind of leadership has proven to be highly successful and improves productivity for entire corporations. In this course, we'll discuss what it takes to demonstrate excellent service-based leadership. We'll talk about showing gratitude, empowering others, and the importance of talent development, as well as the many benefits of servant-based leadership.

Introduction to VUCA Framework   JUL2219

VUCA may sound like a snappy acronym straight out of a sci-fi film, but it's actually a useful way to approach challenges. Originally used by the U.S. Army in the early 90s, the term is often used as a catchall for big challenges. When applied correctly, however, there's a lot to be gained from putting the VUCA framework into action. Just keep in mind that VUCA is actually better-suited as a checklist for organizations to ensure that they're ready to survive whatever is thrown at them. So, in this course, we'll discuss what VUCA is, how it works, and what it can do for your organization.

Knowledge Transfer: Barriers to Knowledge Transfer   JUL2220

We know that transferring knowledge is essential in any organization, but it's not always an easy process to put into place. In this course, we'll talk about some of the barriers that businesses run into, how to identify these issues, and how to overcome them, so you can share information effectively and efficiently.

Knowledge Transfer: Implementing Knowledge Transfer   JUL2221

Once you have a good understanding of what knowledge transfer is, why it's important to your business, and what barriers you'll need to work around, the next step is implementing it. This means developing systems for transferring knowledge throughout your organization. It also means incentivizing and rewarding employees who share their knowledge. In this course, we'll discuss what your role is in all of this. We'll talk about determining how knowledge is currently being transferred. We'll demonstrate examples of how organizations efficiently spread pertinent knowledge, and ways to reward employees who are willing to take part in the process. Lastly, we'll provide a framework for knowledge transfer.

Knowledge Transfer: Why Knowledge Transfer

JUL2222

Does it ever seem like all the pieces of information that would solve your company's biggest issues are somewhere within your company, inside the minds of your workers, but you just can't piece it all together? This is a common problem for businesses. You have all the knowledge you need, but it's trapped in different departments and levels, or even within the minds of your customers. As a leader, it's your job to find a way to transfer that knowledge throughout your organization. In this course, we'll talk about why an organized system of knowledge transfer matters. We'll discuss the pitfalls of information overload, as well as getting too little data or working in silos. We'll also talk about where knowledge is gained or lost in businesses.

Leadership and Power: Honing Your Power

JUL2223

"With great power comes great responsibility." As a leader, you have the ability to make change and influence the behavior of others. Therefore, it's important that you harness your power for good. In this course, we'll talk about how to do just that. We'll discuss the importance of identifying your values, building referent power, finding a mentor, empowering others, and getting feedback.

Leadership and Power: The Bases of Power

JUL2224

All leaders have power. Have you ever thought about where that power comes from? There are various sources, or bases, of power. When you possess these, you have the ability to influence the behavior of others. In this course, we'll discuss the six different bases of power and why it's important to understand where your power comes from.

Leadership and Power: Using Your Power in Your Community

JUL2225

become the face of your business, or at least, one of the recognizable faces. This recognition may come from inside your company or from customers and people in your community. When people know who you are, they take notice of your actions. One way you can use this power as a leader is by helping your community. In this program, we're going to talk about ways in which your power can be used to make change for those outside your organization.

Leadership Fundamentals: Becoming a Followable Leader

JUL2226

Who are the most followable leaders? Who are the people that everyone wants to work for? What are their behaviors? Their characteristics? What makes them so likable? That's what we'll be covering in this program. Then we'll talk about the skills you can develop to become a more followable leader yourself.

Leadership Fundamentals: Characteristics of a Leader   JUL2227

What makes a great leader? The simple answer is: A leader is a collection of certain characteristics that work well together. So, what are those characteristics? In this program, we're going to go through the list and break down each of those that a good leader should have. We'll also talk about the fundamentals of an effective leader.

Leadership Fundamentals: Developing Yourself   JUL2228

You may know everything there is to know about being a good leader. You may have had a lot of success in leading others and helping them develop. But have you ever thought about developing YOURSELF as a leader? Leaders often get so focused on their company or their staff that they forget about themselves. And while it's great to put others first, sometimes you need to step back and see what you can do to develop yourself into a better leader. In this course, we'll go over some questions you should be asking yourself and discuss ways to make improvements. We'll also cover some important things to avoid.

Leadership Fundamentals: Empowering Others   JUL2229

Empowering someone means giving them the authority or power to do something themselves. You also make that person feel stronger and more confident, in the process. When you empower your employees, it's a win/win scenario that will benefit your company, which is the goal of a good leader. In this course, we'll talk about empowering others, and specifically how to empower mid-level managers, as a C-suite executive.

Leadership Fundamentals: How to Inspire as a Leader   JUL2230

To inspire means to "fill someone with the urge or ability to do or feel something." Inspiration takes it one step further than motivation. If you've ever had an inspirational leader, you know what we mean by this. In this course, we'll talk about what it takes to be an inspirational leader. We'll also walk you through some do's and don'ts of inspiring as a leader.

Leadership Fundamentals: Listening as a Leader   JUL2231

Let's face it, many leaders are Type A personalities. We're energetic, we like to mingle, and most importantly, we like to TALK. That's certainly an important aspect of leadership. But sometimes what your staff needs from you is for you to stop talking and LISTEN. This is a key part of leadership, because it's only by listening that we truly begin to understand what's going on at all levels of our organization. So, in this program, we'll talk about both the types of listening and how to listen well as a leader.

Leadership Fundamentals: The Leadership Toolkit JUL2232

When it comes to being a good leader, the question that's most often asked is, "What's the best leadership style?" The answer is: there isn't one. There are a lot of different ways to be a good leader; you just need to find the style that works best for you. In this course, we'll help you figure that out by taking you through what we call the leadership toolkit. It includes possible leadership styles, behaviors, and theories you might want to apply to your work as a leader.

Leading a High C JUL2233

In this course, we'll discuss the basic C characteristics and what you can expect in managing a High C. We'll also go over how to lead them, so that you're getting the most out of your C team members. The goal of this program is to help you modify your style so you can lead a High C person successfully. Notice we say to modify YOUR style. You're not going to be able to get them to change. You have to change to lead them.

Leading a High D JUL2234

In this course, we'll discuss the basic D characteristics and what you can expect in managing a High D. We'll also go over how to lead them, so that you're getting the most out of your D team members. The goal of this program is to help you modify your style so you can lead a High D person successfully. Notice that we say to modify YOUR style. You're not going to be able to get them to change. You have to change to lead them.

Leading a High I JUL2235

In this course, we'll discuss the basic I characteristics and what you can expect in managing a High I. We'll also go over how to lead them, so that you're getting the most out of your I team members. The goal of this program is to help you modify your style so you can lead a High I person successfully. Notice we say to modify YOUR style. You're not going to be able to get them to change. You have to change to lead them.

Leading a High S JUL2236

In this course, we'll discuss the basic S characteristics and what you can expect in managing a High S. We'll also go over how to lead them, so that you're getting the most out of your S team members. The goal of this program is to help you modify your style so you can lead a High S person successfully. Notice that we say to modify YOUR style. You're not going to be able to get them to change. You have to change to lead them.

Matrix Organization Structures

JUL2237

When companies grow, complexities emerge. The matrix organizational structure is designed to embrace that complexity, picking up where traditional management structures leave off. In essence, the matrix management means that people within an organization will have two bosses: their functional manager and their project manager. What does that look like? And how can it be beneficial? That's what we'll cover in this course. We'll talk about the roles of these two managers and the authority they hold. We'll discuss how to introduce this structure to your teams and how to implement it in your workplace. We'll also show you how this can benefit your business by demonstrating how it works.

Mentoring: Creating a Successful Mentoring Relationship

JUL2238

So, you're a part of a mentoring program, and you've been successfully paired up. What's next? How do both the mentor and mentee actually take advantage of this opportunity? How do you create a successful mentoring relationship that bears fruit? In this course, we'll discuss the keys to a successful mentoring relationship, including establishing trust, setting clear expectations, being prepared, and giving/receiving feedback. We'll also touch on some do's and don'ts for both mentors and mentees to follow.

Mentoring: How to Create a Mentoring Program

JUL2239

We understand that having a mentoring program is important, but how do we create one? In this course, we'll go over the steps to developing and executing a successful mentoring program for any organization. We'll discuss establishing goals, finding sponsors, and creating a mentoring committee. We'll also go over how to find and properly match participants, as well as how to monitor progress.

Mentoring: Making a Mentoring Agreement

JUL2240

You've heard the saying, "If it's not in writing, it never happened." Well, this applies to your mentoring program. A written mentoring agreement ensures that your mentors and mentees are on the same page throughout the entire mentoring process. In this course, we'll discuss the eight steps that your mentoring agreement should include.

Mentoring: Matching Mentors and Mentees

JUL2241

Matching mentors and mentees is a key component to creating a successful mentoring program. There should be careful thought put into matching pairs or groups. A successful match depends on three things: experience, expectations, and compatibility. In this course, we'll talk about how each of these factors should determine your mentor/mentee pairings. We'll go over how to create a mentoring profile form that participants will fill out. We'll also discuss some additional things to consider as you help develop these relationships.

Mentoring: Mentoring Meeting Guidelines

JUL2242

Once you already know how to start and set up a mentoring program, it's time to get into the nitty-gritty details of the meetings. Namely, it's time to talk about your mentoring meeting guidelines. These should be laid out ahead of time and clearly conveyed to all participants. In the end, this will lead to more cohesive and successful mentorships. In this program, we'll go over how to set up good guidelines, including transitioning into the meeting, reviewing open issues, taking notes, and answering questions. We'll also cover some do's and don'ts of mentoring meetings.

Mentoring: What Is a Mentoring Program?

JUL2243

You can probably learn how a car engine works in a few hours by reading a book, right? But it takes years to be able to listen to an engine and know what's wrong with it just by the sound. How do you start to gain that kind of experience? How do you transfer knowledge? You need a mentoring program! In this course, we'll look at what a mentoring program is, including the mentor/mentee relationship and the different types of mentors. We'll also go over the benefits of a mentoring program and why every organization should have one.

Mission, Vision, and Values: Mission Statements

JUL2244

In this series, we're going to talk about developing your company's mission, vision, and value statements. We'll cover the differences between each of those, how to write them, the reasons why you need to have them, and examples from larger companies who have successful missions, visions, and values. The weight of these three statements is immense, as they should guide the direction and future of your company, and all employees should work to embody or fulfill what's written. Here in this first program, we'll briefly review all three statements, and then take a deeper look at the mission statement.

Mission, Vision, and Values: Vision Statements

JUL2245

A vision statement is an aspirational statement made by an organization that articulates what they would like to achieve. It's a broad interpretation of your goals, guiding the direction of your efforts. Just like your mission statement, writing your vision statement requires some research. This includes asking why your organization exists, and what hopes or ideas led to its founding. With these in mind, you can begin to craft a meaningful vision statement. That's what we'll discuss in this course.

Mission, Vision, and Values: Value Statements

JUL2246

A value statement, also called a value proposition, is a description of what you believe in, and a promise of value to be delivered, communicated, and acknowledged. It's a set of five to seven words that articulate what your organization believes in and holds true. The value statement lists the core principles that guide and direct your organization and its culture. In this program, we'll discuss how to create one that truly reflects the values of your company.

Organizational Dysfunction: Eight Signs of a Dysfunctional Organization

JUL2247

Nobody wants to work for a dysfunctional organization. We all want to be a part of a healthy, efficient, prosperous company. But dysfunction is a sneaky thing. Without warning, it can seep into your culture, your processes, and the way that you manage. And before you know it, systems start to fail, and employees (or even customers) are on the first flight out. So we created this program to help you check the status of your organization. Here, we'll discuss the 8 signs of a dysfunctional organization.

Organizational Dysfunction: Fixing the Dysfunction

JUL2248

In our last program, we talked about the 8 red flags of dysfunction. Perhaps a few of those applied to your business, and you're worried about what that means. So, in this course, we'll walk through some ways to fix each of the problems, and then discuss how to implement the new solutions. We'll help you get a plan in place, alter processes if need be, and make changes to rid the organization of these dysfunctions.

Succession Planning: What is a HiPo?

JUL2249

Identifying high-potential employees (HiPos) is an overlooked part of the succession planning process. Ensuring that you have people prepared to step into leadership positions means a more stable future for your organization. While most executives know they aren't doing enough for succession planning, getting serious about HiPos is a great place to start.

Succession Planning: HiPos vs. High Performers

JUL2250

Although there can be overlap, there is a difference between high-potential employees and high performing employees. This course will help you more easily discern between the two.

Succession Planning: Creating a HiPo Policy JUL2251

When developing your succession plan, you need to have a HiPo policy in place. This provides some rules around who is considered a HiPo and how to find progression opportunities. This policy will be unique to your organization, but there are some general things to keep in mind when you create it, starting with business planning and strategic thinking. In this course, we'll discuss what this policy should include, so you can find and develop the best high-potential employees.

Succession Planning: Identifying HiPos JUL2252

When identifying HiPos, you're ultimately trying to determine the likelihood that someone will become a leader within your organization. The desired skills and traits will be unique to the organization, levels of leadership, and roles you're forecasting to fill. In this course, we'll talk about what to look for in your HiPos, by covering some common characteristics that many organizations seek out. We'll discuss measurable criteria you can use to find the right candidates. We'll also go over the difference between high-potential employees and high-performing employees, including why it's important to make that distinction.

Succession Planning: Retaining and Developing HiPos JUL2253

HiPos are some of the most sought-after employees in the job market. Their individual value is easy to understand, even outside of their own organizations. That means there's competition, so you have to work to keep your HiPos in your organization. You must find ways to keep them committed to your business. That's what we'll cover in this program. We'll talk about personalizing a HiPo's development, as well as how to keep them motivated and engaged.

Succession Planning: The Importance of Succession Planning JUL2254

Succession planning is a process for identifying and developing new leaders who can replace the leaders that retire or otherwise leave their position. When implemented correctly, succession planning will ensure a smooth transition from one leader to the next, keeping the organization moving forward, without people having to scramble to pick up the pieces when leadership changes. In this course, we'll talk about why this matters, how it impacts companies, and what you can do to start preparing to fill potentially vacant vital leadership positions.

THE Answer for Business Success
JUL2255

What is THE answer for business success? This question gets asked often, and the answers are vast and conflicting. Some say it's all about leadership. Others say it's all about empowering ground-level employees. Some companies think it should be customer-focused, while others say it's entirely based on product quality. These are all valid arguments, and they'll all make your business better. So, to address the question, "What is THE answer to business success?" Our solution isn't just one answer or strategy, as it must encompass all of these important factors. In this course, we'll talk about the three major components that make up the recipe for business success.

Transformational Leadership: Creating Focus During Change
JUL2256

Have you noticed your team becoming unfocused during change? It's easy to lose sight of what's really important or what you should be focusing on when things are shifting around you. And as a leader, you need to be focused. But you also need to help your TEAM focus on their work, in spite of the distractions that come with things changing around them. In this program, we'll talk about the circles of focus, and where you can help your team focus their energy. We'll also discuss importance versus urgency, and how to get your team to work more productively during change.

Transformational Leadership: Dealing with Resistance
JUL2257

You're trying to be a transformational leader. You're trying to bring your organization along into the present and beyond. Some of your staff are doing well. But others, not so much. They're resisting. How do you deal with someone in your organization who is resisting change? As a leader, if you want your organization to transform, you need to bring EVERYONE along with you. In this course, we'll talk about how to deal with this situation. We'll discuss the two ways to handle resisters. We'll also go over how to manage change effectively and walk you through several steps to help deal with resistance.

Transformational Leadership: Transforming the Organization
JUL2258

Customer needs are expanding, markets are changing, new products and technology are coming out. You have to adapt to these changes. If you don't adapt, your competitor will. How do you make things happen as a leader? How do you TRANSFORM the organization into a better version of itself? That's what this program is all about. We'll discuss various types of organizations and the elements at play when making a transformation, including managing process and cultural changes.

Unknown Knowns: Getting Started

JUL2259

Welcome to our four part series on How to Know What We Know, and this program, Getting Started in sharing better practices.

Unknown Knowns: Leading Knowledge Transfer

JUL2260

Welcome to our four part series on How to Know What We Know, and our final program, Leading Knowledge Transfer. The question at the heart of this program is, How do you make sure that knowledge transfer actually works in your organization? The answer, it depends on the situation.

Unknown Knowns: The Knowledge Transfer Process

JUL2261

Welcome to our four part series on How to Know What We Know, and this program, The Knowledge Transfer Process. Here's a question. Can an organization improve without learning something new? The answer is No. To continuously improve, you have to learn new things.

Unknown Knowns: Understanding Better Practices

JUL2262

Welcome to our four part series on How to Know What We Know, and this program, Understanding Better Practices. Unknown knowns ... It's the idea that throughout your organization, you have great ideas, great processes, great practices that could be used to improve the overall business, BUT NOBODY KNOWS IT.

Delegating Downward

JU2201

This microlearning is is about the art of downward delegation. If you are in a leadership position and need to learn more about using the power of peoples' help to get things done, this is a great place to start. The steps to delegating downward will be outlined as well as some best practices.

Avoiding Upward Delegation

JU2202

This microlearning is designed to help leadership avoid upward delegation in the workplace. Often as a manager it is difficult to have enough time available to be able to do all the tasks associated with your job. This video will equip you with strategies to help when your employees try to shift the ownership of tasks to you.

23. Managerial Courage

Managerial courage is tactfully dispensing direct and actionable feedback. It is being open and direct with others without being intimidating. When you have managerial courage, you deal with people, problems, and situations head-on.

In this section of microlearnings you will find topics such as how to apologize, managing difficult people, and your management style.

"You're Wrong!"

When being told they are wrong, people can sometimes be defensive. But generally, people want to learn from their mistakes and improve. Telling someone when they make a mistake is giving them that opportunity. The skill is learning how to best tell someone, and we'll discuss that here.

Are You a Micromanager?

A recent poll states that 79% of employees claim they've been micromanaged at some point during their careers. Managers have a difficult time recognizing their role in this, because the line between being an effective leader and a micromanager can often be pretty thin. In this course, we'll clearly define micromanagement and what those behaviors look like. We'll discuss delegation, setting clear expectations, and learning how to trust the skills and experience of your team.

Building Strategic Alliances

Alliances and partnerships are staples in a business's strategy. Large and small companies can benefit from joining forces with another business to help each other achieve their goals. However, strategic alliances are not simple or easy to create, build, and maintain. Strategic partnerships often fail because of management errors. It's crucial to choose not only the right partner, but also to take steps to grow the relationship. In this program, we'll talk about how to do that. We'll also discuss advantages and disadvantages to these alliances, as well as how to ensure a successful partnership.

Character: Management is All About Character

The difficult situations in your life and how you deal with those situations can make or break your character. Character is defined as, "one of the attributes or features that make up and distinguish an individual." Abigail Van Buren is quoted as saying, "The best index to a person's character is how he treats people who can't do him any good, and how he treats people who can't fight back." This character thing is important, particularly in business, and especially as a leader. This course takes an in-depth look at the importance of having good character as a manager, how to develop it, and how to use it.

Character: Developing Your Character

Character is not something that you're born with. It's something that you can grow and cultivate over time. In this course, we'll discuss the six ways to build you character: 1. Defining your values and using them 2. Learning from your past 3. Evaluating the company you keep 4. Being nice when tempted not to be nice 5. Practicing humility and 6. Giving back. We'll also go over different ways to handle difficult situations and what to do when your character is attacked.

Controlling Disruptive People

Every manager will deal with difficult workplace behavior at some point. Even if you have the best hiring process in the world, it's still possible to end up working with a disruptive employee.¬†Disruptive people can consume a lot of your time and negatively impact your team's productivity. It takes strong management to control disruptive behavior and prevent it from affecting your team's functioning. In this program, we'll discuss the various types of disruptive behaviors, equipping you with the skills, processes, and confidence to handle this type of person in your workplace.¬†

Developing Tact

Business Insider conducted a survey of over 15,000 managers and professionals about what skills made a good leader. What do you think came back as one of the top responses? It wasn't the ability to be authoritative, or even organized, or inspiring. No, the thing respondents prized highly was tact. Managers sometimes have to deliver bad news. But if you can learn to do so tactfully, you'll be a much better leader, one that employees trust and like more. So in this course, we'll talk about how to develop tact. We'll go over the preparation required for difficult situations. We'll also discuss how to consider the personality of the person you're addressing. Lastly, we'll go over choosing your words, using proper body language, and setting the tone.

Effectively Challenge the Status Quo

Status quo is defined as "the current state of things," and in this case, it refers to the way your business operates. Maybe you've had the same sales strategy for years and years, or maybe you haven't changed your workflow since you started. As new technologies arise, and as your customers develop new needs, following the status quo only leads to complacency and stagnation. Your resistance to change means you'll miss out on opportunities for growth, because growth requires change. In this program, we'll discuss the importance of exploring all perspectives, supporting new ideas, and having a forward-thinking mindset.

Fighting for Your Team

Going to bat for your team is part of being a manager. You may need to defend their work. You might need to endorse their ideas. You may need to guard them from certain scrutiny. This could be from customers, other departments, or even company leadership. This takes courage on your part, but when you fight for the right things, you'll wind up with a team that's more productive and freed from bureaucracy. In this course, we'll talk about how to fight for your team. We'll discuss going up against bureaucracy, taking one for the team, and fighting for their future.

Hiring Team Players

Team members who can cooperate and work toward a common goal are essential. These kinds of employees are team players, and they bring together different points of view to allow for more creativity and the freedom to take smart risks. They're the kind of people you want to be hiring, so how can you make sure that you're hiring team players? In this course, we'll talk about what a team player brings to the table and how to spot one during the hiring process. We'll discuss targeted questions to ask to determine the prospect's cultural fit, so you can find the right person for your team.

How to Apologize: The Process

The best apology you can give someone is to change your behavior. Think about it. Let's say someone lets you down, and they apologize with an "I'm sorry." Then, they turn around and do the same thing again. If they're willing to wrong you twice with the same bad behavior, then how "sorry" are they? While saying sorry is an important part of an apology, it's not the only part. To truly make amends for something you've done wrong, you need to show that you're willing to put in the work to right that wrong. Then, take action to prevent it from happening again. In this course, we'll go over why apologies are important, we'll discuss the four steps to an apology, and then we'll cover some examples of good and bad apologies.

How to Apologize: The Audience

We've discussed what a good apology looks and sounds like. We've gone over what each apology should include: expressing remorse, accepting responsibility, offering a solution, and changing your behavior. In this course, we want to demonstrate how to apologize to the different people that you work with. This includes apologizing to your boss, your colleagues, your employees, and your customers. We'll also talk about when you should not apologize, as we often over-apologize, even when we aren't to blame.

How to Break Bad News

Delivering bad news is inevitable. The thought of delivering bad news can keep you awake at night. Having to look someone in the eye and say something that will hurt them, disappoint them, or anger them can be scary, awkward, and sad. In this program, we'll prepare you for sharing unpleasant news. We'll talk about controlling your own emotions, planning the right time and place, and properly delivering the message. We'll also cover empathy and how you should react to the other person's response.

How to Build Resilience

As a manager, your job can be rewarding and wonderful. It can also be tiring and thankless. It's a difficult task dealing with the ups and down of management without becoming stressed and burned out. With any job, you'll have challenges and setbacks. You're likely to make mistakes along the way. How you handle these situations is what makes you a good manager. In this course, we'll discuss having the ability to bounce back when things don't go as planned.

Making Your Work More Meaningful

Engagement, productivity, motivation, and general satisfaction all stem from the same place: doing meaningful work. People want their jobs to have purpose, they want to add value, and they want to make a difference through the work they're doing. What's your purpose at work? Are you lacking enjoyment or passion that you once had? Are you lacking the connection of seeing how your work benefits others and adds value to your company? Bear in mind that, as a manager, this often spills out onto your team, and they may feel the disconnect as well. So in this program, we'll talk about how to make your work more meaningful.

Managing Difficult People

Have you ever worked with that person who technically doesn't do anything wrong but is just... awful? It might be someone with a difficult attitude, someone who whines, someone who's manipulative, someone who lies, someone who's lazy, someone who spreads gossip, or maybe you just can't put your finger on what's "off" about them. How do you manage someone like this? What should you do if their behavior borders on inappropriate? In this program, we'll discuss how to address these issues.

Managing Prejudice Within Your Team

There are a lot of difficult tasks and challenges you may face as a manager. But one of the trickiest is when prejudice pops up within your team. This can be prejudice towards someone based on their race, gender, religion, or national origin. But prejudice can also mean judging someone based on their age, socioeconomic status, where they live, their appearance, medical conditions, or any other defining characteristic a person has. So as a manager, how do you handle situations where prejudice rears its ugly head within your team? In this course, we'll talk about starting with yourself, and ensuring that you're leading by example. We'll discuss ways to curb offhanded remarks and slights against others. We'll also talk about removing stereotypes and unconscious biases. These teachings will help you create a safe and comfortable work environment for everyone.

Retaining Your Best People

You've found a great mix of team members for your department. They communicate well with each other, they work well under pressure, and they can get the job done. You genuinely like working with them and you hope that they feel the same way about you. But what role do you play in keeping good people? Time and time again, studies show that it's bosses that compel good employees to leave their jobs, even when they like the company. In this course, we're going to talk about important steps you can take to retain your best employees. We'll go over ensuring connection and engagement among your team. We'll also discuss feedback, finding opportunities for development and promotion, and providing recognition.

Stop Doing and Start Managing

It's likely that you got promoted to manager because you were good at your job. Now, as a manager, you have to watch someone else do that job, and they might not be as good at it as you were. Or maybe they don't do it the way you used to do. For these reasons, it's easy to fall into the habit of jumping in and doing some of those things yourself, even though someone else has been hired to do them. But you need to stop doing that, because as a manager, it's your job to manage. In the long run, doing instead of managing hurts your team and individual team members, it hurts productivity, and keeps you from doing the job you're actually supposed to be doing. In this course, we'll talk about how to stop doing, and start managing.

Stop Throwing People Under the Bus

When things goes wrong or mistakes are made, sometimes people place blame on someone or something else. This is also known as throwing someone under the bus. They blame the process, the circumstance, the client, or another coworker. This is harmful behavior, done for selfish gain and to avoid looking bad, but the side effects of doing this can ripple far beyond just one act of office scapegoating. In this program, we'll take a look at the adverse impact that throwing someone under the bus can have on one's team, reputation, and career. We'll talk about why this happens, and what you, as a manager, can do to put a stop to it, and even avoid doing it yourself.

Swallow Your Pride

Pride manifests in many ways. Even if you don't go on and on about how awesome you are, pride may still be a barrier between where you are now and the success you'd like. In this course, we'll explore this concept and what you can do about it.

Taking a Stand
JUL2322

As a manager you need to be able to advocate for yourself and your team. You may find yourself wanting to draw your sword and storm the castle, but you need to control your reaction. The passion and emotion you're feeling is admirable, but you can't let your emotions get the best of you or you'll be met with more resistance. On the flipside, not taking a stand could be more harmful. Sometimes fear of rocking the boat, creating enemies, or making the situation worse keeps us from doing what's right and committing to the issue. In this program we'll discuss the most effective way to take a stand for yourself and your team. We'll go over how to analyze the situation, gather the facts, defend appropriately, and when to let it go.

The Leadership Ladder
JUL2323

You're a manager now! Congratulations! But what exactly does that mean? What's the difference between a supervisor and a manager? And what's the difference between a manager and a director? And what does being a leader mean? Change to: These are all great questions and in this program, we'll cover the roles and responsibilities of a supervisor, manager, director, vice president, and the leaders in the C-suite.

What It Takes to Manage
JUL2324

Managing is not as easy as some people make it look, but it's also not as difficult as some others make it look. Regardless, being a good manager is hard work! Here, we look at things to consider as you consider moving into management.

Your Management Style
JUL2325

Most people have been exposed at some point to a bad manager. There are plenty of bad managers, although no one wants to be one! In this course, we'll look at different management styles and the pros and cons to each. With this knowledge, you can identify the best style (or combination of styles) for you.

24. Managing an Enterprise Account

Enterprise accounts, are part of the "long game"—they represent the most revenue provided over time for the least amount of hassle. (The technical term is that they "maximize lifetime customer value.") Salespeople are the ideal learners for these microlearnings.

An introduction to enterprise accounts as well as lifetime customer value are a few of the microlearning topics covered in this section.

Managing an Enterprise Account: Introduction
JUL2401

Welcome to our series on "Managing an Enterprise Account," formerly known as "Key Account Selling." What exactly does an enterprise account look like? Enterprise accounts represent an organization's most important customers.

Managing an Enterprise Account: Value Added Selling
JUL2402

A lot has changed in sales over the last few years. There are more competitors and there are more people trying to get their product noticed. Our customers are more informed! They've done their research on us and our products before we even talk with them. If you're going to be a successful salesperson, you need to change the way you sell. This course will explore just that.

Managing an Enterprise Account: Lifetime Customer Value
JUL2403

There's something you need to know when you're managing an enterprise account and it's called "lifetime customer value." Lifetime customer value takes a look at what that customer is worth to you and your company over the entire period of the relationship. It's about revenue in the long run.

Managing an Enterprise Account: No Push Selling
JUL2404

What do customers want from salespeople? What do sales managers want from their employees? Usually, it's not the same thing. You've got to learn how to make the connection between the sales manager and the salesperson to deliver what the customers want. That's where No Push Selling comes in.

Managing an Enterprise Account: Five Minute Pre-Brief
JUL2405

There are a lot of things you should be doing before and after a sales call. In this program, we are going to be discussing the five minute "pre-brief;" the things you should be doing before every call.

Managing an Enterprise Account: Five Minute Debrief
JUL2406

You just finished meeting with a potential client. Did you get the sale? Did you achieve your goal? In this program, we discuss the five minute debrief. This debrief is to help you understand what went wrong or what went well during your call and if there's anything you need to improve before the next time you talk to your prospect.

Managing an Enterprise Account: Finding Unmet Needs JUL2407

The MOST important part of the sales call is finding your customer's unmet need. Until there is an unmet need, you've got nothing to sell. Remember, without a need, don't proceed. What's the most important and effective way to find an unmet need? You ask questions. But what questions are the right ones and which are the wrong ones? We've got the answers in this course.

Managing an Enterprise Account: Selling Benefits JUL2408

To be a successful salesperson, you need to remember one key point, and that's how to turn a feature into a benefit. We need to get the customer to understand that our solution idea benefits them, not just us. This course explores how to accomplish this in a very simple way.

Managing an Enterprise Account: Handling Objections JUL2409

You're going to run into objections during the sales process. It might be in the beginning of the call, when you're trying to find an unmet need, or at the end of the call. You're going to have to work to overcome those objections. Handling objections is an important skill you'll need to have as a salesperson, and this course helps you do just that.

Managing an Enterprise Account: No Push Close JUL2410

Now we're at the final stages, where you'll close the sale. If you take the time to focus on the steps we've mentioned throughout this series, it will be easier for you to close the sale. There's no reason to "push" a customer into buying your product or service, because the sale should close on its own.

25. Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

In this section of microlearnings you will find topics such as brand managment, public relations, and digital marketing.

Brand Management: Building Your Brand

JUL2501

In this series of programs, we'll take an in-depth look at what Brand Management is all about. Creating a brand helps you build long-term, sustainable growth. It's an ongoing process that should always be the core focus of your business, regardless of your size. A powerful brand can support any business through any environmental factor that comes along, so if your company struggles with branding, these courses will help guide you. In this program, we'll discuss building a brand, including how to define what your brand is, how that will impact your current customers, brand standards, and more.

Brand Management: Promoting Your Brand

JUL2502

You've come up with a brand that you're passionate about. You've got brand standards in place and your messaging is ready. Now what do you do? If you want your brand to stand out, you have to promote it and you need to distinguish your brand from its competitors. In this program, we'll go over how to get your business noticed. We'll cover how to be seen, becoming your brand's authority, networking, using social media, and interacting with customers.

Brand Management: Rebranding

JUL2503

Rebranding a company can have its perks. You might dread this task, or think it's bad for your company, but sometimes it's new, fun, and exciting. If you've ever rebranded before, you quickly realize those "fun" parts: choosing colors, logos, and fonts. However, those are just "parts." In order to rebrand a company, you have to have a strong understanding of the process and you have to do it the right way. That's what this program is for. We'll define rebranding, what it means, what it takes, and what the impact will be on your company.

Brand Management: Brand Statement

JUL2504

If you're struggling on where to start when it comes to building your brand or managing your brand, you need to start with creating a brand statement. A brand statement combines all your thoughts about your business mission, values, promise, and character into a concise statement. A brand statement defines what you do, how you are different from your competition, and what you want to deliver to your customers. Let's go over how to create a brand statement for your company, discuss how to test it, gain feedback, and apply that feedback.

Digital Marketing: What is Digital Marketing?

Unless you're completely "off the grid," you're interacting with digital marketing all day, every day. From your smartphone, nudging you with text alerts, to your laptop and its email greetings, to the tablet's app notifications, there is continual outreach from the business world to you, as the consumer. You can sign up, save, engage, and "like," all with an easy "click" or "tap." So how are YOU reaching out to YOUR customer? What prompts, nudges, and invites should you have out there? And where? "Follow" us through this series, and we'll help you figure that out! We'll start with a general scroll-through and then go through each component...click, click, click!

Digital Marketing: Types of Digital Marketing

How do you optimize on a search engine? What is pay-per-click? Why would you share content for free? There are many new questions with digital marketing, and it can seem overwhelming at first. Never fear, ej4 is here! In this program, we'll list and explain the main aspects of marketing digitally. Then, in the following programs, we'll break those down individually, helping you choose the best tools for your company.

Digital Marketing: Social Media

Warning: Content is fire, and social media is gasoline, according to digital marketing guru, Jay Baer. It's true that when used well, social media can cause your product to explode (in a good way!). But how do you ignite and fuel your social media presence? We'll explain here, as we go through best practices and approach.

Digital Marketing: SEO

Where do you rank? When someone searches those precious keywords, does your company show up? Or are you three pages back, twiddling your digital thumbs? This is what search engine optimization (SEO) addresses, and we're here to help you get up to speed. We'll go through the key(word) aspects of SEO, so you'll know best how to hit that coveted first page!

Digital Marketing: Content Marketing

Author Andrew Davis says, "Content builds relationships. Relationships are built on trust. Trust drives revenue." When you provide valuable information, the prospect remembers, and begins to trust you. This dynamic makes content marketing an invaluable tool. Here, we explore the key aspects of it, how to get started, and how to get specific to your target market.

Digital Marketing: Email Marketing
JUL2510

According to the Direct Marketing Association, for every $1 spent on email, the average return on investment (ROI) is $40. Not too shabby! If you want to increase revenue, or even just reach out personally to your customer, you'll want to check out this course. We go through the uses and advantages of this very effective (and oftentimes, lucrative!) marketing tool.

Digital Marketing: Pay-per-click
JUL2511

What's the deal with pay-per-click marketing? When is it wise to PPC? In this course, we'll go through the process, how it works, and when it would behoove you to join in.

Digital Marketing: Five Things Everyone Needs to Know
JUL2512

There's no avoiding the digital movement. It's everywhere, with everyone, including your customer. If you have a business, online or not, you'll want to get familiar (maybe even friendly) with these five terms.

Digital Marketing: Driving Traffic to Your Website
JUL2513

"If you build it, they will come." If your website was in the 1989 movie, Field of Dreams, you'd have customers coming out of the cornfields to read your content and buy your product. Alas, that is not the case. You need to build a good website, but you also need to direct the traffic to it. Here, we'll go through best practices to get that virtual doorbell ringing.

Marketing Essentials: Understanding Marketing
JUL2514

To consumers, marketing can seem like a mystery. We buy things and don't realize how much marketing impacted our decision to buy this brand over that brand. For a business, marketing is an essential function. For those of us outside of the marketing department, marketing can seem complicated and confusing. Yet while it can be tricky, marketing can make your life a lot easier, and your company more profitable. You just have to be familiar with it, which is what this series is in place to help you with. In this course, we'll define marketing for the non-marketer. We'll cover marketing orientations, common marketing terms, and provide a general overview of this complicated, yet critical part of running a successful business.

Marketing Essentials: Types of Marketing

JUL2515

Every business owner wants to grow and develop a strong client base. Marketing and promoting a business is key to creating that growth. There are several different marketing methods that will help to grow a business, and that's what we'll cover in this course. First, we'll discuss traditional marketing like print advertisements, radio ads, and television spots. Then, we'll get into new marketing methods that utilize the internet, as well as integrated marketing which centers around strong, focused brand imaging. All of these types are important, so this program will help you determine which method may work best for your company.

Marketing Essentials: Brand and Product Overview

JUL2516

If you have a superb product but a weak brand, you'll be lucky if anyone tries your product at all. Those are two big words you'll hear a lot when it comes to marketing: "brand" and "product." You might think they are the same, or that one is more important than the other. Neither of these are true. There are several fundamental differences between a brand and a product and it's important that you understand these differences. In this course, we'll go over the uniqueness of each, but also discuss how they're in balance with one another.

Marketing Essentials: What Everyone Needs to Know

JUL2517

In most businesses, employees are expected to learn the ins and outs of the company. From the company values to the rules to the processes to the employee's duties and expectations, there's a lot to know. What should always be included in this list, is marketing. Any employee who comes into contact with a customer or client is performing marketing, whether they know it or not. They are brand ambassadors, and every employee should know how to represent the organization accurately and positively. Here are some key things EVERY employee must know about marketing.

Marketing Strategy: What is a Marketing Strategy?

JUL2518

Author Lee Bolman said, "A vision without a strategy remains an illusion." Having a strategy is important, but what is a strategy? Here, we'll look at the components and benefits of this first step to effective marketing.

Marketing Strategy: Developing a Strategy

JUL2519

We've all heard of the K.I.S.S. principle, which encourages us to "Keep It Super Simple." This applies well to creating your marketing strategy. In this course, we'll take you through five simple steps to get you started. Then, we'll explore the unique selling proposition, which is the base concept for all good marketing. Finally, we'll go over the seven sentences you'll write to complete your strategy. Sweet and simple.

Marketing Strategy: B2B Marketing Strategy JUL2520

How's your B2B revenue looking these days? Would you like to increase it? We're going out on a limb and guessing "Yes." This course presents the five simple steps to a solid business-to-business marketing strategy. These include creating a marketing funnel, which, much like a funnel cake and its enticing aroma, draws the customer in and guides them through the purchase.

Marketing Strategy: Defining Your Target Audience JUL2521

There's a joke about a marketing client that says: "Our target market is males and females aged zero and up." We can bet with good odds that this client is spending way too much on marketing. Defining your market (with specific parameters) is crucial for your marketing budget and bottom line. This course helps you hit the bullseye, by first focusing on your current base, then demographics, and on to psychographics. By zeroing in on your customer, you'll avoid zeroing out your profits!

Marketing Strategy: Measuring Your Marketing JUL2522

Management consultant Peter Drucker said, "What gets measured, gets managed." We agree. You can't effectively manage your marketing without knowing where you're at by measuring. That's where your marketing metrics come in. Through qualitative and quantitative data, you can tell who is consuming your content, and how they are consuming it (with relish, or no?). Here, we'll explore this data, where it comes from, and what it means for your "next move."

Marketing to Millennials JUL2523

When marketing to millennials, you have to drill down deep into the generation and the corresponding characteristics. In this course, we'll do just that, enabling you to create an effective and targeted marketing campaign.

Public Relations Trends JUL2524

It's never too early to be planning and preparing your team for your PR strategy. Public Relations is constantly changing. There are content marketing trends and innovative social media tools that change how we approach media and public relations. In this course, we'll take you through a breakdown of some Public Relations trends that you can expect to see. This includes going beyond executives for personal branding and thought leadership, owning your digital landscape, bringing in specialty firms for support, the "new" press release, and the importance of using video.

Public Relations: Intro to PR

JUL2525

In today's market, having a good public reputation is more important than ever before. If you have one negative incident, it could affect the future of your company. According to the Public Relations Society of America, or PRSA, Public Relations is defined as a strategic communications process that builds mutually beneficial relationships between organizations and their publics. The goal of Public Relations is to receive free editorial coverage. This can happen in two ways: press releases and company mentions. How can you get your company featured in the New York Times? How do you deal with bad press? We're going to talk through those scenarios throughout this series. In this first course, we'll discuss the basics of public relations and the common terminology that you'll want to become familiar with.

Public Relations: Press Releases

JUL2526

A press release is the quickest, easiest, and most cost effective way to get free publicity. If the press release is well written, it can result in multiple published articles about your company and your products. In this program, we are going to talk about writing press releases, what it takes to write a good one, and the steps you need to take. But also, just as important as writing a press release, we're going to talk about how to send them. If your writing isn't getting in front of anybody, what's the point in writing it?

Public Relations: Dealing with the Media

JUL2527

As a Public Relations professional, you are going to have to deal with the media in a lot of ways. You're going to see the good, the bad, and the ugly. In the last program, we talked about writing press releases and sending those releases out into the media. But in this program, we are going to dig a little deeper and talk about how to contact reporters, besides just sending them an email, how to introduce yourself, and how to meet them in person.

Public Relations: How to Handle Bad Press

JUL2528

You've heard the saying, "There's no such thing as bad press." That's only true to an extent. You will have to deal with negative stories and bad press, but how you overcome these can make or break a company. As a public relations professional, it's your job to handle disasters. No two situations are the same, but in this course, we'll talk about some tips for handling a PR nightmare. We'll discuss getting in front of the story, controlling the "spin," shortening the news cycle, and when it's best to take no action.

26. Negotiating

The term negotiation refers to a strategic discussion that resolves an issue in a way that both parties find acceptable. In a negotiation, each party tries to persuade the other to agree with their point of view. Negotiations involve some give and take, which means one party will always come out on top of the negotiation.

Negotiating styles, reaching an agreement, and identifying leverage are some of the microlearning topics you will find in this section.

Negotiating: Introduction to Negotiating

JUL2601

Do you hate to negotiate? Many of us do, because we associate negotiation with conflict. But negotiating doesn't necessarily mean that you'll have to combat and overcome. Rather, it can be about neutralizing conflict and resolving problems. This series explores the topic with a fresh, and freeing, perspective.

Negotiating: Framing

JUL2602

There's a saying that goes, "When you look at a field of dandelions, you can either see a hundred weeds, or a thousand wishes." Although this statement is about being positive, it's also about framing. What you focus on determines your outcome. This can be especially true in negotiating. So take a stroll with us, as we explore the structure, pros and cons, and use of this very helpful technique.

Negotiating: Styles

JUL2603

What's your style? Are you an avoider? Or an accommodator? Do you ever compromise? Each negotiation style has benefits, risks, and a best time to use it. Here, we go through each, so you can have a full "bag of tricks" come negotiation time.

Negotiating: Identifying Leverage

JUL2604

Former NBA player Jalen Rose says, "You never get what you deserve; only what you have the leverage to negotiate." This may not always be the case, but it often is. So, do you know what your leverage is, in any given situation? Do you know how to identify it? Well, we're here to help! This course goes through the four types of leverage and tips on developing them to your best advantage.

Negotiating: Analyzing Upcoming Negotiations

JUL2605

As the Boy Scouts program teaches, you should "Be prepared." Then there is, "Proper preparation prevents poor performance." And so on. There is a plethora of "preparedness" quotes, and they all can be applied to negotiation. So believe us when we tell you that this course is WTW (Worth the Watch). It explains how to take a good look at yourself, then the other party, then the meeting topic and your goals, all the while preparing you to get prepared.

Negotiating: Planning for Negotiations

JUL2606

We're guessing you'd like your negotiations to go smoothly. If we're right, you'll want to watch this very helpful course! It goes through all the last-minute steps you should take to make sure that you're "ready to roll" on negotiation day.

Negotiating: The Negotiation Process

JUL2607

Now that we've gone over the first step of preparing, we're ready for the remaining steps in the process. These are: definition of ground rules, clarification/justification, bargaining/problem solving, and closure/implementation.

Negotiating: Reaching Agreement

JUL2608

As the saying goes, "Almost only counts in horseshoes and hand grenades." The whole point of negotiating is to get to the agreement. So, this course surveys the scenarios where you might get stuck, and then provides tools for breakthrough.

Negotiating: Evaluating Your Performance

JUL2609

Great, you've reached an agreement! Now, before you go on your celebratory vacation, you need to evaluate your performance. This will allow you to bring the lessons from this time to the table next time. We'll go through the questions you should ask yourself in several different areas, and then close with some final tips.

Negotiating: DISC Styles

JUL2610

Way back in 1976, ABBA sang, "Knowing Me, Knowing You." The song was about a breakup, but the title phrase notes a good way to approach negotiations. Knowing the personalities of the involved parties, and how they would potentially mesh (or not), is extremely helpful. So, in this lesson, we'll use the DISC personality model, and go through each type. You'll learn its common characteristics and behaviors, and what types harmonize with it best.

Negotiating: Dealing with Strategies

JUL2611

We continue our negotiation training, with the pop group, ABBA, asking, "What's the name of the game?" in their 1977 hit. While they were singing (another) love song, we are looking at the strategy game. What are the different strategies? How should you handle them? What strategies should you use, and when? Let's click that play button and find out!

27. Performance Excellence

Performance excellence refers to an integrated approach to organizational performance management that results in the delivery of ever-improving value to customers and stakeholders, contributing to organizational sustainability and improvement of overall organizational effectiveness and capabilities.

In this section of microlearnings you will find topics such as Six Sigma, performance reviews, and the RACI Matrix.

Six Sigma Basics

JUL2701

Watching this program will not make you a Six Sigma Master Black Belt. What it will do is answer the question "what the heck IS a Six Sigma Master Black Belt?" This program will get you familiar with what Six Sigma is. We'll go over the terms, process, and tools that are used within Six Sigma. You'll get a basic understanding, so if your company starts using Six Sigma, or if you're invited to be part of Six Sigma project, you'll understand the philosophy behind it.

Six Sigma and Kaizen

JUL2702

When you encounter Six Sigma, you might hear it used in conjunction with other terms and methodologies. As we know, Six Sigma is a very specific methodology that drives quality. Well, Kaizen is a similar philosophy that focuses on continuous improvement. Sometimes Six Sigma and Kaizen are launched together and can be part of a powerful quality model. You can also use them independently. In this course, we'll discuss what Kaizen is, how the process works, and how it's put to use. We'll also talk about how Kaizen works in conjunction with Six Sigma, how these methodologies share similarities, and how they differ.

Six Sigma and Lean

JUL2703

When you encounter Six Sigma, you might hear it used in conjunction with other terms and methodologies. Perhaps one such term you've heard is Lean. Lean is a very complex process. Here, we won't dig into all the complexities of Lean, but instead provide a high-level overview of what Lean is to help you become familiar with some of the processes and terms you'll hear in reference to a Lean organization. We'll also discuss how it interfaces with Six Sigma methodologies.

Six Sigma Belts and Certifications

JUL2704

Six Sigma uses a belt system to rank the certifications available. These are modeled after martial arts belts, and each subsequent rank signifies that you've gained more knowledge and experience with Six Sigma methodologies. But who certifies people to call themselves, say, a Six Sigma Yellow Belt? And what does it take to earn such a certification? That's what we'll cover here in our program on Six Sigma Belts and Certification. We'll discuss the certifying bodies and how to choose the one that's right for you. We'll go over each belt color, how to achieve it, and the benefits it brings once you've acquired it.

Six Sigma Industry Applications

JUL2705

Six Sigma was originally developed in the manufacturing industry, and there are certainly a lot of applications for its methodologies there. Six Sigma can also be applied to other industries as well, and that's what we'll explore in this program. We'll talk about how Six Sigma methods and tools can improve quality control, not only in manufacturing, but in finance and accounting as well as in healthcare.

Six Sigma Tools

Six Sigma encompasses a large number of tools and methods for improving your business practices. In fact, there are so many that it can feel overwhelming. If you do decide to become certified in Six Sigma, you'll learn a lot about these tools. But in this program, we're going to preview a few of the major tools you might encounter in the Six Sigma world. We'll also give you a taste of how Six Sigma methods work and what they could do for your business.

Agility and Flexibility JUL2707

We know what it means to be agile and flexible on the football field or in gymnastics, but what does it look like in an organization? We're going to explore agility and flexibility as they apply in the business world. We'll talk about why organizations should seek to embody both attributes, and how they should be practiced company-wide.

Intro to Quality Assurance and Quality Control JUL2708

Whether you produce a physical product or something less tangible, like software, you still want to deliver a quality product to your clients. But how do you make sure that happens? That's where quality management comes in. Two key aspects of the overall quality management of a product are quality assurance (QA) and quality control (QC). While these terms are sometimes incorrectly used interchangeably, we'll teach you about what they each specifically are and why both are important for your products. We'll go over the PDCA cycle, as well as some different quality control standards that businesses rely on.

ISO 14000 JUL2709

Your organization's impact on the environment should be top of mind, and luckily, there are standards to help to make your operations more environmentally friendly. ISO 14000 is a family of environmental management standards that help organizations minimize how their operations negatively affect the environment, and comply with applicable laws, regulations, and other environmentally-oriented requirements. In this course, we'll take a look at various environmental standards, discuss certification with ISO 14001:2015, and how to prove conformity. We'll talk about the benefits to businesses that meet these requirements and discuss the basic principles of ISO 1400, which are based on the Plan-Do-Check-Act (PDCA) cycle.

ISO 9000 JUL2710

Imagine your company is looking to grow and create a better product with better service, but you're not sure where to start. You need a way to expand your workflow, while keeping everything running smoothly, without compromising on quality. How can you make that happen? ISO 9000 might have the answers you need. ISO 9000 is a group of quality management systems that set standards for organizations to ensure they meet customer and stakeholder needs, within statutory and regulatory requirements related to a product or service. In this course, we'll talk about the history of ISO 9000, the family of standards that businesses can become certified with, and the seven quality management principles these standards on based on.

Performance Reviews for Employees: Handling a Bad Performance Review

JUL2711

You've done your self-assessment, you've kept track of the work you've done throughout the year, and you just had your review. But what if, even though you've prepared for your review, it wasn't a positive one? Whether you knew the bad review was coming, or it was a complete surprise, there are things you can do to improve the situation. In this program, we'll talk about how to keep your emotions in check, discuss getting clarification on your manager's concerns, and go over creating a performance improvement plan.

Performance Reviews for Employees: Preparing for Your Review

JUL2712

Whether you've done a great job all year or not, review time is often one of stress. This course is here to help make it less painful. We'll talk about the best way to prepare for your review, which means starting the year before. Yes, you read that right. It might sound daunting, but it's really very simple. We'll discuss what information you'll want to hang onto and present. We'll also talk about how to find and discuss your own areas of improvement. Lastly, we'll cover setting SMART goals and creating a plan for achieving these.

Performance Reviews for Employees: Self-Assessments

JUL2713

Self-assessments can be difficult to write. You might feel like you're bragging about your performance and find it challenging to be objective. For your manager, though, it's an opportunity to be reminded of your successes and challenges from your own perspective. Performance reviews help keep everyone on track, provide clear expectations, and set reasonable goals for the year, and self-assessments play a critical role in that. In this course, we'll go over some pointers to keep in mind before writing your assessment. We'll talk about what information should go into your assessment and discuss how to review the assessment with your manager.

Product Management and Development

JUL2714

Have you ever wondered how Apple comes out with new iPhones as often as they do, with all their new features, and they still manage to meet such high demand? It's a very successful product because it's been properly managed from the early development stages all the way through to delivery. So how does that work? It's called product management, and it starts with ideation and ends with getting the product into the hands of the consumer. For different companies and industries, this process can look very different. So, in this course, we'll give learners an overview of what product management and development typically look like.

Qualitative Data Collection

JUL2715

Quantitative data is represented by numbers. It can easily be counted and measured. But what if you need data on things that can't be quantified? For instance, data on how your customers FEEL about your products? This is where you need qualitative data, which is represented by things other than just numbers. In this program, we'll discuss the different types of qualitative data and various methods for collecting it, including using surveys, interviews, focus groups, observation, and case studies.

Quality: Introduction

JUL2716

Can you think of an organization that always provides great products, fast responses, and friendly service? They're providing high performance to their customers and they're reaping the financial rewards. That's what we'll cover in this course - working for an organization that's focused on performance excellence. Here, we'll look at the word "quality" in a different way. We'll go over the true definition of the word, discuss how one knows when something is high-quality, and how that standard of excellence is determined in the first place.

Quality: Terms

JUL2717

Throughout the years, there have been lots of different programs and names regarding quality. In this course, we'll cover some of the history of quality, sort through common terms associated with quality, and explain what organizations are doing today to provide performance excellence.

Quality: Why It Matters

JUL2718

"If you keep doing what you've always done, you'll get the same results." You've probably heard this statement before. Guess what? It's inaccurate. In today's world, if you keep doing what you've always done, you'll get less and less, as the world continues to demand more and more. This is why performance excellence and continuous improvement are essential for businesses. In this course, we'll dig into why that is. We'll talk about how change is constant, along with the fluidity of customer demands. We'll discuss factors that businesses need to consider as they explore the quality of their products and services. We'll also talk about the chain reaction that occurs when businesses strive for performance excellence.

Quality: What It Costs

JUL2719

We've discussed the benefits of performance excellence, but what about the other side? What is the cost of poor performance? Poorly performing organizations incur a lot of unnecessary costs, which come in four categories: prevention, appraisal, internal failure, and external failure costs. In this course, we'll go through these losses and talk about what they are and how they occur. We'll also look at a cost of defects chart, discuss the hidden factory, and explain the performance excellence broken chain reaction.

Quality: Criteria

JUL2720

The Baldrige Criteria of Performance Excellence has identified factors that are beliefs and behaviors in high performing organizations. In other words, the best practices, core values, and concepts that great organizations share. In this program, we're going to talk about the criteria of performance excellence. We'll discuss having visionary leadership, keeping an engaged workforce, innovation, generating customer loyalty, and more.

Quality: Roadblocks

JUL2721

When it comes to understanding the mistakes that organizations make in their performance excellence initiatives there are some common mistakes to look out for. In this course, we'll walk through some of the more common roadblocks to performance excellence. We'll cover obstacles regarding leadership, culture, training, and more.

The Five Whys

JUL2722

The 5 Whys is a tool that can be used to determine the root cause of a problem. This tool can be used as a stand-alone, but it is also often used during the Analyze phase of a larger Six Sigma project. The tool is easy to administer because it does not require statistical analysis or data collection like other root cause tools. It does not require a large budget and does not keep employees away from their other responsibilities. It relies simply on asking "why" questions until a root cause is discovered. So, in summary, we are literally asking "why" five times to determine what process is broken.

The RACI Matrix: The RACI Matrix

JUL2723

Have you ever been a part of a project and wondered when and where you were expected to contribute? Or have you been in charge of a task and been uncertain who was to sign off on it? Or who you could go to for help? These common problems can be solved by the RACI Matrix! The RACI Matrix is a roles and responsibilities tool designed to determine process and accountability. In this course, we'll talk about how the RACI Matrix works and give you an example of how to set it up and how to fill it out.

The RACI Matrix: Tips and Rules for the RACI Matrix

JUL2724

In our first course, The RACI Matrix, we talked about how the RACI Matrix works and gave you an example of how to set it up and how to fill it out. We also discussed the benefits of using these matrices for any project. In this program, we'll go over some additional rules and tips that will help as you start utilizing a RACI Matrix. We'll talk about knowing when and whom to assign tasks to, go over projects that will benefit from using the matrix, and projects that won't. We'll also discuss some common variations to the matrix.

28. Personal Development

Personal development is a phrase that refers to activities designed to improve talents, potential, employability, and even wealth. Any time you are consciously making an effort to improve yourself, you are participating in personal development.

Career changes, imposter syndrome, and unconscious bias are some of the microlearning topics in this section.

Asking for Feedback

JUL2801

Feedback is a wonderful tool. It can help you improve and excel by leaps and bounds. But how do you obtain it? That's what we'll go through here. We'll walk you through the who, when, and how of asking for feedback, giving you the scoop on getting the scoop.

Becoming Detail Oriented

JUL2802

A detail-oriented person is always looking for ways to improve themselves, thinking carefully about how their actions might affect the future, and keeping track of important dates and times. You might know people like this at work and admire the way they're organized and prepared. Being detail oriented can help position you as a reliable and trustworthy person, make it easier to achieve your goals, and allow you to pull key details and insights out of large amounts of data. While some people are naturally detail oriented, others need to work on developing that skill. That's what we'll talk about in this course. We'll cover communication, organizing your workspace, to-do lists, reviewing your work, and more.

Bring a Solution, Not Just the Problem

JUL2803

Mistakes happen. Perhaps you inadvertently send a customer the wrong information. Or maybe you notice a colleague's error. Reporting these mistakes is often essential to having them corrected. However, coming to your supervisor with nothing but an issue isn't ideal. Your boss has a lot on their plate, and now you're adding a problem to it. What can you do to change that? Offer a solution! In this course, we'll talk abut how to do exactly that. We'll discuss ways to approach your boss with a concern. We'll look at why the problem occurred and help you determine solution ideas.

Career Change

JUL2804

So, you're not so sure about your current job, and you're thinking about getting a new one. But not just at a different company: in a different field, or in a totally different capacity than your current job. You're looking at a career change, and it can be daunting. Luckily, there are ways you can plan and prepare for a career change, to increase your odds of success. That's what we'll cover here. We'll discuss getting focused and narrowing down your options. We'll go over preparing your resume to put your best foot forward, and we'll cover how to get prepped and ready for interviewing.

Developing Your Strengths

JUL2805

This program is about understanding what you're good at, what your strengths are, and then continually improving upon those strengths. You might be thinking, "If it's already a strength, shouldn't I focus on something I'm not good at, so I can get better at that?" Well, by developing your strengths, you're maximizing your performance. So in this course, we want to help you get the most out of what you're good at. We'll go over what you need to focus on, how to create more opportunities to utilize your strengths more often, and how to play to your strengths so you're not wasting precious resources on your weaknesses.

Giving Advice

JUL2806

Giving advice is tricky. You've likely received great advice in the past. Perhaps you sought it from someone whom you trusted to provide solid guidance. On the flip side, you've also probably received bad advice, or unsolicited advice from someone. When a person comes to you for advice, particularly in the workplace, you need to handle it delicately. In this course, we'll talk about what to do when this instance occurs. We'll go over the importance of listening and determining what the other person really needs. We'll give insight on how to provide helpful advice and how to support the person, whether they follow your advice, or not.

Identifying Your Strengths

JUL2807

"A strength is the ability to consistently provide near-perfect performance in a specific activity." Think about what you're good at. Think about what comes naturally to you. Think about the parts of your job you really enjoy. Have you ever started a task and you get so involved you lose track of time? Suddenly, the work day is over? Those are probably areas of strength for you. Before you can leverage your strengths, you need to know what they are. There are several ways that you can find out, and that's what this program is all about. We'll go over the importance of getting feedback, doing strength assessments, using career coaches, and more.

Imposter Syndrome

JUL2808

Have you ever felt like you're in way over your head, or been afraid that you'll be exposed for not knowing what you're doing? Most of us experience something like this at some point in our careers. It's called imposter syndrome, and it can make you feel like a fraud when, in fact, you're fully deserving of your accomplishments. In this program, we'll take a deeper look at this phenomenon, discussing what it is and how it affects people. We'll also cover some various ways to overcome your doubts and lulls in self-confidence.

Learning Styles: Develop Your Learning

JUL2809

Hopefully you have a good idea of what your predominant learning style is. It's important for you to realize that you can practice and use your learning styles to develop your strengths. In this course, we'll talk about the different ways you can do that, based on your specific style. Having this understanding will make you a more productive and more successful employee.

Learning Styles: Different Learning Styles

JUL2810

Do you know what your learning style is? Many of us have no idea or have never put much thought into it. Understanding how your brain comprehends the world around you can be really beneficial. When it comes to storing and recalling information, picking up new skills, or taking on a challenge, having this knowledge can help you utilize your strongest learning styles, so you can do these tasks effectively and efficiently. In this course, we'll go over the seven learning styles. As you watch, think about which styles apply to you.

Learning Styles: Managing Multiple Learning Styles

JUL2811

In order to ensure that everyone is performing at their best, it's important to understand your staff's needs, which starts by identifying their learning styles. Incorporating multiple learning styles into your training methods reduces training time and fully utilizes your team's talent, making it easier for your company to implement a change or shift to a new technology. In this course, we'll teach you how to identify learning styles and discuss what you can do to best support and accommodate your employees and their learning needs.

Making Sense of Feedback

JUL2812

Management expert Ken Blanchard says, "Feedback is the breakfast of champions." Are you getting your proper intake of feedback? By getting regular feedback, and properly digesting it, you're feeding the need for self-awareness. In this course, we teach you how to use these morsels of information to identify where you're at, and which way you should head, so you can blaze that trail to success.

Not Every Great Employee is Management Material

JUL2813

You have a great employee. She's on time. She exceeds the performance of her peers. She's likeable, and she's maxed out her potential salary in her job. After five years in that role, the next logical move is a promotion to management, right? Well, is it logical? Will her skillset translate into management? Does she possess the skills of an ideal management candidate? Does she even want to be a manager? Those are the questions you need to be asking, and that's what we'll be covering in this course. We'll talk about Peter's Principle, employee skillsets, ideal management characteristics, and what to do if you determine your employee isn't quite suited for management.

Recovering From Mistakes

It can be very difficult to deal with the aftermath of making mistakes at work, especially when it has a big impact on the organization. You might feel overwhelmed, and even scared, afterward, but rest assured, there's a way to recover from making mistakes. In this course, we'll talk about how to handle these situations. We'll discuss things like accepting responsibility, making amends, preventing future mistakes, and staying positive as you forge ahead through this situation.

Taking Control of Your Career: Planning

The most successful professionals are the ones who take charge of their careers. Your goals are only as effective as the plan you create to accomplish them. In this program, we'll go over what that plan should look like and the small steps you can take in the next week, month, or six months to get closer to achieving your goals. We'll discuss your work bucket list, "dream storming", finding inspiration, creating a timeline, and sharing and comparing your bucket list. We'll also go over some concrete steps you can take to help you achieve your goals.

Taking Control of Your Career: Knowing Yourself

There could be a lot of reasons why you aren't moving forward in your job. It could be there's no position at your company for you to move to. Perhaps your boss doesn't think you're ready. Part of taking control of your career involves knowing yourself. What are your strengths? What are your weaknesses? Where can you improve? How do you do that? In this course, we'll take a look at three categories of workers: unskilled, skilled, and overused skill. If you fall into the unskilled category in certain areas, how do you move to the skilled area, and how do you stay there? That's what this program is all about.

Taking Control of Your Career: Taking Action

Taking control of your career is all about taking action. Individuals who have the most career success are the ones who take full ownership and invest in themselves. In this course, we're going to look at some points that will help you take control of your career Including strengthening your skills for you as an individual, not for a corporation, avoiding career complacency, dodging the corporate bubble, neglecting your network, and communicating with your higher-ups.

Taking Initiative

JUL2818

Businesses want employees who can think on their feet and act without waiting for someone to tell them what to do. It's that kind of flexibility and courage that can drive your company to beat the competition. In this course, we'll define what initiative looks like and how it can benefit you when you use it at work. We'll also discuss how to develop and improve your initiative. We'll talk about creating a career plan, expanding your responsibilities, looking for opportunities for improvement, and requesting feedback.

The Four Attachment Styles

JUL2819

There are several psychological theories that can aid in your business practices. Perhaps you've had your staff take tests to determine their personality types or leadership styles. There's one psychological theory that you may not be familiar with, called the Four Attachment styles, which can help your day-to-day work. In this program, we'll talk about what this theory is all about, and help you to determine your own style and the styles of others. Similar to the other theories, having an understanding of this concept will help you to build stronger relationships, work with others more successfully, and deal with conflict in a more effective way.

Unconscious Bias: What is Unconscious Bias?

JUL2820

Nearly 60% of CEOs in Fortune 500s are six feet tall. However, less than 15% of Americans are six feet tall. Does that mean that tall people are smarter and make better leaders? No, of course not. It's a reflection on how we view power and authority, and it's a prime example of unconscious bias. In this course, we'll define what unconscious bias is, and discuss how it permeates society, workplaces, and even our own thoughts. We'll go over where these biases come from and how we can recognize them within our own perceptions. We'll go through some examples of how unconscious bias shows up at work. And lastly, we'll discuss micro affirmations, micro-aggressions, conscious and unconscious discrimination, and the legal consequences associated with these issues.

Unconscious Bias: Types of Unconscious Bias

JUL2821

The more we learn about unconscious bias, the more types of biases we discover. Some sources have categorized over 150 types of biases! But in this program, we're only going to cover a few, to get you thinking about how often we rely on unconscious bias, particularly at work. Some types that we'll discuss include confirmation, affinity, perception, conformity, and attribution biases. We'll also go over the halo and horns effects, as well as availability heuristic, functional fixedness, and the contrast effect.

Unconscious Bias: Overcoming Unconscious Bias   JUL2822

Unconscious bias is a result of our brain's natural processes. In fact, it's what allows us to make quick decisions, even with limited information. However, in a successful and ethical work environment, we still have to limit the decisions that we make unconsciously. The reality is that it's difficult to overcome biases, because it intuitively feels correct when you reach a conclusion based on them. It's hard to recognize when to fix something that doesn't feel wrong. In this program, we'll talk about how to address this situation. We'll go over ways to become more aware of your bias blind spots. Then, we'll discuss how to overcome those unconscious biases, turning them into conscious, intentional thoughts and decisions.

Your Importance in the Organization   JUL2823

The work you do determines the success of your organization. Your talent and efforts have a major impact on company growth, and your skills and knowledge are very difficult to replace. Because of this, you're an important asset to your organization. And because value often gets rewarded, we'll talk about how you can add more value to your organization to help further your career within your company. We'll discuss showing initiative, improving productivity, finding solutions, and meeting expectations.

Humility   JU2801

In this microlearning we will discuss humility and how having it can make you a great leader.

What is Feedback?   JU2802

When you're at work and you complete a task, do you ever want to talk about how it went? Or perhaps you need help troubleshooting a conflict that came up. These are times that you may want feedback. Here at Jewell Unlimited, we love feedback from our colleagues. It definitely helps with workflow and productivity. In this microlearning, we will talk about what feedback is in the workplace, best practices, and how it can be helpful.

The Art of Giving Feedback   JU2803

Have you ever felt like you should give feedback to someone at work but were unsure how to approach the conversation? There is an art to sharing feedback that helps the interaction be productive and well-received. At Jewell Unlimited, we value feedback because it helps us be more trusting, cohesive, and productive as a team. Let's discuss some of the best practices that support the art of giving feedback.

Best Practices for Receiving Feedback at Work

JU2804

When was the last time you received feedback at work? Was it positive? Or were there some improvements to be made? If you were asked to make some performance-based changes, did you know the steps to take? In this microlearning, we will discuss best practices for receiving feedback in the workplace. Let's go through some guidelines together!

Applying Feedback at Work

JU2805

Have you ever received feedback at work and had no idea what to do next? Not knowing how to respond to feedback is a situation that could even happen in your personal life. It can be difficult to understand steps to improvement, whether it be feedback from a friend or a work colleague. In this microlearning, we've put together some tips to help you apply feedback.

29. Presentation Skills

Presentation skills help create innovative ideas when students come up with creative and interesting slides to illustrate their talk. The use of presentation aids makes for a much more interesting talk, and the creation of such aids can help develop students' confidence.

In this section you will find microlearnings on designing handouts, knowing your audience , and tricks of the trade.

Presentation Skills Basics: After the Presentation

JUL2901

The hard part is over. You've finished your presentation. What comes next? In this program, we'll discuss what needs to happen once you're done speaking. We'll go over addressing the audience and answering any questions. We'll also talk about cleaning the space and leaving it the way that you found it. Lastly, we'll talk about notes you should take following your presentation.

Presentation Skills Basics: Closing and Q&A

JUL2902

You've completed your presentation, hitting every point, working through any technical snafus, and keeping your audience engaged. Now it's time to bring it all home. You need a great closing to leave your audience with a good lasting impression. You might even consider including a Q&A as part of your closing. In this course, we'll go over how to wrap up your presentation and run a successful question and answer session. We'll discuss the different ways to close, and go over some tips and common missteps when it comes to Q&A.

Presentation Skills Basics: Creating Slides

JUL2903

Most often, when you're giving a presentation, whether it's in person or in a webinar, it's likely going to include PowerPoint slides. Let's be honest. A bad set of slides can turn the audience off and can distract from your content. A lot can be said about how to create effective slides. In this course, we'll focus on the most important aspects of creating great slides for your presentation.

Presentation Skills Basics: Designing Handouts

JUL2904

You just gave an amazing presentation! Everyone was engaged. The content was relevant, succinct, and creative. You captured everyone's attention with your charismatic delivery. By tomorrow, 90% of the information you shared will be forgotten. Sorry to burst your bubble, but it's true! Unless you can find a way to reinforce what you covered, or provide a post-learning refresh, the attendees will not remember the content. In this program, we'll talk about what these learning reinforcements should look like, why and how they're helpful, and how much time you need to invest in creating them.

Presentation Skills Basics: Handling Distractions

JUL2905

Distractions happen. Maybe it's someone walking in mid-meeting. Or you experience a technology glitch over the webinar. It happens. And every time there's a distraction, the audience will turn and see what it is. Or sometimes they take that opportunity to check their phone or email, or otherwise check out mentally. That's just the reality of the situation. Let's talk about what we can do to deal with distractions, bringing the audience's attention back to us and what we're speaking on.

Presentation Skills Basics: Know Your Audience

JUL2906

When you're tasked with delivering a presentation, the first thing you need to understand is your audience. Not every presentation is suitable to every audience. You may in fact have to have different versions of the same presentation, based on the audience you're talking to at a given event. So how do you get to know your audience? And once you do, how does that affect your basic outline for your presentation? In this program, we'll talk about getting to know your audience, so you can craft a presentation specific to them.

Presentation Skills Basics: Psyching Up, Not Out

JUL2907

Public speaking is one of people's biggest fears. You may get clammy, dizzy, anxious, or even paralyzed with fear. So when you must give a presentation, how do you power through these emotions? In this program, we'll talk about psyching yourself UP, not out. We'll cover dealing with nerves. We'll go over being over-prepared for your presentation. We'll discuss practicing and building confidence. We'll also go over some breathing techniques to help calm your mind and body. Controlling your emotions and allowing yourself to get into the zone will make for an effective and powerful presentation.

Presentation Skills Basics: Punching up Your Presentation

JUL2908

Unfortunately, not every topic is going to be an exciting one to present. How do you keep people engaged when you're talking about big data, budget forecasting, or employee benefits? That's what this course is all about. We'll go over things you can do to punch up your presentation. We'll discuss breaking up the content to maintain interest. We'll also talk about how to incorporate visuals and humor into your presentation.

Presentation Skills Basics: Setting the Stage

JUL2909

When you're putting together your presentation, there are going to be times when you need to set the stage and prepare your audience for the information they're about to receive. Or, perhaps you'll need to set up a point and drive it home. Whether you're setting the stage for your entire presentation or simply one specific point, there are several tactics you can use to better prepare your audience for what they're about to hear. In this program, we'll go over these strategies, covering various types of openings and different ways to keep your audience engaged.

Presentation Skills Basics: Setting up Your Presentation

JUL2910

A well-organized, prepared presentation is the best way to ensure the audience remains engaged and your message gets across. In this program, we'll talk about some key strategies and tips to setting up your successful presentation. We'll go over getting the room ready, including lighting, seating, and temperature. We'll also discuss audio-visual components and talk about getting yourself presentation-ready.

Presentation Skills Basics: Structuring Your Presentation   JUL2911

Whenever you're putting together a presentation, you want to organize your information carefully, and come up with a structure for your presentation. This is sometimes referred to as the backbone of your presentation. There are all kinds of backbones that we can use, depending on what's most logical and effective for that content. In this program, we'll go over the different types of backbones and discuss some common mistakes people make when structuring presentations.

Train the Trainer: Becoming a Subject Matter Expert   JUL2912

Have you ever been to a training session that made you want to fall asleep after 5 minutes? Were you forced to go and look at the back of someone's head as they read off the PowerPoint slides? Did you leave there saying you could have done it better yourself? Whether you've been tasked with training your co-workers in-house or total strangers in public venues, there are steps you can take to prevent training session disasters. Let's start with the basics of becoming the subject matter expert (SME).

Train the Trainer: Creating Engaging Materials   JUL2913

Great presentations are engaging and interactive. They leave an impression on the audience and help reinforce learning points, so your group leaves with what they need to know. In this program, we'll talk about how to create engaging materials to share with your group to get them excited about the information you are sharing. We'll discuss creating an outline and how the body of the presentation should flow. We'll go over designing slides and creating handouts. We'll also go over how to create and use pre- and post-work for your audience.

Train the Trainer: Managing the Audience   JUL2914

You've got the content for your presentation prepped and ready, but before you can share it with a live audience, you need to work through some logistics. You want to think about the room layout. You have to consider people's learning styles and how to meet their needs. You should understand different audience types and how to handle their personalities. You need to come up with various ways to keep your audience engaged throughout your presentation. It's a lot to think about and we'll cover all of this and more in our Managing the Audience program.

Train the Trainer: Tricks of the Trade   JUL2915

Engagement is a critical part of comprehension during a presentation. If you're dosing off, you're not retaining anything. In this course, we'll talk about ways that you can connect with your audience, and we'll go over some ways to get them to connect to each other. We'll discuss ice breakers, breakout sessions, telling stories, and debriefing. Having these tricks in your toolbox will make you a much more effective and impactful speaker.

Train the Trainer: What Is Your Role?

If you're new to standing in front of people and sharing information, you might think that the roles of a trainer, presenter, or facilitator are interchangeable. However, these roles are actually very different depending on how you wish to connect with your audience. In this program, we'll talk about the differences between these roles and what's expected of you if you're asked to share to a group.

30. Problem Solving

Problem solving is the act of defining a problem; determining the cause of the problem; identifying, prioritizing, and selecting alternatives for a solution; and implementing a solution.

The microlearnings in this section will cover the steps of problem solving as listed above along with others.

Problem Solving: Introduction to Problem Solving

JUL3001

Although a "problem solving" series is for those with broken systems, flawed processes or team failures, it is also for you. Unless your team is doing 100% of their job, 100% right, 100% of the time, then you have a problem to solve.

Problem Solving: Define the Problem

JUL3002

You can't solve a problem without first knowing what your problem is. That's why the first step in problem solving is defining the problem.

Problem Solving: Determine the Root Cause

JUL3003

Once you know you have a problem, and have documented your symptoms, it's time to get an idea of how complex your problem really is by determining the root cause.

Problem Solving: Generate Solutions

JUL3004

By this time, you know that you have a problem, and you've done extensive fact finding to discover the root cause. Now, it's time to generate solution ideas. Our goal here is to get as many possible solutions ideas, from as many varying perspectives, as possible. Notice that the goal here is NOT to choose a solution. That's our next step. We are simply gathering ideas during this phase.

Problem Solving: Evaluate and Select Solutions

JUL3005

Now that you have a list of solutions, it's time to narrow down those solutions to the one that you will implement. In order to do that, we must determine the solution that is most effective to solve the specific problem you are focusing on.

Problem Solving: Implement Solutions

JUL3006

You have a solution idea. Now, you have to implement that solution. This could be something that is a quick process adjustment. This might mean three years of transition to get new equipment. It might mean a personnel shift. No matter what your solution is, you have to create an action plan. In doing that, you must also determine exactly who needs to be involved and exactly who will be impacted.

Problem Solving: Monitor the Resolution

JUL3007

This is our final step in problem solving. By now you have assessed the problem, you've chosen your best solution and you have implemented that idea. The last thing you need to do is monitor the resolution.

31. Professional Productivity

Productivity is the amount of work an individual or group accomplishes within a certain amount of time. Greater productivity means you complete more with less time or effort. You can measure accomplishments by the quality of the work, the number of tasks finished or the amount of product created.

Focus, note-taking, and work hacks are just a few of the topics you will find in this section of microlearnings.

Breaking Bad Habits: Breaking Bad Habits
JUL3101

Although a "problem solving" series is for those with broken systems, flawed processes or team failures, it is also for you. Unless your team is doing 100% of their job, 100% right, 100% of the time, then you have a problem to solve.

Breaking Bad Habits: Establishing Good Habits
JUL3102

On the flip side of breaking up with bad habits is moving on with the good. How does one establish those good habits, you inquire? This course thought you'd never ask! It meets you at the first step of defining your goals, then accompanies you through how to remain faithful, all the while empowering you to make that final commitment...with success!

Building Accountability: Trust and Performance at Work
JUL3103

If you're in a leadership position, ask yourself: "Do my employees trust me?" There are several studies that show a widening in the trust gap between employees and leadership. This is a huge problem because trust at work is closely linked to engagement, collaboration, and an organization's ability to achieve its goals. Trust leads to high performance. In this course, we'll talk about the importance of employee trust and how it impacts organizations. We'll also discuss what you can do to build employee trust so that your team is engaged and performing at its best.

Building Accountability: Managing Yourself
JUL3104

Do you manage yourself? Do you start your day knowing exactly what needs to be done? Or do you go into work, go through your emails and let your work manage you? Managing yourself is a huge part of building trust, which in turn, builds accountability. That's what this program is all about: how to manage yourself to become more accountable. We'll discuss the five-step process for creating a personal mission statement, we'll talk about how to set micro-goals for yourself, task management, personal rewards, and more.

Building Accountability: Taking Ownership
JUL3105

To have a high-functioning and performing organization you need to have a strong link between three things: employees who take ownership, a culture of accountability, and a high-trust workplace. In this course, we're going to talk about what it means to take ownership of something and why it matters. We'll discuss different ways to encourage employees to take ownership of their work by establishing expectations and defining what success looks like.

Business Meals: Attending a Business Meal

JUL3106

Welcome to our series on proper etiquette for business meals. In this course, we'll discuss attending a business meal. Remember that a meal with a client is basically a business meeting with food. It's important, then, that you know how to be a good guest.

Business Meals: Hosting a Business Meal

JUL3107

Welcome to our series on proper etiquette for business meals. In this course, we'll discuss how to host a business meal. Remember that a meal with a client is basically a business meeting with food. It's important, then, that you know what your hosting duties are. Watch this course to learn about all the details from extending the invitation, making sure your guests have a pleasant experience and more!

Business Meals: Table Manners

JUL3108

Welcome to our series on proper etiquette for business meals. Remember that a meal with a client is basically a business meeting with food. In this course, we'll discuss table manners.

Change Management: Change Behaviors

JUL3109

In the first course on the phases of change, we learned that your response to change is driven by how the change impacts you. In this program, we'll discuss three categories that people typically fall into when presented with change. We'll also talk about various things you can do to help you cope with change.

Change Management: Change for Managers

JUL3110

Not only are you trying to manage YOUR response to the change, but you also have to help your team work through the change, as well. It's a tough job. So in this course, we'll talk through what you can do to help manage change for others. We'll talk about how to handle your team's concerns. We'll discuss various reasons that your team may resist change. We'll talk through how to properly communicate change, how to anticipate your employee's reactions, and how to manage negative responses.

Change Management: Change Model

JUL3111

In our previous courses, we've learned that our response to change is everything. In this program, we'll look at two change management models: the thought-oriented model and the results-oriented model. Understanding these models will help you develop an action plan and manage the change effectively.

Change Management: Change Phases

JUL3112

Change is constant. Change is happening all the time to everyone. Things will always change. You can count on it. So, if change is happening all the time, why aren't we better at handling it? That's what we'll discuss in this course. We'll talk about common reasons that people resist change. We'll also dive into the three phases most people experience when dealing with a change.

Common Sense: Common Sense and Management

JUL3113

There are so many management methodologies, it can be overwhelming. Many of them are great, but how do you even know which style is right for you and your team? Where do you start, with the thousands of resources available? Rather than get caught up in the complicated theories of management, we recommend taking a step back, and focusing on common-sense management. In this course, we'll talk about what that looks like. We'll discuss diversity, setting goals, communication, and more.

Common Sense: Common Sense and Professional Relationships

JUL3114

We're at work for a large portion of our lives. The relationships that we build in the workplace are essential to feel like we're a part of something, and to our ability to be successful as a team and overall organization. In this course, we're going to talk about seven major types of professional relationships that we typically form at work. We'll also review how you can utilize your common sense to make each relationship the most fruitful it can be.

Common Sense: Common Sense in Decision-Making

JUL3115

When you're making decisions, it can be hard to know what to listen to. Do you go with your heart, relying purely on emotions? What about your head, where everything is based on facts and logic? The solution may be to use a combination of both of these. And one way to do this is to utilize your common sense. Because common sense is based on collective knowledge, it's neither purely emotional nor cold and logical. In this program, we'll examine how to effectively use common sense in decision-making.

Common Sense: Critical Thinking and Common Sense

JUL3116

The best type of thinking is a holistic approach that uses both common sense and critical thinking. Our common sense comes from our experiences and assumptions. Our critical thinking is done when we look at things objectively. In this course, we'll take a close look at both types of thinking and how people use them. We'll discuss how these thought types often challenge each other and how they should be used in tandem.

Compliments: How to Give a Compliment

People want to feel valued at work. They want to know they're doing a good job. It's very important that these employee needs are validated, because it boosts morale and creates a positive work environment. Delivering a compliment is a great way to let someone know that their work is appreciated and even admired. It's important to note that there is a right and a wrong way to give a compliment. In this program, we talk about how to correctly and appropriately praise and offer flattery. We'll also cover some things that you may want to avoid.

Compliments: How to Receive a Compliment

Knowing how to receive a compliment is almost as important as knowing how to give one. Some of the most generous, capable, and well-liked people struggle to accept compliments. Do you fit into that category? If so, this course will help you with receiving praise and recognition with gratitude, grace, and the right amount of confidence. We'll discuss sharing the credit of a compliment with others and what to do if you're receiving a toast. We'll go over some common missteps that many take when accepting accolades. Lastly, we'll discuss what to do when you receive a backhanded compliment.

Creating Collaboration: How to Collaborate

Just because someone was asked to collaborate doesn't mean they know how to. That's what this course is all about. We'll discuss different types of teams that typically require collaboration and we'll go over knowing if you're the right person for the job. We'll talk about what good collaboration looks like, including building trust, utilizing everyone's strengths, staying open to new ideas, and more.

Creating Collaboration: The Process

Working with other people to complete a task or accomplish something is collaboration. But collaborating is a bit more complex than that definition makes it seem. In this program, we'll discuss the many advantages to collaborating with others. We'll go over the five steps to effective collaboration and the importance of communication in the collaboration process.

Critical Observation

When it comes to critical observation, it really doesn't matter what type of work you do, this topic pertains to everyone. It's looking at the details behind what's being communicated on the surface. It's analyzing the deeper meaning of things. Making critical observations helps to indicate the reasoning behind both people and processes. In this program, we'll talk about two types of critical observation and why it's beneficial for you to train on this topic. We'll cover active listening, emotional intelligence, unconscious bias, and more.

Don't Burn Your Bridges
JUL3122

At some point in your career, you'll change jobs. Changing jobs can come in many forms. You can stay with your current employer, but change jobs or departments; you can leave your current employer to start over somewhere new; or you could be asked to leave your current employer. In the first two scenarios, it was your decision. In the last scenario, it was the company's decision. No matter who makes the decision you need to handle it with tact, diplomacy, and professionalism. In other words, you don't want to burn any bridges. Let's talk about why leaving on a good note is so important, and go over some great ways to end your employment with a company.

Ethics for Everyone
JUL3123

A simple explanation of ethics is "having a set of moral principles that guide us in determining what is good or bad." In business, this seems like it's pretty much black and white. We simply follow our company's code of conduct, and we're in good shape. But if we're not careful, ethical ambiguity can make its way into our actions and decision-making, leaving a trail of distrust and dissatisfaction. In this program, we'll talk about seven ethical principles and their importance in how you conduct yourself on a daily basis. We'll also discuss how to know whether you're acting ethically or not.

Failure is an Option: Accepting Failure
JUL3124

Everyone experiences failure. Some of the most brilliant, innovative, successful people have failed at multiple things multiple times. And yet, they continue to brush themselves off and try again. How do you push past the devastation, embarrassment, self-doubt, and self-pity to move on from failure? It takes acceptance, ownership, and framing your failure as a chance to learn and grow. So in this course, we'll go over how to accept your failures and come out stronger as a result. We'll talk about redirecting your focus and staying positive. Lastly, we'll discuss how to address failure with your supervisor or team.

Failure is an Option: Moving Forward and Learning from Failure
JUL3125

Henry Ford said, "Failure is simply opportunity to begin again, this time more intelligently." In the moment, certain failures can seem catastrophic, earth-shattering, and devastating, but it's important to maintain a healthy perspective and positive mindset. As Nelson Mandela once said, "Do not judge me by my successes, judge me by how many times I fell down and got back up again." This takes endurance, grit, and determination; these are the qualities we want defining our lives. In this course, we'll talk about what it takes to move forward from a mistake and how to learn from past failures to ultimately find success.

Focus: Focusing During Times of Hardship

JUL3126

There's been a death in the family. Your marriage is falling apart. Your mother has been diagnosed with cancer. Personal hardships can hit us at any time, and yet, we must carry on and fulfill our work obligations. But how? How do you set aside your personal conflicts and emotions and focus on your job? That's what this program is designed to help you with. We'll talk about dealing with emotions, talking with colleagues and superiors, leaning on your support system, and understanding the benefits that your workplace may provide. We'll also take a look at the importance of planning your work days and using work as an outlet during difficult times.

Focus: Focusing in a Noisy Workplace

JUL3127

Your colleagues are having a conversation about the woes of potty training. Sally is listening to thrash metal and filing her nails. Rick is doing a sales call on speakerphone. All in the same room. Meanwhile, you're trying to write a proposal and absolutely cannot concentrate. How do you focus in a noisy work environment? If you're working in cubicles or an open office plan, this can be a real struggle. So in this program, we'll take a look at some tactics to try to help you focus in a loud workplace. We'll go over setting expectations, using headphones, finding a quiet space, working remotely, and more.

Generation Z: Who Are They?

JUL3128

It's the most diverse and inclusive generation yet. At around 23 million-strong, they currently constitute 25% of the population. And within the next five years, they will be the fastest-growing group in both workplace and marketplace. To remain competitive on both fronts, we should know about these Zers and what makes them tick. Enter this series.

Generation Z: Generation Z vs. Millennials

JUL3129

We're still learning about who millennials are in the workplace. And now, look out! Here comes Generation Z! Now you need to be knowledgeable about both. This course will go through the differences between the Yers and Zers so you know how to adjust your business, marketing, and leadership accordingly.

Generation Z: Selling to Generation Z

JUL3130

By 2020, 40% of all consumers will be Generation Z. In order to sell to this generation, we need to be "speaking their language." This course will look at easy ways to do just that.

Givers, Takers, and Matchers

JUL3131

You're probably familiar with the idea of givers, takers, and matchers in your social life, but it also applies to your coworkers and the way you interact with them. This is especially true in a competitive work environment, where people often take more than they give. So, is it better to be a giver, a taker, or a matcher, and which one are you? That's what we'll cover in this course.

How to Finish What You Start

JUL3132

Are you the person who starts a text message but forgets to send it? Do you have a half-finished DIY project waiting for you at home? Do you have a to-do list with many things left unchecked? Yes, some of us may lack the time, focus, desire, or motivation to finish what we've started. But who can blame us when studies show that we get interrupted nearly every three minutes? Whatever your reason for being a non-finisher, this course is designed to help you push through and complete your unfinished tasks. We'll go over procrastination, common fears, and why we tend to start and stop. We'll also touch on perfectionism and making a plan.

How to Leave Voicemails that Get Returned

JUL3133

Leaving a bad voicemail for someone is the worst. Maybe you were unprepared or caught off guard. Maybe you stumbled or forgot to leave your name. Whatever the case, it's embarrassing and unprofessional. Given the high use of email and text messaging, leaving a voicemail message is becoming a rare business practice. But it's still important, particularly if you work in sales or customer service. In this program, we'll go over six steps to leaving an effective voicemail. We'll include how to properly identify yourself, knowing what information to leave, and the proper length of a voicemail message. We'll also give you some tips on what NOT to do to help you maximize the chance of getting your phone calls returned.

How to Receive Feedback

JUL3134

Supervisors and peers give feedback so you know what you're doing well and where you need to improve. It's an opportunity to help you develop and become more successful. That feedback can either be positive or negative. Whether it's positive or negative, some of us need help accepting feedback.

Improving Memory: Why Can't I Remember Anything?

JUL3135

Have you ever exclaimed, frustrated, "I'd forget my head, were it not attached!"? Many of us have, and we can chalk occasional forgetfulness up to just being human. But oftentimes, there's more going on. Certain lifestyle factors can work against our memory function. This course explores these factors, enabling you to take better control and reduce the times you feel like you're "losing it!"

Improving Memory: Tips and Tricks to Help Improve Your Memory

JUL3136

We all can use a little help with memory, right? We all can use a little help with memory, right? Well, look no further! This course eagerly provides tricks you can use to assist your memory. Soon you'll be amazing yourself and others, as you pull names and trivia from your brain, much like a rabbit from a hat. Abracadabra!

Integrating Millennials: Who Are They?

JUL3137

Integrating Millennials into a Baby Boomer culture is a big challenge for businesses. Millennials are the newest generation to enter the workforce. They are our future leaders. They are our next generation of revenue-generators. In this course, we'll discuss who millennials are, the common characteristics of this generation, how they work, and some ways to provide feedback to millennials. There are many preconceived notions and misconceptions about this generation. Hopefully these courses will shed light on the strengths and struggles of working with the newest members of the workforce.

Integrating Millennials: Integrating Yourself

JUL3138

This program is designed for millennials to watch. There are mixed feelings about our generation. Some think that we're spoiled and entitled with short attention spans and no real desire to work hard for anything. Others think that we're intelligent and innovative with lots to offer to the business world. Regardless of whether or not these descriptions accurately define you, it's critical that you understand the stigma attached to people our age. Once you can acknowledge how others perceive you, whether it's right or wrong, you must work extremely hard to overcome this stereotype. Is it fair? Maybe not. But in some way, every generation before us has had to fight the same battle. Let's take a look at how to prove your worth, regardless of the stereotypes, and integrate yourself into an organization.

Is It Better To Be Agreeable or Disagreeable?

JUL3139

Imagine your coworker is running way behind on their project, again, and they ask you to stay late and help. Assuming you don't have any other obligations, would you just say yes and help them out, or would you say no? In this scenario, the degree to which you're agreeable or disagreeable will influence your response. People who are highly agreeable would probably accept the project, just because their coworker asked them to, or because they know the project is important to the company's success. And somebody who is disagreeable might say, "That's something you should've done sooner" or, "I already helped you last week, ask somebody else." So, what are the differences between agreeable and disagreeable, and which one's better? That's what we'll discuss here.

Moving Up: Defining Your Career
JUL3140

You might be at a point in your career where you want to move up, but you aren't sure where to go. Having a clear vision of where you want to end up before you take action will help you reach your goals. Do you want to move up in your current job? Are you hoping for a raise or promotion? If so, do you have a clear mental image of who you will be in the future? If you answered yes, great. You don't need to watch this program. If you're struggling to come up with an answer, this course will provide some helpful tips that you can apply to defining your career.

Moving Up: Maintaining Your Resume
JUL3141

Maintaining your resume, even in a job that you're completely satisfied with, is something that everyone should do regularly. This helps you to remember to include any awards or recognitions, to expand on any job duties that may change, and to keep your contact information up-to-date. In this course, we'll discuss when and how you should update your resume. We'll go over what information to include, as well as how to maintain your LinkedIn profile.

Moving Up: Internal Interviews
JUL3142

Internal interviewing can be a bit different from the standard interview. You're dealing with people who have an exact knowledge of your qualifications, your work ethic, and other critical areas of your work responsibilities. You may find that it's a bit more relaxed and informal, but that doesn't mean you shouldn't stay professional. In this course, we'll go over how to properly and professionally present yourself in an internal interview.

Moving Up: Asking for a Raise
JUL3143

Another version of moving up could mean asking for a salary raise. This requires negotiation, which may come easier to some than others. If you believe career advancement is overdue, don't let a little discomfort keep you from asking for something you deserve. In this course, we'll discuss the best ways to ask for a raise. This includes what you should do to prepare, knowing the right time to ask, and how to present your pitch.

Moving Up: Internal Networking and Connecting with Executives
JUL3144

When you hear the word "networking," you probably think of LinkedIn, professional associations, meetups, or conferences. You might assume that the most useful networking happens outside of the office. But if you really want to move up within your organization, you should make sure you're connected with your own colleagues first. Networking with different coworkers at different levels in different departments can be a game-changer in how you look for opportunities within your company. In this program, we'll talk about how to effectively network within your organization.

Note-Taking: Note-Taking Basics

JUL3145

Whether you're a business professional trying to recall what happened in a meeting or a student keeping track of a lecture, you're going to need to know how to take notes. Research suggests that you forget about 50% of what happened within 24 hours. Within two weeks, you've forgotten 80%. And within one month, you've forgotten 95% of what happened in any of those events. Long-term, you remember nothing if you don't do something to bring it back to mind. So in this course, we'll discuss the importance of good note-taking, including recall and recognition. We'll also cover some different ways to take notes and give you some helpful tips for effectiveness.

Note-Taking: Note-Taking Strategies

JUL3146

In previous programs, you saw how to write faster and more comfortably. But one of the things that's often overlooked, and that can really help you, is the note-taking page itself. I know what you're thinking, "It's only a piece of paper, right? What's the big deal?" You'll see that using the right format can dramatically improve the effectiveness of your notes, whether you're writing on paper or typing on the computer. In this program, we'll go over how to properly format your notes to be most efficient, while discussing the various layouts you can apply.

Note-Taking: Producing Official Minutes

JUL3147

Sometimes note-taking isn't just about personal notes for you. Perhaps your organization needs an official record of a meeting. This requires a special type of notes called minutes. So what do you need to do if you're the one creating minutes for the meeting? In this course, we'll cover exactly that. We'll talk about the materials you need to gather in preparation, go over what official minutes typically contain, and discuss how to keep minutes.

Note-Taking: Writing and Typing Ergonomics

JUL3148

One of the things you'll need to do in order to take good notes is to have good ergonomics. That is, having good posture, good grip, and feeling physically comfortable, while you're either writing or typing. And why is this important? Well, the more comfortable your position, the faster and longer you're going to be able to write. So, in this course, we'll talk about what good ergonomics are for both written and typed note-taking. We'll discuss proper posture and body position, good pen grip, and an ergonomically-sound computer setup.

Office Etiquette: Appearance

JUL3149

Most companies have dress policies, but etiquette in appearance is more than wearing something too revealing or too casual. In this course, we'll discuss all things appearance-related, including the do's and don'ts of personal hygiene, what to do if you notice a colleague's wardrobe malfunction, and respecting others' senses of smell. We'll even touch on clipping your nails at work and not wearing shoes. Yes, this really happens.

Office Etiquette: Environment

JUL3150

With the growing popularity of open office layouts, environmental etiquette has become increasingly more important. This course is designed to help employees be more considerate and less...annoying. We'll discuss things like speaking volume, phone etiquette, personal space, inappropriate desk decor, cleanliness, and people in Speedos. This program will help build employee awareness of surroundings and other people's needs.

Office Etiquette: Food

JUL3151

Food can be offensive. Have you ever smelled an egg and onion burrito? It's horrible. Have you ever opened the microwave at work to find a gravy explosion that someone left behind? How about opening the shared fridge at your office, and it smells like feet and cheese? In this course on etiquette, we're talking about food and, in particular, the kitchen area. We'll go over some offensive behaviors and how to be a more considerate coworker.

Office Etiquette: Interactions

JUL3152

Isn't it wonderful that every workplace is harmonious, where we can all hold hands, braid each other's hair, and do trust falls? What? That's not your workplace? Of course it isn't. We're all very different and we all have to get along. This course is designed to help employees interact respectfully with one another in the office. We'll go over some tips on eavesdropping, attending meetings, collecting donations, office parties, and other tricky situations.

Perceptions: Managing How You're Perceived

JUL3153

Image management is a complex business. We often manage multiple identities without even realizing it. Our work identity may differ from our home identity. Our church identity might vary from our "college friends" identity. Consider the self-presentation that goes into social media. In business, how you're perceived by others is vital. "Perception is everything," right? You want people to see the best of you, so you must put forth your best. Let's talk about some steps you can take to strengthen your perception from others and go over some things you need to be aware of as you manage the way other's see you.

Perceptions: Rebuilding Your Reputation

JUL3154

Sometimes, often without even realizing it, we misrepresent ourselves. Our intentions are simply misread or misunderstood. You may find yourself in a situation where you're back-peddling, trying to "dig yourself out of hole" you never meant to be in. Whether you've created a mess and need to fix it, or you're in the middle of a serious misunderstanding, this course is designed to help you repair or rebuild your reputation to a more positive state. We'll discuss apologies, false rumors, and learning how to let your work speak for itself.

Perceptions: Understanding Perceptions
JUL3155

Henry David Thoreau once wrote, "It's not what you look at that matters, it's what you see." This simple quote sums up the fact that people perceive things differently. Two people may be staring at the same picture, holding the same object, hearing the same words, experiencing the same situation, yet their perceptions may be staggeringly different. In this program, we talk about why that is by looking at what exactly our perceptions are based on and discuss how our experiences shape the way we view the world around us.

Pre-Vacation Planning
JUL3156

Taking vacation should be a relaxing time away from your chaotic work life. However, lack of preparation could have you returning and feeling more stressed than you did when you left! So, it's important to set ourselves up for success before leaving. In this course, we'll talk about how to effectively plan and prepare for your time away from the office. We'll go over being strategic when choosing which dates to travel and talk about what information to communicate. In addition, we'll discuss prioritizing your workload and even tidying up your workspace.

Proper Introductions: In-Person Introductions
JUL3157

First introductions can go sideways pretty quickly. They can be awkward, like when you stumble over your own name or the name of your company. They can be embarrassing, like if you get introduced to someone and then completely forget their name. They can be uncomfortable, like when the person you're meeting isn't much of a talker, so you overcompensate by talking too much. Whatever the case, proper etiquette for business introductions must always be followed. If you didn't know that there is formal etiquette to introductions, then you need this course. We'll go over how to properly introduce yourself and others in a business setting. We'll talk about the order of introductions, names and titles, and give you some helpful tips on remembering a person's name.

Proper Introductions: Virtual Introductions
JUL3158

Business introductions don't just happen in person anymore. You may need to introduce yourself and others via email or over the phone. Conference calls, video conference calls - what are the rules? Who introduces whom? How can you determine priority? What happens when someone is late? In this course, we'll go over the correct way to make introductions in these virtual business settings. This includes managing conference calls with multiple people in the room, video conference call etiquette, and making proper email introductions.

Remembering Names and Faces

JUL3159

Have you ever met a bunch of people at one time and at the end of the introductions, you don't even remember your OWN name? Or have you ever had the experience where you meet someone and then two hours later you run into them and you can't remember their name? The goal of this program is to make sure you can attach a name to all the faces you meet. We'll introduce you to a five-step process for remembering names along with some other tricks to help with memorization.

Returning to Work After a Gap: Revamping Your Resume

JUL3160

When you've been out of work, whether due to raising children or any other factor, it can be daunting to revamp your resume. But it's a vital part of getting back into the workforce or moving up to a higher position. This program should help put your mind at ease by giving you several practical tips to updating and enhancing your resume. We'll go over how to approach your work history and discuss what you should and shouldn't include. We'll also talk about the elephant in the room, which is the gap in your work history, and how to spin it to your benefit.

Returning to Work After a Gap: Interviewing After a Gap

JUL3161

It used to be that a gap in employment was very difficult to overcome professionally. The good news is that times have changed! With more people entering the workforce, while also caring for children or elders, or going back to school, gaps are becoming more commonplace. In this module, we'll discuss these gaps and focus on how to address them during an interview, so you're fully prepared to jump back into the workforce. We'll discuss the best way to position yourself for the job, and talk about some various options for addressing the gap. We'll also cover some examples to help you put your best foot forward.

Returning to Work After Vacation

JUL3162

Going back to work after vacation can be difficult, especially if you had a great vacation, or if you have a lot of work to catch up on. So, what's the secret to keeping your spirits high while transitioning back to work? Is that even possible? It is, and that's what we'll discuss in this program. We'll go over how to plan accordingly, so you can ease back into the office. We'll talk about priorities to get from your boss as you're returning to work and where to place most of your focus. We'll also give you some tips on organization, so your transition is as seamless as possible.

So You Have a New Boss

You're comfy in your role, you like what you're doing, you work well with your boss, and then boom. That boss is moving on. Maybe they're leaving the company or have been promoted, but they're getting replaced, and you're reporting to someone new. How do you deal with this monumental change? The first thing you must do is stay calm, and think of this as an opportunity for positive change rather than a terrifying ordeal. In this program, we'll give you some helpful tips on working with a new boss. We'll talk about some ways to get your relationship off on the right foot, go over setting healthy expectations with each other, and learning to accept differences that may arise.

Study Skills: How to Study Effectively
JUL3164

So far in this series, we've covered the when and the where of studying effectively. In this course, we'll discuss the how. We'll talk about the best practices for efficient study sessions. This includes how to prepare to study and understanding various ways to increase retention, like using memory aids, flashcards, and repetition. We'll also go over the importance of your interest level in the topic and how that benefits your motivation and recall.

Study Skills: Study Location
JUL3165

Study skills aren't just for students. They're essential for many careers. If you're starting a new job, learning about rules or regulations, understanding product information, researching competitor offerings, or studying to pass a professional exam, having good study skills is a must. In this series, we'll go over some best practices for more efficient and effective studying. In this first program, we'll talk about finding the best spot to do your best studying.

Study Skills: Studying in Groups
JUL3166

People sometimes ask, is it best to study alone? And the answer is, not necessarily. Studying in groups can greatly improve and speed up learning, when it's done properly. Not only that, but study groups bring vast benefits, including better focus, discussion, and accountability. Plus, you have real-time assistance when you get stuck on something. In this course, we'll talk about the best ways to study in groups. We'll go over all of the benefits of group study, and some tips on things you may want to avoid.

Study Skills: When to Study
JUL3167

One of the most important aspects of effective studying is knowing when to study. In this course, we'll talk about how to determine your most productive time and finding a good study routine to stick with. We'll discuss the best time to study more difficult material, and whether it's better to study before or after you eat. We'll also go over the most efficient duration of study and the optimal frequency/length of breaks. We'll talk about cramming and its effectiveness, the order in which you should study your content, and how to deal with interference.

Thank You Notes

There are many situations in the business world that will call for a personal handwritten thank you note. The good people at Hallmark had some great tips on how to write a thank you note. Here are six quick steps on how to properly compose a meaningful thank you note.

The Art of Saying No   JUL3169

The humorist Josh Billings said, "Half of the troubles of this life can be traced to saying yes too quickly, and not saying no soon enough." If you've done either of these things, you are not alone. Many of us, on regular occasion, have trouble saying no. Enter this course. We'll explore why we tend toward "Yes," and then break down how to get to the "No" more easily, and with less guilt. And we'll all be feeling better in "no" time.

The Craft of Winning Over Others   JUL3170

How do you feel when you're in a room full of strangers? Overwhelmed and nervous? Excited to meet new people? If you're new to a small group or team, do you look forward to engaging them? Or does it give you anxiety? If you're NOT one of those people who can work a room or can initiate casual conversations, this course is designed to help you woo others and win them over. We'll discuss the importance of body language, listening, and gaining trust. We'll also go over some tips on how to relate well to others and earn their respect.

The Do's and Don'ts of Success   JUL3171

Do you want to know THE secret to success? There isn't one! That's right, it's no secret what makes a person successful. And it's not just ONE thing. It's a lot of things. In this program we're going to take a look at the skills, behaviors, and attitudes that successful people have in common. We'll also talk about the things that successful people DON'T do. This list may surprise you. You may find a couple of bad habits that could be holding you back from your true potential.

The Growth Mindset: The Growth Mindset: Embracing Yet   JUL3172

Perhaps you've heard people throwing around the phrase "growth mindset" lately. It's a popular topic right now. The source of all the chatter is Stanford professor, Carol Dweck's 2006 book called Mindset-The New Psychology of Success. Throughout her book, Dweck compares a GROWTH mindset with a FIXED mindset. In this series, we'll discuss the differences between these two mindsets. For this first program, we want you to understand the importance of embracing "yet," which comes from having a growth mindset. "Yet" means that you know or expect something to happen in the future. It just hasn't happened "by now."

The Growth Mindset: Developing the Growth Mindset

JUL3173

Carol Dweck's book called, Mindset-The New Psychology of Success explains how having a growth mindset opens the doors to success and self-development. When you approach challenges with a growth mindset, you understand that you can develop the skills necessary and that failure is not permanent. The growth mindset can be applied in all areas of life, including education, physical abilities, artistic skills, relationships, and the workplace. In this course, we'll discuss the four steps to developing a growth mindset: 1. Learning to hear your fixed mindset voice. 2. Recognizing that you have a choice. 3. Talking back with your growth mindset voice. 4. Taking the growth mindset action.

The Growth Mindset: Limitations of a Fixed Mindset

JUL3174

The fixed mindset is tempting. It's a comfortable place to live and work. Believing that you already know what you're good at, and what you're not good at, gives you the opportunity to pick and choose what you try and what you don't. It gives you the ability to put yourself in situations where you'll be successful, and to avoid situations where you might fail or be embarrassed. It's safe, but it's limiting. Chances are, you're living in a fixed mindset more often than you think. In this course, we'll go over how to know when you're in this cycle of negativity and what the risks are. We'll also go over failure, practice, and how to "fix" a fixed mindset.

Think Before You Speak

JUL3175

Has a customer, colleague, or boss said something rude to you? What's your gut reaction? To snap back? To cry? To fill with rage and yell obscenities until you feel better? Obviously at work, or even in our personal lives, we can't let that happen. Speaking before you think can damage your relationships, your career, and your self-confidence. This can happen not only in-person, but over the phone, email, or text. In this program, we'll help you calm your inner monster by changing some habits. We'll discuss how to gently approach these situations. We'll also go over changing your think track so your talk track will follow.

Turning an Internship into Full-time

JUL3176

Internships are an invaluable way to gain real world experience in the industry that you're pursuing. You gain a clear picture of the ins and outs of your desired field, you pick up real life knowledge that you wouldn't get by sitting in a classroom, and you can make great connections to help stretch your business network. For many, the goal at the completion of an internship is to be hired on by the company that you've been working with. In this course, we'll discuss how to give yourself a competitive advantage to getting hired off of your internship. We'll go over what companies are looking for in new, young talent, we'll help you discover what your selling points are, we'll also discuss acting the part, goalsetting, and more.

When To Let It Go

It's important to speak up at work. Whether you've got a new idea to share, or a solution to a problem, or a concern that needs to be addressed, these things are worth talking about. But have you ever tried speaking your mind at work, only to get shut down? This happens to all of us, and there comes a time when you ask yourself, "Should I continue to fight for this? At what point do I drop it and move on?" Let's talk about when to let it go, even when you want to keep pushing.

Work Hacks: 5 Hacks for Workplace Sanity

JUL3178

Work Hacks: 5 Hacks to a Clean and Comfortable Space

JUL3179

Work Hacks: 6 Hacks to Controlling Your Inbox

JUL3180

Work Hacks: 7 Hacks for Office Productivity

JUL3181

Work Hacks: 7 Hacks to Maintain Work/Home Balance

JUL3182

Work Hacks: Go Green

JUL3183

Working for a Workaholic

JUL3184

Do you alienate your personal life? Do you get to work early and stay late every day? Do you work through lunch and eat at your desk? Is working on weekends an expectation? Is your health impacted by your job? Do you feel stressed, frustrated, overwhelmed, and that you're juggling too much? If you answered yes to most of these questions, you're likely working for a workaholic. So in this course, we want to give you some practical tips to help you get your work life back in balance.

Working Remotely

JUL3185

Research shows that around half of the American workforce holds jobs that are compatible with remote work, meaning they don't need to be in an office to do their jobs. Millions of these people are working from home for at least half of each week. In fact, since 2005, working from home (for those not self-employed) has grown by over 100%. Working remotely offers plenty of benefits, not just to the employee doing the remote work, but to the organization allowing them to do it in the first place. In order to take advantage of those benefits, you need to be a successful remote employee.

Your Moving Abroad Checklist: Research

Musical artist Jaime Lyn Beatty has said, "Jobs fill your pocket. Adventures fill your soul." If your job is providing your next adventure with a move abroad, then your life can be doubly full! But before you start packing up, you should do some "learning up." Good research and preparation can reduce stress, add enjoyment, and help you make the very most of your move. This series will guide you through all the prep steps, starting with the info quest.

Your Moving Abroad Checklist: Finding a Place to Stay   JUL3187

As Dorothy said in The Wizard of Oz, "There's no place like home." But there are many other cool, different places to live, and you can find them when moving abroad! Here, we guide you through finding your best spot in the new land, while helping you curb the stress that can come from it. Finally, we'll provide a downloadable checklist to keep you organized. Happy hunting!

Your Moving Abroad Checklist: Paperwork   JUL3188

Probably the least exciting part of preparing for a move abroad (or anything, for that matter) is the paperwork. But it must be done, and we're here to help. In this course, we'll go through the main types of paperwork you'll need to prepare or have prepared for you. We include helpful tips and a checklist companion, so that you're all zipped-up, come departure date!

Your Moving Abroad Checklist: Money   JUL3189

How would it feel to be in another country and not be able to access your money? We're guessing you'd rather not know! So we made this course just for you. We'll go over some general items and then detail banking and credit cards, so you can hit the ground running (or shopping) when you arrive!

Your Moving Abroad Checklist: Packing   JUL3190

Moving is a fun idea, until you start packing. Then it becomes less fun. And particularly when you're moving abroad, it can be difficult to know what to take. But this course is here to assist. We'll go through some general considerations and shipping info. Then, we'll move on to the task of determining your "essentials," so you can get moving!

Your Moving Abroad Checklist: Health   JUL3191

Philosopher Thomas Carlyle said, "He who has health, has hope; and he who has hope, has everything." Health is so basic, so important, and yet, we can easily get busy and put it on the back burner. With an international move, it can be pushed aside even more easily. Don't let this happen. Instead, watch this course. Then, with a little research and planning, you can best help yourself to stay healthy and hopeful.

Your Moving Abroad Checklist: Safety
JUL3192

In general, being in an unfamiliar place, and not understanding the language or customs, increases your risk of being in an unsafe situation. The quicker you can acclimate, the better. Researching and being prepared helps immensely. Here, we go through the steps you can take to be as safe as possible on your adventure abroad.

Your Moving Abroad Checklist: Moving Your Family Abroad
JUL3193

Consider the possibility of your children experiencing a different culture, getting to know a completely different way of life, learning new languages, and experiencing parts of the world that only a small percentage Americans are lucky enough to visit. There are lots of benefits to moving your family abroad. There are also a lot of logistics, and this course goes through them for you.

Your Moving Abroad Checklist: Culture Shock
JUL3194

Culture shock is definitely something you need to prepare for. No matter where you're moving, or how long you're staying, you will experience culture shock. With that reality, this course goes through the steps to best manage it.

Your Professional Network: Being a Member
JUL3195

Building your professional network requires active participation on your part. You need to be adding value to the group or groups that you're a part of while promoting your personal brand along the way. In this course, we'll discuss how to cultivate your memberships and bring value to each of them. This includes finding the right groups to join, being an active virtual member, and knowing what your intentions should be.

Your Professional Network: Building Your Network
JUL3196

Building your professional network should be a well-thought-out process. You want to include people who can help you further your professional goals. Connecting widely is okay, but you need to use discretion so you're growing your circles in the right way. That's what this course is all about. We'll go over how to properly use technology to grow your network. We'll also discuss the importance of "connectors" and "influencers." Other topics we'll cover include how to make a good introduction, looking for mutual connections, and creating personal messages.

Your Professional Network: Giving Back to Your Community   JUL3197

Perhaps the most important rule in networking is to be a giver, not a taker. A large part of creating a group is giving back to the community. Whether it's through the professional network you've created, an industry group, or the community you live in, hopefully you will feel compelled to help others in your journey. In this course, we'll go over the many different ways to do that.

Your Professional Network: Promoting Your Personal Brand   JUL3198

Personal branding is the idea of developing a look and feel around your name or your career. You use this to express and communicate your skills, personality, and values. We all can be a brand and cultivate our power to stand out and be unique. This uniqueness draws people to your product, your services, or even just your message. Your personal brand should be about who you are and what you have to offer. In this program, we'll go over how to develop your brand, which includes defining your target, being a good storyteller, and knowing ways to highlight your uniqueness. We'll also cover creating an elevator pitch, developing your personal brand online, and speaking in public.

Your Professional Network: The Benefits of a Professional Network   JUL3199

Whether you're just starting your career or well-established in your current role, it's important to create, grow, and maintain a network of professional acquaintances that you can reach out to for a variety of reasons in your day-to-day work. Who you know can be just as important as what you know in certain circumstances. In this course, we'll discuss why building a professional network is so critically important in business. We'll go over the benefits involved, including finding job opportunities, discovering good candidates for job openings, as well as gaining information, advice, and ideas.

Executive Function Overview   JU3101

"Executive Function" is a term that is often unfamiliar or misunderstood. In this microlearning, we'll explore the many components of executive functioning...what it is, what it isn't, and some examples of executive function in the workplace.

Being a Responsible Adult: Overview

JU3102

In this microlearning, we're going to talk about being a responsible adult. Being a responsible adult means being accountable for your actions and decisions, and being able to take care of yourself and others. It also includes being financially independent, meeting obligations and duties, making mature and informed decisions, and being able to handle difficult situations. Being a responsible adult can be tough. But it also means having the freedom and independence to shape your own life.

Being a Responsible Adult: Building Healthy Relationships

JU3103

Building strong, healthy relationships at work is essential for career success. These relationships create a positive environment that encourages collaboration, increased productivity, and job satisfaction. Fostering meaningful connections with those around you can be key to long-term professional growth. In this microlearning we are going to discuss how to build healthy relationships through communication, mutual respect, trust, boundaries, professionalism, and teamwork.

Being a Responsible Adult: Self-Sufficiency

JU3104

A key component of being a responsible adult is being self-sufficient. Working independently, managing your time effectively, and taking initiative to complete tasks and projects without needing constant guidance or supervision are parts of self-sufficiency. Being self-sufficient leads to greater confidence and happiness. In this microlearning we will discover why being self-sufficient is important and how we can improve our self-sufficiency.

Being a Responsible Adult: A Good Role Model

JU3105

The workplace can be a challenging and fast-paced environment. In this setting, it is essential to have role models that can inspire and guide us. Being a good role model in the workplace means leading by example. Demonstrating honesty, integrity, and a strong work ethic can inspire those around you to do the same. In this microlearning we will discover what it takes to be a good role model.

Identifying Emotions

JU3106

Identifying our emotions helps us understand ourselves, and our behavior, better. It allows us to be aware of what we're feeling and why we're feeling it. In this microlearning we will be discussing how to identify our emotions so that we can make better decisions, communicate more effectively with others, and build stronger relationships.

32. Resource Planning

Resource management is the practice of planning, scheduling, and allocating people, money, and technology to a project or program. In essence, it is the process of allocating resources to achieve the greatest organizational value.

In this section of microlearnings, you will find topics such as project management, the myth of multi-tasking, and Gantt chart basics.

Effective Time Management: Workday Planning Techniques JUL3201

Do you ever feel like there's never enough time in the day? Well, planning your workday properly can make time work FOR you, not the other way around. Whether you're working from home or in an office, there's a lot to learn about managing your time effectively. In this course, we'll discuss some planning techniques that will help you prioritize your time. We'll discuss block scheduling, traffic light prioritizing, and power hour checklists. We'll also talk about how and when to schedule breaks.

Agile Methodology for Project Management JUL3202

If you work in project management, then you know that getting bogged down, becoming bottlenecked, or simply spending too much time on any one thing is bad for business. So, in 2001, a group of software developers came together in an effort to streamline their project management processes and created the Agile Manifesto. These principles have been adopted and utilized by many industries, and that's what we'll cover here in this course. We'll discuss the four agile values, the twelve agile principles, and the overall methodology, so your organization can work on improving your product development and management.

Effective Time Management: Time Blocking and Focus Time JUL3203

Our time is valuable, yet we spend so much of it trying to do TEN things at once, leaving us too busy to actually focus and get through the work. Making time in your day for the things you need to get done is something you have to deliberately put into action, and time blocking is a good way to do it. In this course, we'll talk about the steps to put time blocking into action. We'll also discuss how to make the most of your time blocks using focus time.

Effective Time Management: The Pomodoro Technique JUL3204

The Pomodoro Technique is one of the most popular time management techniques, probably because it's so easy to use. Not only does it help you get things done more efficiently, it can also improve your understanding of how long each task will take. Essentially, the Pomodoro Technique helps you plan for your day realistically, without taking on too much. In this course, we'll talk about who can benefit from this technique, and how to put it to use.

Effective Time Management: Bullet Journaling Basics JUL3205

Do you prefer a physical planner or calendar to a digital one? Well, bullet journaling, which is usually done in a physical notebook, allows you to customize every element of your planning to suit your needs and manage your time better. Using this approach may take some getting used to, but for anyone feeling like simple to-do lists and weekly planners aren't cutting it anymore, bullet journaling could be the answer. In this course, we'll talk about how to create, customize, and use a bullet journal.

Effective Time Management: The Four D's of Time Management

JUL3206

Do you find yourself running out of time every day? Do you go through to-do lists, and try weekly planners without ever feeling like they make a difference? Managing your time doesn't need to be a painful process. The simple, effective solution is the four D's of time management. In this course, we'll cover what the D's are, and how to put them to work for you.

Effective Time Management: Iceberg Method Basics

JUL3207

Do you ever find yourself unable to get anything done, due to feeling so overwhelmed with work? Whether you work in a creative or analytical field, you probably spend much of your day sifting through huge amounts of information. The iceberg method will help you to quickly store and access important information when it's needed. In this course, we'll talk about where this method originated from, and how it works to help you organize information.

Effective Time Management: Eisenhower Matrix Basics

JUL3208

The Eisenhower Matrix focuses on task prioritization. President Dwight D. Eisenhower created this method during his presidency to help sift through tasks and rank them according to importance and urgency. In this program, we'll discuss how to create an Eisenhower Matrix and how to prioritize your tasks within the matrix.

Project Management Overview

JUL3209

Having a strong plan is integral to the success of any project. As every good project manager knows, starting off a project without a strong foundation can lead to delays, miscommunication, or even a complete project breakdown. To ensure your success, you need to be familiar with the basic principles of project management, including structure, collaboration, and communication. Those principles are what we'll be covering in this program.

Gantt Chart Basics

JUL3210

Gantt charts are one of the oldest tricks in a project manager's playbook, and there's a reason they've been utilized for so long. Gantt project planning is a great way to visually represent all of the tasks your team has to complete for a project, as well as how the timeline for each task aligns. They're useful for all kinds of projects, but particularly for simplifying complex ones that have a lot of moving parts. In this course, we'll discuss the structure of the Gantt chart, how to build a chart tind the programs you can use to create it, and Tine pros and cons to using them.

Critical Path Method Basics

Planning project deadlines can be tedious, and they're sometimes hard to determine. One solution to this problem is found through the critical plan method. This method produces a planned schedule for all essential tasks, one after another, to tell you how long a project will take overall. Usually, these tasks will flow from one into another in one smooth path, but sometimes a project will have multiple paths going on at the same time. In this course, we'll talk about the benefits of using the critical path method, or CPM. We'll discuss the steps to using CPM, go over how to draw a critical path analysis chart, and cover how to estimate time for tasks.

Waterfall Model Basics   JUL3212

The waterfall model is best suited to linear projects, where the requirements and deliverables are laid out clearly at the beginning, and there's little room for change. The project plan is built to fulfill those requirements. There are five phases of the waterfall method: requirements, design, implementation, verification, and maintenance. In this program, we'll walk through each of those in more detail, as well as discuss tips on how to best utilize this project model.

Scrum Framework Basics   JUL3213

The scrum framework is designed for teams building software or new products that need frequent updates. It's one of the most popular frameworks within the Agile software development model, with a heavy focus on short-term project deliverables. So, if you're the leader of a product development team expecting to produce multiple iterations throughout your product's lifecycle, scrum is what you need. In this course, we'll cover the origins of scrum and its basic terminology. We'll talk about building a scrum team and how to put the framework into practice.

OKRs: Objectives and Key Results   JUL3214

There are many ways to set goals for yourself at work. I'm sure you're using some of them already. But there's one, popularized at Google, that you may not have tried before. It's called Objectives and Key Results, or OKRs. And it's an ambitious way to set lofty goals for yourself. Your organization might also institute OKRs at a company-wide level, so it's important to understand them. In this program, we'll talk about what OKRs are, what they do, and how to implement this evaluation process for yourself.

Project Management: What is a Project?   JUL3215

If you've been assigned to manage a project, welcome to the world of managing deadlines, managing other people, and seeing a project from start to finish. This series is designed to walk you through the steps and processes you go through when managing a project. There are certifications out there, and this series does NOT grant you certification. It will provide you with the basic understanding of project management. In this first course, we'll define what a project is, we'll introduce you to the four phases of the project management process, and we'll touch on some typical project constraints.

Project Management: Project Charter

JUL3216

When you've been assigned a project, the first thing you need to do as a project manager is to develop a project charter. The project charter defines the boundaries of a project. It's a document that you can refer to and look back at when you're at a difficult point in your project's timelines. It's important to share this with everyone on the project so that everyone knows what is expected of them and when it's expected. In this course, we'll discuss the three parts that a project charter should contain: a summary, an outline, and the authorization section.

Project Management: Timelines

JUL3217

If you've ever worked on a project with a poorly-set, or tight deadline, you know it can be a high stress situation. You may have different people trying to meet different deadlines and any number of variables can get in the way. You may get pressure from the stakeholders to meet specific deadlines that seem impossible to achieve. When you're a project manager, you need to be aware of timelines and how they effect the outcome of your project. In this course, we'll discuss how to estimate timelines. We'll go over task lists, project management software, and using your project charter to accurately estimate deadlines for deliverables.

Project Management: Negotiating

JUL3218

Negotiating is an important part of being a project manager. Anytime someone reaches an agreement, a change, a commitment, an action, a result, or a price, negotiation is taking place. There will be projects when you need to use negotiation skills frequently, and sometimes there will be projects where you don't negotiate at all. It all will depend on the project and every project will be different. A successful project management negotiation is a win-win situation, so that's what we'll be focusing on in this program. We'll discuss preparation, making offers, deadlocks, concessions, agreement documents, and things that you'll want to avoid when negotiating.

Project Management: Communicating

JUL3219

For most jobs, it's important to be an excellent communicator. That's particularly true when it comes to being a project manager. As a project manager, you're going to spend a huge chunk of your time communicating, so you need to be good at it. Everything in a project is based on how efficiently we communicate. In this course, we'll briefly go over the communication process, different ways to communicate, and the advantages and disadvantages of communication mediums used in project management.

Project Management: Measuring and Tracking   JUL3220

To have a successful project, you need to be tracking and measuring the entire time. You can't start a project, then not check in or check on updates until a week before the project is due. You need to be constantly monitoring deadlines, tasks, and other updates. In this course, we'll help you determine what aspects of the project need to be tracked and measured, we'll discuss different metrics to use, and talk about how to refine and improve the way you're tracking your project progress.

Project Management: Handling Change   JUL3221

As a project manager, you're going to be wearing a lot of hats. One of those hats will be a magic genie hat for predicting the future. I know what you're thinking. It's not possible, but in fact, as a project manager, this WILL be one of your responsibilities. Some projects require you to anticipate what will happen in the next 6 months, 12 months, or even 24 months. And some projects will require you to make predictions based on what happened in the past. Scopes are going to change: whether it's because a stakeholder wanted a change, because a client missed a deadline, or because the team fell behind for reasons outside of your control. As a project manager, you need to be prepared for change and you need to know how to handle it. That's what we'll go over in this program.

Project Management: People Problems   JUL3222

If you aren't prepared for people problems as a project manager, you're going to struggle. You need to be prepared to deal with people. This might be issues with lack of teamwork, inadequate communication, unclear roles, little or no motivation, conflicting priorities, clashing personalities, or changing of job roles mid-project. These people problems can be reduced if you take action before problems arise. They can be reduced by paying close attention to three things: the design of the project, the selection of key personnel, and how you define project roles.

Project Management: Completing the Project   JUL3223

As your project comes to a close, your job doesn't end just yet. You must double-check to make sure everything was delivered correctly and on time, ensuring that the client's needs were met. In addition, we recommend holding an end-of-project meeting to garner feedback from the project team. In this last program, we'll discuss what important information should be gathered post-project to ensure more successful projects moving forward.

Time Management

As an administrative assistant, how many times a day do you get interrupted? An unannounced visitor arrives, your boss needs you to run an errand, the phone rings twice, the copier is out of ink, and the conference room needs to be stocked before the morning meeting. Sound familiar? Your role is vital to the office, but to be truly effective, time management is critical. This course takes a look at ways to get organized, manage your workload, eliminate interruptions, and create a healthy, productive balance at work

Setting Priorities

You're working on an important task at work. Then, your boss gives you a project that needs to be done ASAP. A colleague stops by to tell you that they need your help with something that they're working on. Then word comes down that an error has been made and it's an all-hands-on deck situation. What do you do, and where do you start? We've all been in situations like these where we're inundated with seemingly top-priority tasks. This course is designed to help you determine which tasks are the most urgent and important so you can successfully do your job and lower your stress levels.

The Myth of Multitasking: Multitasking

More now than ever, we are constantly shuffling between things, switching gears, and refocusing. This is what we call multitasking. But science shows the human brain is not capable of multitasking. After spending years multitasking, we have actually reduced our ability to focus, therefore reducing our productivity and increasing our errors. In this course, we take a new look at multitasking and whether or not it's actually serving us.

The Myth of Multitasking: Singletasking

Singletasking is focusing on one single task at a time. It's committing to doing one thing, giving your brain the opportunity to focus on that one item, for a set amount of time. It's the opposite of multitasking. And although it is not the same thing as task-shifting, it does have some overlap. This course looks at singletasking, as well as what it shares with task-shifting.

Common Time Management Problems: Precrastination

Any time the topic of Time Management comes up, you'll probably hear the saying "Why put off tomorrow what you can do today?", right? Or how about this one: "Procrastination is the thief of time"? We all know that procrastination is a time management red flag. So, rather than put off your tasks, you should do them sooner rather than later, right? Well, maybe not.

Common Time Management Problems: Procrastination

JUL3229

Take a look at your to-do list. Is there anything on the list that you've been avoiding for one reason or another? If you're like most people, you probably procrastinate occasionally. But how do you recognize that you're procrastinating? And what can you do to get yourself back on track? Let's find out.

33. Retail Excellence

Retail excellence is the consistency in addressing customer's needs and the excellence in leveraging the four crucial areas of retail - place, product, people and processes, to help create synergies and consistency that elevate customer experiences.

Retail conflict management, retailer profitability model, and working in retail are some of the topics covered by the microlearnings in this section.

Representing Your Brand

JUL3301

Often, millions of dollars are spent creating and maintaining a brand's image so that consumers will feel good about, and buy, their products. As a representative of a brand, you can do your part by looking good and acting appropriately every day. When you wear a company uniform, a nametag, or follow a dress code, you ARE the brand. In this course, we'll talk about how to present yourself to properly represent the brand you work for. We'll discuss appearance, driving company vehicles, language, attitude and more.

Retail Conflict Management: Why Retail Conflict Management?

JUL3302

The coronavirus pandemic has fundamentally changed people's lives. Many have lost their jobs or taken on the burden of homeschooling while also trying to work. Many have fallen victim to the virus or are dealing with family members who are ill. Many are fearful. Everyone is stressed out, but people still need and want to make purchases. Whether you know it or not, your job has taken on a whole new level of responsibility. That's what we'll talk about here. In this series, we'll help you understand your role in reducing conflicts during this high-tension time. This first program will talk about why this training is important, and what you can expect to gain from watching this series.

Retail Conflict Management: Preparation and Scenarios

JUL3303

When you're dealing with stressful situations at work, one of the best things you can do to reduce that stress is to be prepared for those scenarios ahead of time. When you know your company policies, what difficult scenarios might arise, and how to handle them before they happen, you'll be better-positioned to respond in the appropriate manner. So in this course, we'll talk about ways you can be prepared for difficult situations that might arise at work. We'll go over customers' rights vs. store rights and policies. We'll cover how to handle customers who claim they have a medical condition that prevents them from wearing a mask. We'll discuss managing general retail delays that are occurring due to the pandemic. We'll also touch on how to handle verbal and physical assaults.

Retail Conflict Management: Phases of Escalation

JUL3304

Conflicts can escalate quickly. Your job is to step in and de-escalate the situation before things get out of hand. There are four phases of conflict, with each phase presenting different signs, and that's what we'll cover here. We'll talk about what signs to look for, and how to handle each phase, so you're prepared for anything when conflicts arise. Luckily, with the right training, you'll be able to catch specific signs in the early phases and diffuse these situations quickly.

Retail Conflict Management: De-Escalation

JUL3305

The ideal outcome for conflict management is to prevent it from ever happening. But no matter what you do, some conflicts are going to flare up, especially when nerves are high, and people are worn out. You do, however, have the ability to prevent some issues from arising. And you do have the ability to minimize the conflicts that are seemingly inevitable. That's what we'll discuss in this course on de-escalation.

Retail Conflict Management: Maintaining Control

JUL3306

When you're in a conflict with a customer, it's easy for things to get out of hand. If you're coming from a mindset of, "The customer is always right," or you just don't know what to do with your own emotions, maintaining control over tense situations is difficult. In this program, we'll go over some tips to help simplify things. We'll also help to prepare you for common scenarios that may arise during these stressful, unprecedented times.

Retailer Hot Buttons: Traffic

JUL3307

To understand the keys to selling, you have to understand the keys to buying. And the keys to buying are from the retailers' point of view. If our ideas hit their hot buttons, they'll say YES! Watch this course to learn what the hot buttons are and how to hit them.

Retailer Hot Buttons: Transaction Size

JUL3308

To understand the keys to selling, you have to understand the keys to buying. And the keys to buying are from the retailers' point of view. If our ideas hit their hot buttons, they'll say YES! Watch this course to learn what the hot buttons are and how to hit them.

Retailer Profitability Model for Retailers: Introduction

JUL3309

Revenue is your lifeblood. You're constantly looking for ways to create more revenue or cut your expenses as much as possible. Revenue minus expenses equals profit, so how do you create more revenue? How do you cut expenses? The first step is understanding what makes up your revenue and expenses, and how reducing or increasing those things impacts your profit. That's what this series is all about. In it, we introduce you to the Retailer Profitability Model, or RPM. This model breaks down the individual parts of a retailer's operating expenses and revenue. In this first course, we'll give you a brief overview of RPM and some common vocabulary that you'll run into throughout the series.

Retailer Profitability Model for Retailers: Creating Revenue   JUL3310

Chances are you're already doing all you can to get the best possible price from your vendors. That's how you keep the cost of goods down. However, you could make a lot more money from your efforts if you shift your focus to increasing revenue rather than decreasing expenses. In this course, we'll take an in-depth look at revenue, and the two ways to create it: traffic and transaction size.

Retailer Profitability Model for Retailers: Reducing Expenses   JUL3311

We know that revenue minus expenses equals profit which means there are two ways to increase profit: reducing expenses and creating revenue. In this course, we'll look at the many ways to cut costs. We'll go over reducing the costs of goods sold, labor costs, direct expenses, general and administrative costs, and advertisement expenses.

Retailer Profitability Model for Retailers: Frequency   JUL3312

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and traffic is made up of reach multiplied by frequency. In this course, we'll take a look at one part of the traffic equation, frequency, how it can impact your profit, and how to improve customer frequency.

Retailer Profitability Model for Retailers: Reach   JUL3313

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and traffic is made up of reach multiplied by frequency. In this course, we'll take a look at one part of the traffic equation, reach, how it can impact profit, and how to very inexpensively improve customer reach.

Retailer Profitability Model for Retailers: Items per Customer   JUL3314

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and transaction size is made up of price per item and items per customer. In this course, we'll take a look at items per customer specifically, how these numbers can impact profit, and how to increase these customer purchases.

Retailer Profitability Model for Retailers: Price per Item   JUL3315

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and transaction size is made up of price per item and items per customer. In this course, we'll take a look at price per item specifically, how this can impact profit, and how to increase price per item.

Retailer Profitability Model for Vendors: Introduction   JUL3316

Revenue is the lifeblood of the retailer. They're constantly looking for ways to make more money or cut expenses. As their vendor, where do you fit in? Do your clients see you as a way to help with those functions? How do you get them to see you as an ally rather than just a salesperson? This series will address these questions, helping you take retailer relationships to the "next level."

Retailer Profitability Model for Vendors: Creating Revenue   JUL3317

Chances are you're already doing all you can to give your retailers the best price possible. But what if they keep coming to you asking for even deeper discounts? Your retailers could make a lot more money if they shift their focus to increasing revenue rather than decreasing expenses. In this course, we'll take an in-depth look at revenue and the two ways to create it: traffic and transaction size.

Retailer Profitability Model for Vendors: Reducing Expenses   JUL3318

We know that revenue minus expenses equals profit which means there are two ways to increase profit: reducing expenses and creating revenue. In this course, we'll look at the many ways to cut costs for your retailers. We'll go over reducing the costs of goods sold, labor costs, direct expenses, general and administrative costs, and advertisement expenses.

Retailer Profitability Model for Vendors: Frequency   JUL3319

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and traffic is made up of reach multiplied by frequency. In this course, we'll take a look at one part of the traffic equation, frequency, how it can impact profit, and how to improve customer frequency.

Retailer Profitability Model for Vendors: Reach

JUL3320

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and traffic is made up of reach multiplied by frequency. In this course, we'll take a look at one part of the traffic equation, reach, how it can impact a retailer's profit, and how to help improve your retailers' reach.

Retailer Profitability Model for Vendors: Items per Customer

JUL3321

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and transaction size is made up of price per item and items per customer. In this course, we'll take a look at items per customer and specifically, how these numbers can impact profit, and how to increase these customer purchases.

Retailer Profitability Model for Vendors: Price per Item

JUL3322

The Retailer Profitability Model, or RPM, explains how a retailer makes profit and it's fairly simple. Retailers generate both revenue and expenses. Expenses are subtracted from revenue to get profit. Revenue is made up of traffic multiplied by transaction size, and transaction size is made up of price per item and items per customer. In this course, we'll take a look at price per item specifically, how this can impact profit, and how to increase price per item.

Working in Retail: How to Give Exceptional Service

JUL3323

A survey of retail customers revealed that there are five things customers want in their retail experience. They want a knowledgeable associate, satisfaction, personalized service, online and offline integration, and they want fun. Let's take a look at each of these.

Working in Retail: How to Handle Feedback

JUL3324

Feedback is a gift. If you're lucky, your customers are giving you feedback. Feedback tells you what you're doing well and what you're not doing well. And since you're striving to give exceptional customer service, you want to receive feedback, both good and bad.

Working in Retail: How to Stay Positive with Customers   JUL3325

If you're positive, your actions and communications will be positive, and in turn your interactions with your customers will be positive. There will always be someone you can't please, but by eliminating certain phrases, you'll increase your probability of a satisfied customer.

Working in Retail: How to Upsell   JUL3326

Upselling is an art and it's one you need to master if you're in retail. It's a delicate balance of communication, product knowledge, and the power of suggestion. The problem with most upselling is that it happens at the wrong time. A successful upsell is more than asking "Would you like anything else?" It's about you demonstrating a value to your customer.

Working in Retail: Managing Retail Employees   JUL3327

Being a manager is difficult. Being a manager in the world of retail is even more difficult. Not only are you responsible for achieving store goals which include sales, upsells, shrink, and customer satisfaction, but also your success is dependent on the people who work for you.

Who is your Customer?: I Can't Find This   JUL3328

Who is your Customer?: I'm Just Looking   JUL3329

Who is your Customer?: I'm on a Mission   JUL3330

Who is your Customer?: I'm With My Kids. Please Hurry.   JUL3331

Who is your Customer?: I've Got a Coupon for That   JUL3332

Who is your Customer?: I've Got Time and Money   JUL3333

The PCI Data Security Standard for Leaders and Managers JUL3334

Are you a manager or leader at a merchant or vendor who accepts payments via credit or debit cards? If so, this course is for you. There's something called the PCI Data Security Standards (DSS) that you need to comply with, both because it's an important regulatory body and because doing so will ensure that your customers' credit card data is kept as secure as possible. And that's primarily the job of your IT and data security teams. If you don't have one, look for a data security consultant to help you out. But as for your knowledge, this program will tell you the basics of PCI DSS and how it affects your business.

PCI DSS Point of Sale: 01. Intro to the PCI Data Security Standard for Point of Sale JUL3335

As a point-of-sale representative, you're entrusted with handling customer credit card data on a daily basis. That's a big responsibility. Luckily, you don't have to decide for yourself how to do this safely and securely. There's a standard called the PCI Data Security Standard (PCI DSS) that helps guide how credit card data can be secured at businesses around the world, including yours. In this course, we'll talk about what PCI DSS is and how this standard affects you and your job as a point-of-sale worker.

PCI DSS Point of Sale: 02. Types of Card Fraud JUL3336

The PCI Data Security Standards lay out strict rules regarding access to POS terminals, how you accept credit cards, and how you protect customer data as a cashier. Unfortunately, these standards exist because there are many types of card fraud that criminals may use to illegally access customer data. In this program, we'll go over some of the most common types of card fraud to look out for as you operate your POS station.

PCI DSS for Point of Sale: 03. Identifying Card Security Features JUL3337

As someone who works with a POS machine, you'll be processing payments via credit or debit cards. The PCI Data Security Standard regulates many security features that these cards must have, so you should be familiar with and able to identify the different security features on a credit or debit card. In this course, we'll go over what these are and what they look like. We'll discuss the cards' front features including cardholder names, card numbers, expirations dates, and Smart Chips. We'll also discuss the back features of credit and debit cards, which include the signature panel, the Card Verification Value, or CVV, and the hologram.

PCI DSS Point of Sale: 04 Digital Wallets

For years, PCI's Data Security Standards have ensured that consumers could count on the security of their credit and debit cards when used around the world at various merchants. But in recent years, a new element has been added to the mix: the digital wallet. This is when someone pays for their purchase with their phone or other device using an app like Apple Pay, Google Pay, or Samsung Pay. In this course, we'll talk about digital wallets and how they work at your POS machines. We'll also discuss the security measures you need to be familiar with when it comes to accepting payment apps.

PCI DSS Point of Sale: 05. Protecting Customer Data

At the core of PCI's Data Security Standards is the notion that businesses that accept credit and debit cards must be responsible for keeping that sensitive customer data secure. While a lot of this is the responsibility of your IT department, your boss, and the people who maintain and choose your POS devices, some of it does fall on you. As a POS operator, you will come in contact with sensitive customer data, and you must keep it secure. In this course, we'll talk about how to keep this information safe. We'll go through some PCI DSS-related terms you should be familiar with. We'll also talk about why this matters and how it impacts you directly.

Retail Conflict Management: 01. Why Retail Conflict Management?

If you work in an industry with continual customer interaction and exchange of money, you're bound to run into an unhappy person or experience a disagreement with someone at some point. Nobody wants to deal with conflict at work, but it's an unfortunate fact of doing business. In this series, we'll look at a few important keys to retail conflict management, including preparing yourself with common scenarios, recognizing the phases of escalation, de-escalating, and maintaining control in these tense situations. The goal is to prepare you for the worst-case scenarios ahead of time, so they don't catch you off guard.

Retail Conflict Management: 02: Preparation and Scenarios

When you're dealing with stressful situations at work, one of the best things you can do is to prepare yourself for those scenarios ahead of time. It boils down to knowing your company policies, being aware of difficult scenarios that might arise, and knowing how to handle them before they happen. Then, you'll be better positioned to respond in the appropriate manner. In this course, we'll talk about ways to prepare for difficult situations at work by going over common retail scenarios you might run into and how they should be handled.

Retail Conflict Management: 03. Phases of Escalation · JUL3342

Conflicts can escalate quickly. Your job is to step in and de-escalate the situation before things get out of hand. There are four phases of conflict, with each phase presenting different signs, and that's what we'll cover here. We'll talk about what signs to look for and how to handle each phase, so you're prepared for anything when conflicts arise. Luckily, with the right training, you'll be able to catch specific signs in the early phases and diffuse these situations quickly.

Retail Conflict Management: 04. De-Escalation · JUL3343

The ideal outcome for conflict management is to prevent it from ever happening. But no matter what you do, some conflicts are going to flare up, especially when nerves are high, and people are worn out. You do, however, have the ability to prevent some issues from arising. And you do have the ability to minimize the conflicts that are seemingly inevitable. That's what we'll discuss in this course on de-escalation. We'll talk about what angry customers need, and how to meet those needs through listening, understanding, and empathy.

Retail Conflict Management: 05. Maintaining Control · JUL3344

When you're in a difficult situation, it can be easy to let things get out of hand. Maybe you feel too convinced that "the customer is always right." Or perhaps you just don't know what to do with your own emotions. Whatever your personal struggle may be, you're not alone. Maintaining control over tense and argumentative situations isn't easy. So, in this course, we'll go over some tips to help simplify things. We'll talk about the importance of being prepared and how to best equip yourself for conflict. Then, we'll cover how to stay in control and react properly when you're confronted by an angry customer.

34. Risk Management

Risk management is the forecasting and evaluation of financial risks together with the identification of procedures to avoid or minimize their impact.

Some of the microlearnings in this section include topics like identifying risks, safety, and preparing for crises.

Risk Management Basics: Defining Hazards, Risks, and Loss

JUL3401

Hazards, risks, and loss are foundational terms of risk management. Often, mistakably, "hazard" and "risk" are used interchangeably. So, in this course, we'll go over what these terms mean, in relation to risk management, and give viewers some real-world examples. The simple concept here is to recognize hazards and risks, in the hopes of preventing loss.

Risk Management Basics: Identifying Risks

JUL3402

For small business owners, it might seem easier to delay the implementation of risk management strategies, and address challenges as they come. However, this is a very risky way to do business. Risk identification and management should be considered an essential part of business ownership. In this course, we'll talk about how to identify risk within your organization by examining your goals, documenting risks, and addressing safety issues that may exist.

Risk Management Basics: Risk Management Techniques

JUL3403

While there are a wide variety of risks in any workplace, there are essentially four strategies for managing those risks: acceptance, avoidance, mitigation, and transference. In this program, we'll walk through each of these strategies. We'll discuss knowing your risk threshold in accepting risk. We'll talk about how to avoid risk through elimination. We'll go over how and why to mitigate risk, and cover when it's right to transfer risk.

Risk Management Basics: Risk Assessment

JUL3404

A risk assessment allows you to objectively categorize and prioritize risks. It's a crucial component of your risk management strategy and involves analyzing each risk to determine the probability of that risk causing a loss. Then, you analyze the potential severity of that loss. Without this assessment, time and resources cannot be properly allocated to manage risks. So, how is a risk assessment accomplished? Here, we'll discuss the answer to that. We'll go over two risk assessment methods: risk register and risk matrix.

Risk Management Basics: Creating a Healthy Risk Culture

JUL3405

Risk culture is about prioritizing risk management by influencing workplace attitudes and behaviors. Risk culture focuses on analyzing and modifying how everyone on the team sees, understands, and reacts to workplace risks. In this course, we'll talk about how to build a healthy risk culture in your organization. The simple formula to remember is ABC: Attitude + Behavior = Culture. Here, we'll discuss the kinds of attitudes and behaviors you want to establish, in order to promote a healthy workplace culture.

Risk Management Basics: Embedding Risk Management Processes

JUL3406

A lot of companies have risk management initiatives. However, many struggle to fully integrate risk management processes into employees' daily routines. Risk management is often perceived as an annoying "add-on" to an already-packed schedule. Or it's seen as being overly cautious at the expense of efficiency and convenience. For risk management processes to be truly embedded in an organization, they must be second nature. Not an extra annoyance, but simply a part of doing business. In this course, we'll talk about how to successfully integrate and communicate these strategies to your organization.

Risk Management Basics: Safety

JUL3407

A recent study by the Occupational Safety and Health Administration estimated that, on average, more than 3 million U.S. employees are injured at work every year. Worse than that, nearly 5,000 Americans die on the job annually. These startling figures are enough to demonstrate a big gap between the ideal and the reality. Clearly, more can be done to promote safety in the workplace. So how can your organization manage safety risk? In this course, we'll talk about ways to ensure a safe work environment for you and your colleagues. We'll go over doing a risk assessment, coming up with strategies to manage risks, and putting safety controls in place.

Risk Management Basics: Preventative Maintenance

JUL3408

Preventative maintenance is simply taking care of your things. For some organizations, this may look like software updates. For others, it might be regular checks on industrial equipment. Regardless of the industry, preventative maintenance maintains usability and prevents failure of your company's most important tools. In this program, we'll talk about how to avoid reactive maintenance and the costs associated with making these types of repairs. We'll go over the benefits of preventative maintenance, the importance of proper planning, creating maintenance schedules, and understanding preventative maintenance triggers.

Risk Management Basics: Violence Awareness

JUL3409

You can't turn on the news these days without hearing about another incidence of violence - whether it be in schools, churches, grocery stores, or workplaces. Of course, we all hope that we're safe when we come to work. But the reality is that safety is equal parts planning and awareness - with a little bit of luck. This course is designed to help you with the planning and awareness pieces of that equation. We'll discuss the different types of violence that workplaces commonly experience. We'll go over risk exposures to various industries, warning signs you should always take note of, and what to do if you see these warning signs.

Risk Management Basics: Employee Health
JUL3410

Employers have a responsibility to maintain a safe and healthy workplace for their employees. And while the steps to accomplishing this goal will vary, depending upon the company size and industry, there are some common themes to keep in mind. In this program, we'll look at safety, in general, and what businesses need to do to ensure that their workplaces are safe. We'll go over the overall health of employees and the importance of workplace wellness programs. Lastly, we'll discuss stress, how it impacts health, and ways to mitigate it.

Risk Management Basics: Financial Basics
JUL3411

Financial risk. It's quite a scary term, isn't it? It's a risk that hits very near and dear to our hearts - our pocketbooks. When it comes to financial risks in business, thankfully we have accountants who oversee our finances. But it shouldn't stop there. It's a good idea for everyone in the company to have a basic understanding of financial terms and risks. In this program, we'll cover basic financial terms, like assets, liabilities, and cash flow. We'll talk about profit and loss statements, as well as the debt-to-equity ratio. We'll also discuss sources of financial risk, so that employees at all levels can be aware and help protect the financial health of their organization.

Risk Management Basics: Reputation Management
JUL3412

When it comes to risk management, you simply cannot overlook risks to a company's reputation. If an organization suffers from reputational damage, the impact can range from being minor, affecting just a few weeks of business, to catastrophic, closing a business forever. Every organization has reputational risk - that part can't be eliminated. But you can mitigate those risks, which is what we'll talk about in this course. Here, we'll go over internal, external, and online reputation management. This includes customer service training, delivering on promises, and digital advertising, as well as monitoring and responding to online customer reviews.

Managing Risk: Decision Making
JUL3413

The Clash rock band shared it in their eternal lyrics, "Should I stay, or should I go now? If I go, there will be trouble, and if I stay, it will be double." They are having trouble making a decision, but at least they're performing a risk assessment on the choices! We can do the same, only better. In this course, we share our five-step plan for defining the decision, and choosing between the options, but only after identifying the risks for each. With this knowledge, you can feel much more confident in "rockin' out" those decisions!

Planning for a Pandemic: Preparing for a Pandemic

JUL3414

A pandemic is an epidemic of disease that has spread across a large region. They happen when new diseases emerge that are able to infect people easily and spread from person to person in an efficient and sustained way. Pandemics can affect your business in countless ways and require extensive planning and allocation of resources to reduce risks, minimize damage, and protect the health of your employees and customers. In this course, we'll take a look at how to prepare for a pandemic, including establishing company policies, creating plans for maintaining business operations, and coordinating a communications strategy.

Planning for a Pandemic: Internal Communications

JUL3415

In the event of a pandemic, one of the most important things you'll need to manage is internal communications with your staff. They may be frightened, worried, or confused about what this event means for both their personal lives and work projects. How are they going to do their jobs? What do you expect of them? Should they come into the office or stay home? And what about your customers? Will their orders be delayed? It's up to your business to have a plan in place for internal communications during a pandemic, so you can answer all these questions for your staff and customers in a timely manner. In this course, we'll discuss how to establish a communication team and communication procedures for a pandemic.

Planning for a Pandemic: External Communications

JUL3416

Media presence after and during a pandemic crisis is unavoidable. Reporters report, it's as simple as that. The treatment your company receives by the media and the resulting public opinion, however, is within your control. In this program, we'll go over some best practices for handling media inquiries in the event that a pandemic outbreak affects your company. We'll discuss naming a spokesperson, preparing media statements, holding press conferences, and handling interviews. We'll also cover what should be included in a media kit, how to manage social media, and general tips for communicating with the media.

Planning for a Pandemic: Illness in the Office

JUL3417

If a pandemic breaks out in your region of the world, or in a region of the world where you have employees, it could severely impact your staff's lives and ability to work. What do you do in a situation like this? Luckily, there are some steps you can take in your office to prevent the spread of the illness in question, continue operations as much as possible, and stay in line with public health recommendations. We'll go over what preventative measures to take to avoid the spread of illness. We'll also talk about handling sick employees and recommendations for working from home.

Planning for a Pandemic: Business Continuity JUL3418

Business continuity is the ability to continue to do business regardless of crises, disasters, and other disruptions. Normally these disruptions might be earthquakes, floods, or fires, but pandemics can affect your business in much the same way, even if it's not happening where you live and work. In this program, we'll discuss how to assess the potential impact of a pandemic to your business. We'll go over various disruption scenarios as well as how to create a business continuity plan.

Crisis Management: Creating a Crisis Management Plan JUL3419

You've likely heard the saying, "Hope for the best; plan for the worst." This could've been written with crisis management in mind. In business, this is about being prepared for worst-case scenarios. In this program, we'll talk about what these worst-case scenarios might be, including the various types of crises that impact organizations. We'll also go over how to plan and coordinate a response to a crisis. This includes having an emergency response plan, a crisis communications plan, and an IT disaster plan.

Crisis Management: Preparing for Crises JUL3420

Experts estimate that nearly half of all businesses affected by disaster, whether natural or man made, never reopen. It's basically a 50/50 chance that a business faced with a crisis will outlast the event. Those are scary odds, which is why preparation is so important. In this course, we'll go over some practical steps that organizations can take to get prepared for a crisis. We'll discuss preventative maintenance on facilities, databases, and equipment. We'll go over how to create an emergency supply kit to keep on hand. We'll cover ways to properly communicate information during and after a crisis, and lastly, we'll explain how to raise awareness to spot warning signs of potential trouble.

Crisis Management: Responding to Natural Disasters JUL3421

Natural disasters come in many forms. There are thunderstorms, blizzards, hurricanes, and heat waves to consider. Then there are geological disasters, like earthquakes and volcanoes to contend with. How organizations should prepare for these types of events varies greatly depending upon location, industry, and other factors. However, there are some similarities in response strategies, regardless of the type of disaster. In order to respond, you must know what to do before, during, and after the event. That's what we'll cover in this program.

Crisis Management: Responding to Emergencies JUL3422

Most of the time, we count on our workdays being routine and predictable. However, emergencies can happen at any time, so it's critical that businesses and employees are prepared and equipped to handle worst-case scenarios. In this course, we'll talk about common emergencies organizations experience, safeguards companies should have in place, and what should be done during emergency situations. We'll discuss what actions should be taken before emergency responders arrive and go over implementing and executing an emergency response plan.

Crisis Management: Business Continuity During a Crisis JUL3423

If something catastrophic happened to your organization, would you be able to continue serving your customers and paying your employees? Of course, it's dependent on the type and severity of the crisis, but in general, do you have a plan in place to continue doing business? In this course, we'll talk about how to get a solid business continuity plan in place. We'll go over assessing risks and doing a business impact analysis. We'll also cover the various components of a business continuity plan, so your organization can keep things running smoothly if disaster strikes.

Crisis Management: Media Inquiries During a Crisis JUL3424

Media presence after a crisis can be unavoidable. The treatment your company receives by the media and the resulting public opinion, however, is partly within your control. In this course, we'll go over best practices for handling media inquiries. We'll cover assembling a crisis communication team, choosing a spokesperson, and addressing the situation. We'll also talk about how to handle employees who are contacted by the media, what to do with your company's social media accounts, and the various ways to release information to the media.

Crisis Management: Brand Management During a Crisis JUL3425

Many companies have dealt with crises and taken hits to their brands, as a result. Workplace catastrophes, data breaches, executive scandals, etc., can all deeply impact a company's reputation, resulting in loss of trust and revenue. Organizations can't necessarily prevent crises, but they can manage the way they respond and protect the brand. In this program, we'll talk about managing your brand's image during and after a crisis. We'll go over analyzing the company's current brand and tone, creating and maintaining a crisis messaging plan, and monitoring and responding to comments and reactions from the public.

Risk Management Basics: Types of Risk

In business, risk comes in all shapes and sizes. As a leader, you need to be aware of the various types of risk that may exist and pose harm to your business goals, employees, and even yourself as a leader. So, in this program, we'll talk through several types of risk that businesses face. This includes criminal, human, and operational risks that exist in workplaces. We'll also cover safety hazards, compliance risks, legal risks, and financial risks that you should be aware of. Lastly, we'll discuss risks associated with your competition and your reputation.

35. Sales Management

Sales management is the process of hiring, training and motivating sales staff, coordinating operations across the sales department and implementing a cohesive sales strategy that drives business revenues. Sales are the lifeblood of any organisation and managing the sales process is one of the most important functions of any business.

Managing the sales process and running a sales meeting are a few of the topics of microlearnings you will find in this section.

Creating an Ethical Sales Environment

Salespeople are a naturally competitive breed, whether they're vying for President's Club, or securing the largest account. Friendly competition is a healthy motivator for sales reps, However, it can also send salespeople down the slippery slope of unethical sales practices. This kind of behavior puts you and your company at risk. So in this course, we'll go over the importance of creating an ethical work environment and how to set those expectations for your sales team.

Developing Your Business Plan   JUL3502

If you're embarking on a significant endeavor that's likely to consume a substantial amount of time, money, and resources, then you need a business plan. A business plan is a guide, a roadmap, for your business that outlines goals and details how you plan to achieve those goals. This isn't only applicable to new businesses or applying for new business loans. Existing businesses should have business plans that they maintain and update over time. In this course, we'll go over how to create, maintain, and update a business plan.

Managing a Sales Process   JUL3503

A sales process is a set of repeatable steps your sales team takes to convert a prospect into a customer. Without these defined steps in place, even the most promising deals can fall through. This course is designed to help you hang on to every deal by creating a standardized sales process for your team. We'll talk about building a successful sales process and the stages that it should include. Having this formalized process ensures that your team focuses its efforts on the activities that generate the most revenue.

Managing Field Sales   JUL3504

Managing a field sales team brings its own unique set of challenges. You not only have to manage sales performance, but you must also take into account communication and geographical logistics. How do you keep remote employees engaged, motivated, and accountable? That's what this course is all about. We'll discuss how to effectively manage a sales team of remotely located, unique employees. We'll cover holding regular team meetings, using consistent communication, training recommendations, sales plans, and more.

Riding Along With Sales Reps   JUL3505

Ride-alongs. Reps don't love them, but they're a must. The only way to observe your team is to actually see them in action. In this course, we'll talk about the best ways to conduct a ride-along. We'll discuss when and how to schedule one, creating predetermined goals, and setting clear expectations. We'll also go over planning your day, informing clients of your participation, and how much involvement you should have on the sales calls. Lastly, we'll touch on how to have a helpful follow-up conversation regarding their performance, and what it should entail.

Running a Sales Meeting

Everyone loves meetings. Morning meetings, mid-morning meetings, lunch meetings, brunch meetings: the more meetings, the merrier! Nope. Nope. Nope. No one feels that way. Most people think meetings, especially regularly scheduled meetings, are pointless time wasters. But in sales, meetings are essential. This program talks about the best ways to effectively plan your meetings to make them motivating, engaging, and productive. We'll cover agendas, recognition, collaboration, and more.

Sales Forecasting for Managers   JUL3507

Accurate sales forecasting is essential for companies to operate efficiently. It enables you to make more informed business decisions, like managing your workforce, cash flow, and resources. It allows you to predict short- and long-term performance. There are many things you can base your forecasts on, and there are several uses for these forecasts. That's what we'll discuss in this program. We'll talk about why and how sales forecasts are beneficial, what you need to create one, and the various forecasting methods available.

Sales Management Basics   JUL3508

Sales managers have vast responsibilities: establishing quotas and objectives, sales forecasting, budgeting, recruitment, training, compensation, and evaluation. The list goes on and on. However, the most important role is managing the people who make the sales. At its most basic, sales management is the process of developing a sales force, coordinating sales operations, and implementing sales techniques. Besides helping your company reach its sales objectives, the sales management process allows you to stay in tune with your industry as it grows. In this course, we'll discuss this process.

Sales Performance Measurement and Reporting   JUL3509

There's a lot of pressure to hit sales quotas. And that's not just for your own financial reasons, but for the company you work for. Therefore, as a sales manager, you first need to identify the key sales performance metrics by which to judge your sales reps. Because if you can't measure it, you can't manage it. By studying these metrics, you can improve the performance of your reps, stay on top of opportunities, and manage the health of the sales funnel. In this program, we'll discuss which key metrics to look at for improving your team's performance.

36. Sales Relationships

Relationship selling refers to the sales technique that focuses on the interaction between the buyer and the sales person, rather than the price or details of the product. Most salespeople can benefit from the microlearnings in this section.

In this section you will find microlearnings on topics such as discovery calls, sales prospecting, and utilizing DISC in sales.

Building GREAT Sales Relationships   JUL3601

We've all heard that "customers buy from people they like." Building a great personal relationship is a key factor in long-term sales success. This program shows how to solidify the business relationship by strengthening the personal relationship, and provides techniques for getting to know customers better and helping them to open up.

Discovery Calls: Advanced Questioning Techniques   JUL3602

Asking prospects questions is like mining for gold. You ask detailed questions and then dig and sift through the information to find what you're looking for: those gold nuggets of data that you can use to make a sale. You're burrowing down to find the true needs of the customer. Sure, it might be tedious, but with the right plan, can be smooth and painless. That's what this course is designed to help you with. We'll take you through some advanced questioning techniques to help you gain insight on the true needs of your prospects.

Discovery Calls: Gathering Prospect Information   JUL3603

Prospecting. If you work in sales, you have to do it. And you have to be good at it in order to meet quotas. In this course, we'll talk about how to effectively gather prospect information. The purpose of prospecting is to create a pipeline of qualified customers and potential customers. We'll discuss how to choose quality prospects. We'll also go over sourcing prospects and sorting their information. More prospects equals more sales, but this course is designed to ensure you're spending quality time on quality prospects.

Establishing Credibility   JUL3604

Congratulations! You offer a great product or service! You know that, but how do you convince your customers of that? You need to establish credibility as a trustworthy person to buy things from. Despite what your parents told you, Just being yourself doesn't always work. In this course, we'll discuss the importance of relationship selling. We'll go over creating an effective sales pitch, doing your research, verbal and nonverbal communication, and how to prove your expertise.

Excellent Customer Service   JUL3605

Quality customer service can make your business successful. Poor customer service can destroy it. It's really that simple. Negative reviews and online rants from unhappy customers are deeply impactful. We need to get in front of these instances and take a good, hard look at how to provide quality customer service to everyone. In this course, we'll discuss the accessibility and empowerment of your customer service representatives. We'll also talk about using social media tools to your advantage.

How Customers Want to Be Treated

Most customers want their order to be fulfilled or their service to be done correctly, and that's it, right? Wrong. Customers want to be appreciated. They want you to value their business. They want a relationship with companies they do business with. So in this course, we'll take a good look at the ideal customer/business relationship in the eyes of the customer. We'll talk about providing exceptional customer service, understanding customer expectations, and personalizing the customer experience.

No, But, If

JUL3607

Your customers will always be asking you for "stuff". As sellers, we are conditioned to say "Yes." No, But If training will help you to say "no" while still keeping your retailers satisfied.

Product Knowledge

JUL3608

Obviously knowing your product is a must. However, the rules have changed in recent years, due to the availability of information online. Now your customers are researching YOU, so you have to be on your game and know your stuff. In this course, we'll go over what you need to know and how you should present that knowledge. We'll also cover available resources you should use to get fully up-to-speed on your product knowledge.

Sales Prospecting: How to Get Past Gatekeepers

JUL3609

"YOU SHALL NOT PASS!" Isn't that how it feels every time you try to make a sales call? It's the gatekeeper's job to keep salespeople like you out. It's your job to persuade them to let you through and give you access to the decision-makers, so you can sell. This program is all about how to get past the gatekeepers. We'll talk about the importance of getting to know these people. We'll go over the proper ways to communicate and how to gain important information from them. We'll also cover some tips on how to get around gatekeepers and reach decision-makers directly.

Sales Prospecting: How to Leave Sales Voicemails

JUL3610

Leaving voicemails can be daunting at times, can't it? We stumble, we lose our train of thought, and sometimes we come off sounding like a goober. As a salesperson, you are often put through to voicemail, which makes your job that much more difficult. How do you leave a professional, polished voicemail that also generates interest and gets the client to call you back? That's what we'll explain in this course. We'll take you through a step-by-step process for how to leave sales voicemails. We'll talk about the proper format to use and go over some common pitfalls to avoid.

Sales Prospecting: Sales Analytics and Metrics JUL3611

Metrics. Analytics. Numbers. Math. Blah. Yes, this is not the most fascinating stuff to most people. However, these numbers are how quotas are set. These numbers help companies determine whether or not employees receive raises. The use of analytics in sales allows you to provide better products and make offers customers are more likely to accept. Boring content? Perhaps. Directly impactful to your bank account? You bet. In this course, we'll discuss some of the many important analytics and key measurements that you can use to improve your sales process.

Sales Prospecting: Social Media Networking JUL3612

Social media networking is an inexpensive but super-effective way to interact with potential clients, and you don't even have to leave the office. In this course, we'll discuss using Facebook, LinkedIn, and Twitter to connect with customers. We'll talk about how to create your business profiles, how often to update them, and what important information you should be sharing with your followers. We'll also go over things to avoid when it comes to social media networking.

Sales Prospecting: The Flipped Sales Funnel JUL3613

Now that we've covered the sales funnel, we're going to flip it around and look at approaching it in the opposite way. Wait, what? How can that work? Well, rather than casting a wide net and narrowing down prospects until you get into sales, this method has you connecting with your current customers. You use them and their word of mouth to expand your sales opportunities. In this course, we'll talk about the rationale behind turning the funnel upside-down. We'll go over why this method may work for you, and the steps you should follow to flip the funnel successfully.

Sales Prospecting: The Link Between Marketing and Sales JUL3614

Marketing and sales must work together in order to be successful. Marketing must source prospects and lead them into the sales funnel, ultimately resulting in a sale for you. As a salesperson, you need to understand what marketing does, and how your two departments can work in tandem for the overall good. In this program, we'll talk about several common marketing tactics and how these apply to you and your role. We'll also go over the many ways that marketing and sales should be partnering to stay in alignment with their goals.

Sales Prospecting: The Original Sales Funnel

JUL3615

The sales funnel represents the steps your prospects go through, starting with their first awareness of your company and ending with a purchase. You start with a wide base of people, and the funnel narrows down your prospects with each step in the process. It's your job to set up your sales process to guide your prospects toward a closed deal, and maximize the number of prospects that make it to the bottom and become customers. In this course, we'll discuss the four steps of the sales funnel, going through some examples of what this looks like and how it applies to you.

Sales Prospecting: The Sales Pipeline

JUL3616

In essence, the sales pipeline is the sum of all your client opportunities and a way of tracking where each of them is in the sales process. All of your sales opportunities lie somewhere along the pipeline, so in this course, we'll talk about how to create a pipeline and the best ways to manage it. We'll discuss tracking tools, making timely updates, maximizing productivity, checking the health of your pipeline, and monitoring metrics.

Selling to a High C

JUL3617

The objective of this program is pretty simple: High C customers are different than other customers, and when you sell to them, your approach has to be different, too. Here's how you can meet the unmet needs of a High C to better sell to them.

Selling to a High D

JUL3618

When you're selling to someone, especially someone with decision-making power, you need to understand their value set, and their value set varies by personality type. In this course, we talk about how you can sell to a High D.

Selling to a High I

JUL3619

To sell to any customer, you have to meet their unmet need. So the objective of this program is to learn how High I customers behave, what their needs are, and how you can better sell to them.

Selling to a High S

JUL3620

When selling to a High S, your goal is the same as when selling to anyone, and that is to meet their unmet need. Here, we'll talk about the needs of a High S and how you can better sell to them.

Using Portable Media

You want your presentations to dazzle. You want them to wow. You want them to be impactful. There is so much technology at your fingertips to help you with this, but it's not always the most reliable. Let's talk through some different media options available to you, and consider what back-up plans might be necessary to implement, should your technology fail. We'll also discuss some tips on what to present and how to present it.

Utilizing DISC in Sales

this course, we'll discuss using the DISC personality tool. This tool allows you to quickly establish a person's personality type and how to best interact with them. Having this knowledge will make you a better seller, a stronger leader, and a more empathetic colleague.

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37. Sales Skills

Sales skills are the characteristics and competencies sales representatives depend on to support customers in making purchases and resolving issues. All salespeople can benefit from these microlearnings.

Handling objections, closing the sale, and tough customers are some of the topics found in this section of microlearnings.

Asking Great Sales Questions JUL3701

The sales funnel represents the steps your prospects go through, starting with their first awareness of your company and ending with a purchase. You start with a wide base of people, and the funnel narrows down your prospects with each step in the process. It's your job to set up your sales process to guide your prospects toward a closed deal, and maximize the number of prospects that make it to the bottom and become customers. In this course, we'll discuss the four steps of the sales funnel, going through some examples of what this looks like and how it applies to you.

Building a Sales Plan JUL3702

Close more sales? Check. More money in your bank account? Check. Beat the competition? Check. President's club? Check. These are all really solid goals, and all require a sales plan to make them happen. It's your map to get from where you are to where you want to be. That's what we'll cover in this course. We'll talk about the seven components of an effective sales plan, including helpful strategies and tactics, which tools and systems are beneficial, and measuring your progress using metrics.

Building a Sales Process JUL3703

A sales process is a systematic series of steps that converts a prospective buyer into a customer. Many companies follow different methodologies, but the actual process is usually pretty similar across the board. We'll talk about what steps make up a successful sales process and why having one tailored to your business is important. We'll also discuss different sales process formats, CRMs, metrics, and things to avoid when it comes to building your sales process.

Closing Strategies JUL3704

Some say that if you've been effective throughout the entire sales process with your customer, then the close should be the easiest part. Regardless of where you stand on this argument, closing requires some strategizing. You need to know what the buying signs look like and when to go for the close. It's also important to understand the various closing techniques and when to apply them. We'll cover all of that, and more, in this course on closing strategies.

Closing the Sale JUL3705

Tom Petty sang that "The waiting is the hardest part," but many of us feel that it's the closing. At closing, it can seem that you and your customer are pitted against each other, coming from opposite corners. But what if you took off the gloves and put on a different perspective, and role? The one of therapist, coach, or guide? What if you were just simply guiding them through a path to met needs and benefit realization? And it was almost as if you were giving them a "gift" in the close? This course shows you the way.

Creating Your Elevator Pitch

JUL3706

You have 60 seconds to sell your product or service. How do you make the most of it? That's what this course is all about. An elevator pitch is a short, memorable description of what you sell and its benefits. It comes from the idea of succinctly presenting your product or service on an elevator ride, thereby enticing your audience, or fellow passengers. The goal isn't to sell right away, but to gain interest. In this video, we'll talk about both writing and delivering your elevator pitch.

Decision Makers and Influencers

JUL3707

Decision makers have the power and authority to make a sale happen. Influencers have the power to influence and persuade the decision makers. Who should you pitch to? Who should you spend more time talking to? How do you determine who the decision makers and influencers are? That's what this course is all about. We'll discuss the differences between these two customer types and what role they play in the sales process.

Determining Customer Needs

JUL3708

We need to figure out what our customers really need. Without a need, don't proceed!

Distance Selling: How to Influence Over the Phone

JUL3709

Possibly the greatest challenge of distance selling is that you have to do it without one of the most powerful tools a salesperson has. Your physical presence. The prospect can't see your expressions or your body language. Heck, they can't even shake your hand. So how can you inspire trust and confidence from a buyer without these essential tools? That's what we'll talk about in this program. We'll discuss body language, posture, and breathing for phone conversations. We'll talk all about your voice, including your volume, pitch, tempo, and inflection. And lastly, we'll go over your attitude and how that can impact your calls.

Distance Selling: Phone Selling

JUL3710

Selling to customers over the phone may be one of the trickiest types of sales, particularly in this era of digital communication. People are constantly getting barraged with sales messages via email, text, and social media. And many times, people prefer the arms-length communication that these mediums provide. Now that's not to say that phone sales can't be done successfully. You just have to know how to do it. So in this course, we'll talk about setting call objectives, qualifying leads, and asking good questions. We'll also discuss ways to get to the decision makers, overcoming objections, and closing the deal.

Distance Selling: The Virtual Presentation

Presenting to an audience can be nerve-wracking. And that's true whether you're in-person or virtual. In fact, virtual presentations may require more preparation. There's a lot of pressure in designing a cohesive presentation and ensuring that your mode of presentation functions properly for everyone participating. In this course, we want to talk about making unique, virtual presentations that resonate with your audience. We'll discuss content, timing, and the various ways to structure your content. We'll cover creating a strong opening and a memorable ending to your presentation. We'll also run through some basics rules for creating a visually pleasing presentation.

Emotional Selling and Storytelling   JUL3712

"Two little mice fell in a bucket of cream. The first mouse quickly gave up and drowned. The second mouse, wouldn't quit. He struggled so hard that eventually he churned that cream into butter and crawled out. Gentlemen, as of this moment, I am that second mouse." Christopher Walken spoke this memorable, motivational quote in the movie "Catch Me If You Can." Stories, quotes and having a passion for what you sell invoke feelings and emotions in your customers. Emotions are what drive people to buy. This is a powerful tool that every salesperson should be leveraging. That's what we'll discuss in this course on Emotional Selling and Storytelling.

Handling Objections: Defeating Stalls   JUL3713

"Let me sleep on it." "I need to talk it over with my boss." I bet you've heard these once or twice. When they don't say yes, and they don't say no, they're stalling. In this course, we'll talk about how to defeat sales stalls. We'll discuss the different stall tactics customers use. We'll also go over the various objection types and how to get around them to avoid a stall.

Handling Objections: Doubt   JUL3714

Doubt is when your customer doesn't believe what you're telling them. Usually they think it sounds too good to be true or they've heard something different from somewhere else, maybe from a competitor. How do you battle this objection? It's not always easy getting someone to believe you. Let's take a look at this doubt objection, and talk about how to overcome it, should you experience this with one of your customers.

Handling Objections: Handling Objections Basics   JUL3715

You're not really selling until you hear the word "no." Until then, you're only giving a presentation. "No" is where the real dialogue begins. In this series of programs, we'll talk about the different objections you hear in sales, and how to overcome those. In this course, we'll briefly review the basic sales process and sales psychology. Then we'll go over the four categories of objections and how to react when a customer initially rejects what you're offering. We'll also discuss the importance of identifying and categorizing objections when you hear them.

Handling Objections: Indifference   JUL3716

Indifference is a tricky objection to overcome. Essentially, the customer doesn't need (or think they need) what you're selling, because you don't fully understand their unmet need. In this course, we'll talk about how to uncover unmet needs to overcome indifference objections. We'll also review sales psychology, identifying and prioritizing objections, and buying signs you need to pay attention to.

Handling Objections: Misunderstanding   JUL3717

"The worst distance between two people is misunderstanding." Unknown It's terrible to be misunderstood, particularly when it impacts your livelihood. If the customer misconstrues the data you've provided, or the client simply doesn't fully understand what you're offering, how do you clear that up and overcome a misunderstanding objection? That's what this course is all about.

Handling Objections: True Negative   JUL3718

A true negative objection is defined as simply that: a truthfully negative component to your offering. "You're more expensive." "The competitor can deliver quicker than you." "Your warranty isn't as long as the other guys." Ouch. How do you overcome these objections that are brutally accurate? In this course, we'll do a quick review of sales psychology, then dive into true negative objections and how to defeat them.

Overview of Sales Methodologies   JUL3719

SPIN, SNAP, Sandler, MEDDIC, Conceptual, and CustomerCentric. What are we talking about? Dance moves? Nope. These are actually some of the most widely used sales methodologies. If you're looking to tailor a process to your business' strengths or to meet the customer demands, you need a sales methodology. Think of it as a playbook that guides and informs your tactics throughout the sales process. In this course, we'll review the six methodologies we listed to help you differentiate between them and determine which method is right for your business.

QuickSell   JUL3720

Today's customers are busy with no time to waste on forming personal relationships with their sellers. Learning the Quicksell is fast, easy, and it works!

Recordkeeping: Internal Sales Communication

JUL3721

When you work on a sales team, particularly an outside sales team, you don't want to find yourself living in a silo, focusing on only your numbers and your territory. Staying connected is critical to your success. In this course, we'll talk about the importance of internal communication for sales teams, and how to implement an effective communication strategy if your organization doesn't have one.

Recordkeeping: Recordkeeping Basics

JUL3722

Good salespeople keep good records. Yes, recordkeeping is not the most thrilling task, but it's essential to avoid customer issues. When you have a poor recordkeeping system, orders can get lost. Customers aren't called back when promised. Proposals are sent out incorrectly. Referral business opportunities get missed. As a salesperson, you want to keep your customers happy and avoid situations like these. In these courses, we'll take you through the basics of good recordkeeping, using your CRM effectively, and internal sales communication.

Recordkeeping: Using Your CRM Effectively

JUL3723

Customer relationship management (CRM) software stores current and potential customer data. There are vast benefits to using a CRM system, but it's only as good as the information you add to it, so it's good practice to record more than just the basic information. In this course, we'll discuss the benefits of a CRM, what types of information you should enter in your system, and the drawbacks to using the software.

Sales Forecasting for the Salesperson

JUL3724

If you're a sales rep, chances are, most of your sales forecasting has been done for you. But there are several reasons why it's beneficial for you to get involved in them. In this program, we'll talk about why doing your own sales forecasting is important. We'll go over how to create a sales forecast, and discuss things you should take into account when developing one. We'll also talk about different forecasting methods to help determine which style is best for you.

Sales Time Management

JUL3725

There's always so much to do and so little time. Between researching prospects, keeping in touch with leads, writing proposals, sending in expense reports, not to mention actual sales calls, it's hard to know where to start. In this course, we'll help you out with all of that. We'll cover setting goals, weekly planning, prioritizing, getting organized, and much more. We'll also go over things to avoid and the importance of taking breaks.

Selling in New Products

JUL3726

"At the end of the day, we are not selling, we are serving." - Dave Ramsey You are not selling a new product. You are serving your customer. And what do our customers want to be served? A big, heaping bowl of profit! In this course, we'll share the recipe for this profit, which includes two main ingredients: traffic and transaction size. You'll learn proper presentation, and how to serve it up, right there in your new product.

Selling Strategies: Consultative Selling

JUL3727

Selling is all about relationships. Certainly you've heard this before. This idea is the core motivation behind consultative selling, as this approach is rooted in creating trustworthy and honest relationships. It puts the focus on the customer and their experience. In this program, we'll discuss how consultative selling works, and why it works. We'll talk about the importance of authenticity, listening, and delivering on your promises. We'll also go over some common mistakes to avoid.

Selling Strategies: Cyclical Selling

JUL3728

The sales process is cyclical by nature. Companies encounter upswings and downswings in sales all the time. Understanding these cyclical swings can help you plan and design a better sales process, so you can get in front of financial downturns and lessen the blow. In this course, we'll discuss cyclical patterns and industries. We'll talk about pattern indicators that you should pay attention to and prediction strategies to help you forecast more accurately. We'll also go over forecasting methods and tracking your data.

Selling Strategies: Field Sales

JUL3729

Field sales, or outside sales, is a type of selling strategy where representatives meet prospects face-to-face, or outside of the office. This is an ever-changing landscape due to digital communication. That doesn't mean, however, that outside sales has lost its value in our remote world; it just needs to keep up with the technology. In this program, we'll go over the role of a field sales rep. We'll discuss the difference between inside and outside sales, why face-to-face sales is important in certain industries, and how to successfully sell in person.

Selling Strategies: STUN Selling

JUL3730

Being different, bigger, or cheaper isn't always enough to win or keep customers. The truth is, customers don't always know what solutions or products will help them. What they are keenly aware of, however, are the challenges they face. That is where you come in. Regardless of your industry, you need to address your customer's unmet needs, and to do this, you need to understand the biggest problems they face. In this course, we'll talk about how to find that information. We'll go over using existing customer data, asking relevant questions, analyzing the competition, and how to differentiate yourself.

Selling Strategies: Tiered Selling

JUL3731

Tiered selling is a way to bundle features into multiple packages, where each package is sold at a different price. A common approach is basic, standard, and premium offerings, or "Good-Better-Best" packaging. While the perception of bundled packages is favorable in the eyes of the buyer, this gives the advantage to you, the seller. In this course, we'll use a shopping mall theme to talk about the benefits of a tiered selling approach and how to best implement it to increase your growth and revenue.

Selling Strategies: Upsell and Add-Ons

JUL3732

Bringing in new customers is essential to hitting your sales numbers. However, selling to existing customers is one of the easiest and more effective ways to increase your profitability. Repeat customers are likely to spend more, refer more people, and bring in more business. In this course, we'll go over some effective strategies to increase revenue using upselling and cross-selling. We'll discuss strategic planning, timing, rewards, and some common sales mistakes you want to avoid.

Selling To Different Customer Roles

JUL3733

If satisfying the Customer Need is the key to the sale (which it is), then it stands to reason that the class: Determining Customer Needs is where the locksmith works. But there is always one more thing to learn about your customer. This class shows how customers who work in different roles have different-sometimes very selfish-needs. If you try to sell the same benefit of your solution to every buyer in a particular account, some respond and others don't. The answer is that they have a different perspective as to what is needed...because they have a different area of responsibility. Figure it all out in this fast moving class.

Selling to the C-Suite

JUL3734

Depending on what you sell, eventually you may need to take it to C-level, executive employees. It can be an intimidating task to sell to chiefs of departments or companies. How do you know when to move your sale to that level? How do you get an "in" with a chief? And what the heck do you say when you get there? That's what we'll cover in this course. We'll talk about the roles of chief leaders and how to speak at their level.

Smile!

JUL3735

Smiling has a great impact on ourselves and those around us. Smiling affects everything from our health to our work productivity. This course reviews the positive outcomes of smiling and it gives advice on how to practice a genuine smile.

Speaking Customer

JUL3736

Interactions with customers can be wonderful. You have the opportunity to find out about what they need, figure out how you can help them, get them to use your product or service, and make money while doing it. This is true especially if you speak their language: customer. In this course, we explain how to make sure you are on the "same page" as your customer, not only with your words, but also with your focus.

Territory Management: Analyzing a Territory

JUL3737

Yes, it's important to attack your territory and generate as many sales as possible. But it's equally as important to analyze your region on a regular basis. You need to know it inside and out, so in this course, we'll talk about the best ways to do that. We will go over understanding the geography, customer and lead data, and knowing your competition. We'll talk about SWOT analyses, coming up with a plan of attack, and setting reachable benchmarks.

Territory Management: Managing a New Territory

JUL3738

Perhaps your company has expanded into a new market. Or, you're acquiring someone else's territory, either temporarily or permanently. Whatever the case, you're now working in new territory. Where do you start? That's what this program is about. We'll go over tips on familiarizing yourself with your new region. We'll discuss the differences between working a new territory versus an inherited territory, and how to approach these accounts. We'll also go over planning a successful training session and new sales strategies.

The Order-Taker & the Professional

JUL3739

"Never settle for the path of least resistance." Yes, in sales, it's possible to meet your quotas, keep your boss off your back, and do as little work as possible to get by. You can also surpass your quotas, keep your sales funnel full, meet or exceed your customers' expectations, and rise up the ranks. Who would you rather be: the order-taker or the professional?

The Unmet Need

JUL3740

Without a need, don't proceed. This should be ingrained in your sales psyche. You can't force a need onto a customer. You can't charm them into thinking they have a need that you can meet. Your job is to determine what the customer needs and insert that into your sales process, if you're able. Let's take a look at how to determine what exactly the customer needs. We'll discuss the psychology of a sale, increasing revenue versus reducing expenses, and what you should be doing to successfully meet your customers' needs.

Tough Customers: The Bully JUL3741

You run into all different types, working in sales. You'll meet wonderful customers who become friends, and you'll meet others who are awful to deal with. In this course, we'll talk about a tough customer that you're likely to run into during sales calls: the bully. This client may raise their voice, make demands, and dominate the conversation. But you still need to make the sale. Let's discuss how to sell to these people. We'll touch on nerves, body language, and tone. We'll also go over some conversational tips and the proper ways to handle conflict.

Tough Customers: The Entitled JUL3742

One of the most common tough customers is the entitled customer. They expect special treatment, and often, they don't play fair. You cannot let them walk all over you. So, how do you handle this tough customer? It involves lots of efficient communication, treating customers equally, and setting reasonable expectations for their high demands. In this course, we'll cover all that needs to be done to successfully deal with the entitled customer.

Tough Customers: The Expert JUL3743

Have you ever tried to sell to a customer who thinks they know it all? This tough customer is known as the expert. They know everything about your products or service, they criticize things that you say or do, and they definitely don't want your advice. Super easy sell, right? Wrong, but it's not an impossible sale. It just takes some skill and finesse, and that's what we'll talk about here.

Tough Customers: The Grump JUL3744

You'll find tough customers in any industry, and sooner or later, you're going to have angry customers. We all know them - the grumps. These are people who feel their needs should be prioritized above all others. They have trouble containing their emotions, are usually stubborn, and are likely to start ranting. Sometimes grumps will even cause a scene, so with these types, your job is to take control of the situation and start offering solutions. Dealing with a grump is a several step process and that's what we'll cover here.

Tough Customers: The Hesitator JUL3745

Being a salesperson is difficult, and tough customers will throw all sorts of obstacles at you, from their budget or schedule, to "better" competition or the need to run it by their boss. All of these objections can be overcome, but the really tricky customer is the hesitator. The hesitator is indecisive, and they take up more of your time than they should. So, what's the best way to deal with the hesitator? That's what we'll cover here.

Turning Features into Benefits   JUL3746

Everyone's favorite radio station is WII-FM. This stands for "What's In It For Me?", and you've probably heard the phrase before. It's prevalent because it's true. Your customers do not care about how big, shiny, fancy, or delicious your products are. They care about benefits. So it's a matter of fine tuning your presentation, which this course proudly presents. We show you how to move easily from features to benefits, which leads to the nod, then to the "Yes." And that is truly music to the ears.

Uncovering Customer Needs   JUL3747

It's like pulling teeth trying to get people to talk to you sometimes, isn't it? People will barely make eye contact with you, let alone divulge to you all of their problems, concerns, and dissatisfactions. How do you sell in this environment? How do you get to the root of their unmet needs to offer your solutions? That's what we'll talk about in this program. We'll discuss two different sales methodologies to help identify customer needs. We'll also talk about how to approach the sales process, knowing what to ask, to help get people talking.

What Is a Sales Process?   JUL3748

A sales process follows a series of steps that convert a prospective buyer into a customer. Companies need this process to help their sales team identify more qualified leads, close more deals, and ensure your business provides a consistent experience to every prospect. An effective, successful sales process empowers and informs the buyer and should reflect the way customers want to buy. This cultivates a positive representation of your brand and product, building lasting relationships. In this course, we'll talk about the seven steps to an effective sales process: prospecting, qualifying, approach, presentation, handling objections, closing, and follow-up.

What's Right for This Prospect, Today?   JUL3749

Isn't it wonderful that you can cold call a prospect at any time and they will warmly accept your interruption to their day? Wait, has that not been your experience? Yeah, it can be brutal trying to secure time with a customer, but even more difficult with prospects. Let's talk about some different methods you can use to get on a prospect's calendar, so you can do some selling. We'll cover seeking opportunities, quickly recognizing potential leads, and getting to know your customers.

When to Shut Up   JUL3750

Being quiet can be a very important part of the sale. It can be the difference between making the sale and walking out the door with nothing. This course explores the concept of "shutting up," how it fits in to the Quicksell, and its role in selling to different personality types. Use this technique, and you'll soon see that silence truly is golden!

Writing a Sales Proposal   JUL3751

It's like pulling teeth trying to get people to talk to you sometimes, isn't it? People will barely make eye contact with you, let alone divulge to you all of their problems, concerns, and dissatisfactions. How do you sell in this environment? How do you get to the root of their unmet needs to offer your solutions? That's what we'll talk about in this program. We'll discuss two different sales methodologies to help identify customer needs. We'll also talk about how to approach the sales process, knowing what to ask, to help get people talking.

38. Small Business Success ★ ★

Running a small business is difficult. Success is even more important when everything is at stake for employees. These microlearnings will be helpful to those starting and/or running a small business.

In this section of microlearnings you will find topics such as hiring for small businesses, marketing for small businesses, and small business HR laws.

Big Ideas for Small Business: Tips for Building Your Website

You need a website. There is no way around that. No matter how small your business is, people want to find you online. Your website represents who you are and potential customers want to learn about you, they want to see your products and service offerings, find your contact information, and much more. The good news is that you do not have to build your website all by yourself using HTML. This program walks you through several tips to build a website that is manageable to you and gives the customers what they want.

Big Ideas for Small Business: Tips for Outsourcing   JUL3802

To outsource or not to outsource, that is the question! You and the team you have organized to run your small business have too many tasks and jobs. And you are all spending time, or maybe wasting time, working on tasks that do not fall within your strengths. At what point should you consider outsourcing those items? And when you do decide to outsource, where do you begin? That's what we will talk about here. We will quickly review a cost-benefit analysis to determine the need and then cover several tips to help you strategically outsource the specific items that are weighing you down.

Big Ideas for Small Business: Tips for Printing   JUL3803

Thankfully, printing has evolved from the old laborious process that it used to be, requiring rubber plates and months of work. With on-demand printing and 3-D printing, a small business can quickly and easily have almost anything printed and shipped to themselves or directly to a customer. Whether you need thank you cards, flashlights with logos, calendars, or point of sale materials, having your materials printed is an easy and affordable option.

Big Ideas for Small Business: Tips for Shipping   JUL3804

Whether you're shipping products to customers or sending paperwork back and forth between vendors and suppliers, shipping is part of small business. Shipping is one of those items that seems manageable in the beginning and that slowly scales as the business grows. At some point, it becomes too much for one person to manage while managing other tasks. Here are ten tips to help you manage shipping.

Big Ideas for Small Business: Tips for Technology Management   JUL3805

It's an understatement to say that technology has changed the way we work. It has given us the ability to do so much more in a shorter amount of time than anyone could have ever imagined. As a small business owner it might be hard to justify investing in a new software program because you have always done things one way. But as you grow, it will become more and more difficult to manage everything on pen and paper or through spreadsheets. Here we will review some of the technology options that can help you streamline the management of your business.

Building Relationships

JUL3806

What does your business network look like? Is it vast, reaching across multiple industries and various levels? Is it small but rich in talent? Is it really small and in need of development? Regardless of its size, you should always be building your business network. This could include mentors and people you call on for help, direction, and insight. It could include prospective clients or references. Perhaps it's fostering connections within your own company. In order to grow your network, you must know how to successfully build relationships. That's what this course is all about. We'll look at using engagement and selectivity to create valuable business relationships that last.

Business with Family and Friends

JUL3807

When doing business with friends and family, there are typically more feelings involved. Therefore, the rewards can be greater. But so can the conflict. What are some strategies you can apply to business with friends and family? And how can you overcome issues when they do arise? That's what this course is all about. We'll talk about defining people's roles and responsibilities and go over two basic methods for resolving conflicts. We'll also discuss the importance of healthy communication and setting clear expectations and policies.

Ethics for Small Businesses

JUL3808

There are ethical pitfalls everywhere for small business owners. These are things that could cost you your reputation, damage trust within your company, and even bring legal ramifications. One seemingly minor infraction can devastate you and your company, if you're not educated. In this course, we'll cover ethical issues you may face like conflicts of interest, bribery, nepotism, intellectual property theft, fudging numbers, harassment and discrimination, exploiting your employees, and writing fake reviews. We'll go over ways to deal with ethical issues and learn how to avoid them in the first place.

Hiring for Small Businesses: Conducting the Interview

JUL3809

You've posted a job ad and received resumes from applicants who are interested. What's next? Hopefully, you've sorted these submissions into yes, no, and maybe piles, so now it's time to conduct interviews. In this course, we'll go over the interview process. We'll include how to do a screening interview over the phone, how to determine who should do the interviewing, and how to pitch your company. We also cover what questions to ask to really get to know the candidates and their qualifications. And lastly, we'll discuss checking references and extending an offer.

Hiring for Small Businesses: Onboarding JUL3810

Getting your new hire set up for success is perhaps the most critical step in hiring someone into your small business. From getting proper paperwork completed, to making introductions, to training them on all of their job duties, there's a lot to accomplish. In this course, we'll walk you through everything you need to know to get someone successfully onboarded. We'll discuss what needs to be done before the first day, on the first day, as well as what should be completed within the first 30 days.

Hiring for Small Businesses: Posting the Job JUL3811

As a small business owner, the responsibility of hiring people likely falls on you. This course is designed to help you with that task by going over how to post a job opening. We'll give you tips on how to recruit. We'll discuss what to put in your job ad including how to write a clear job description and learning how to sell your company to potential employees. Lastly, we'll talk about where to post your job ad. We'll go over using some different social media sites, using your company website, and reaching out to local business groups.

Marketing for Small Business: Marketing Plan JUL3812

Marketing is an essential part of running a small business. If you're lucky you or someone on your team has a marketing background and applying that to your small business is no big deal. However, for many small business owners, that is not the case. If that is you, here are some tips to get started building a marketing plan and strategizing your marketing budget.

Marketing for Small Business: Marketing Techniques JUL3813

If you're a small business owner and you don't have a marketing department or a marketing degree, this series might be just what you need to help your business grow. There are so many ways to market a business, but in order for your marketing to be successful, you need a goal and an effective strategy to reach your goal. In this program, we'll go over some marketing tactics that many companies employ. We'll discuss traditional marketing methods, more cost-effective marketing techniques, and how to set and measure your goals.

Marketing for Small Business: Tracking Marketing Metrics JUL3814

Tracking your marketing results will show you what methods are working, and which ones are not. It allows you to see where your marketing time, money, and efforts are best spent. It also helps you to create a plan that grows and develops with your business. In this course, we'll discuss marketing channels, key performance indicators (KPIs) and return on investment (ROI). We'll also go over how to monitor and review your marketing activities.

Sales as an Owner

Are you a small business owner? If so, then you're likely overwhelmed with the amount of work you have to do yourself. You may have to produce or manufacture your product. You may have to handle hiring or accounting. You are likely the one to sell your product or service. But what if sales isn't your thing? Sales comes naturally to some, but not everyone. If you fall into this category of business owners, then you'll benefit from learning a few sales concepts and methods that we'll cover in this course. We'll talk about creating and marketing your personal brand and developing a sales process. We'll also go over some different sales methods to help you maximize your sales strategy and bring in more profit.

Small Business Benefits & Compensation: Fringe Benefits   JUL3816

Competing with larger businesses can be difficult when it comes to benefits. As a small business, you may not be able to offer the most expensive or generous package. However, you can provide employees and potential employees with some fringe benefits at minimal or zero cost to your bottom line. These are often just as desirable as any other type of compensation. In this course, we'll take a look at some additional offerings you can provide, including flexible scheduling, working remotely, bringing pets to work, and other attractive options.

Small Business Benefits & Compensation: Optional Benefits   JUL3817

If you wish to attract and retain the best talent and keep your employees happy, then you should consider providing additional benefits beyond what's required by law. According to the Bureau of Labor Statistics, the cost to you of a benefits package is about 30% of each employee's total compensation. In this course, we'll go over several optional benefits including health insurance, vision and dental insurance, retirement, life insurance, disability insurance, paid time off and holidays, and bereavement leave. These benefits are optional, but most employees expect and want these from any employer.

Small Business Benefits & Compensation: Required Benefits JUL3818

As a small business owner, federal law requires you to offer certain benefits to your employees. In this course, we'll discuss what those laws are and what they mean to your business. We'll go over time off, the Family Medical Leave Act (FMLA), Workers' Compensation, Medicare and Social Security, unemployment insurance, and healthcare. State laws often have local benefit requirements as well, so be sure to check with an employment attorney to ensure that you're aware of local laws. In our other courses on this topic, we'll discuss optional and fringe benefits to consider.

Small Business HR Laws: For 20 or More Employees
JUL3824

One of the most daunting tasks of owning a small business is understanding the federal HR laws that apply to you. These laws differ depending on the size of your business. If your small business has grown to 20 or more employees, there are new laws that apply to you in addition to the ones we covered in the previous programs. Be sure to watch those courses if you haven't already. Here we'll talk about the two new laws that apply specifically to companies with 20 or more employees.

Small Business HR Laws: For 50 or More Employees
JUL3825

One of the most difficult tasks of owning a small business is understanding the federal HR laws that apply to you. These laws differ depending on the amount of employees your company has. If your small business has grown to 50 or more employees, there are new laws that apply to you in addition to the ones we covered in the previous programs. Be sure to watch those courses to know what those laws are. In this program, we'll discuss the two new laws that apply specifically to companies that have grown to 50 or more employees.

Small Business HR Laws: For All Sizes of Businesses
JUL3826

One of the most daunting tasks of owning a small business is understanding the federal HR laws that apply to you. These laws differ depending on the size of your business. This series is designed to help you understand the various laws so you're able to stay compliant. Your state or city may have additional requirements that you'll need to follow as well, so always consult with an employment attorney in your area to make sure you are in compliance with all relevant laws. In this first program, we'll discuss the federal laws that apply to businesses of every size.

Wearing Multiple Hats
JUL3827

Owning a small business requires you to wear multiple hats. It's likely that your job duties are vast, ever-changing, and difficult to balance. In this program, we want to teach you how to best juggle all of your responsibilities so you can run your small business effectively. We'll talk about identifying your responsibilities by taking you through the multiple hats small business owners often wear. We'll discuss prioritizing those responsibilities and managing your time wisely. Lastly, we'll help you to recognize when it's time to delegate.

Small Business Finance: Accounting Part 1

You had a passion or a big idea and decided to go for it, but you have little to no finance experience. Now you're trying to determine how to effectively manage your small business finances most effectively. Maybe numbers just aren't your thing and the finance part is overwhelming you. Whatever the case, this course is designed to help you better understand what's involved in accounting so you're set up for success. We'll talk about organizing your finances, reviewing costs, invoicing, accounting software, and what to do as your business grows.

Small Business Finance: Accounting Part 2   JUL3820

If you weren't an accounting major, then some of its terminology may seem like a totally different language. So in this second course, we'll define some basic accounting terms. We'll go over various accounting documents that every business needs, including balance sheets, income statements, cash flow statements, and revenue forecasts. We'll also discuss the four general types of taxes and what the government requires of small businesses, from both a state and federal level.

Small Business Finance: Payroll   JUL3821

You have to do payroll if your business has employees. But payroll can mean a few different things. In this course, we'll go over exactly what those are. We'll discuss choosing your payroll schedule. We'll talk about ways to pay your employees, determining how much to pay, and go over employee taxes. Lastly, we'll touch on maintaining records, filing forms, and depositing taxes for your small business. Always check with an employment attorney who knows the rules for your specific locality.

Small Business HR Laws: For 100 or More Employees   JUL3822

One of the most difficult tasks of owning a small business is understanding the federal HR laws that apply to you. These laws differ depending on the amount of employees your company has. If your small business has grown to 100 or more employees, there are new laws that apply to you in addition to the ones we covered in the previous programs. Be sure to watch those courses to know what those laws are. In this program, we'll discuss the two new laws that apply specifically to companies that have grown to 100 or more employees.

Small Business HR Laws: For 15 or More Employees   JUL3823

One of the most daunting tasks of owning a small business is understanding the federal HR laws that apply to you. This series is designed to help you understand the various laws so you're able to stay compliant. These laws differ depending on the size of your business. If your business has grown to 15 or more employees, there are new laws that apply to you, in addition to the ones we covered in the last program. Here we'll talk about the laws that apply specifically to companies with 15 or more employees. All of these laws deal with different types of discrimination.

39. Social Media and Technology

Social media is categorized as websites and applications that enable users to create and share content or to participate in social networking. It is critical to be familiar with social media and technology given its scope of usage.

Email etiquette, selfies gone wrong, and telephone techniques are a few of the topics you will find in this microlearning section.

Email Etiquette: To Email or Not To Email?

JUL3901

We often default to email because we can get it anywhere. It's on our desktop, laptop, phones, tablets, and watches! It's become our "go to" for communication, but email isn't always the best way to communicate. There's still value in meeting face-to-face or talking over the phone, and there's still risk in communicating without the help of nonverbal cues and voice tone. In this program, we'll discuss the different things that you need to consider before drafting an email.

Email Etiquette: Spelling and Grammar Check

JUL3902

Every email you send is a representation of your level of professionalism and character, so sending messages that use proper spelling and grammar are highly important. In this course, we'll talk through the different ways to proofread your writing and also discuss specific things to avoid when drafting emails.

Email Etiquette: Subject Line

JUL3903

Every email needs a subject line. It's an attention-getter for your message. The subject line should serve as a short synopsis of the email's content which gives the recipient the opportunity to prioritize their emails without reading through them first. There's an art to writing good subject lines, and that's what we'll discuss in this course.

Email Etiquette: Formatting Your Email

JUL3904

As a form of professional communication, each email needs to contain a greeting, a body, and a closing. Your company culture will dictate how formal or informal you can be. In this course, we'll go over the different ways to write formal and informal greetings and closings, and how to properly format the body.

Email Etiquette: Sending Attachments

JUL3905

There are many things to consider when sending files in your email. Most importantly, will the receiver be able to open the email attachment? System restrictions and file sizes can prohibit a person from receiving and opening your sent files. This course will discuss ways to successfully send attachments.

Email Etiquette: Reply Time

JUL3906

How quickly should you reply to an email? It might be sooner than you think. In this program, we'll go over the appropriate time frame for replying to emails. Other topics include: what you should do when emails are complicated, responses that can't fit into the time frame, what to do when you can't reply to emails for a few days, and the proper steps to awaiting a reply from someone else.

Email Etiquette: When to Cc and Bcc

JUL3907

Within your email system you have the option to carbon copy, Cc, or blind carbon copy, Bcc. How do you know which one to use and when to use it? That's what this course is all about. We'll also discuss other possible uses for these email features.

Email Etiquette: Using Reply All

JUL3908

"Reply all" is a blessing and a curse. The intent of "reply all" was to provide a quick way to respond to everyone on an email without having to type in everyone's email address again. Sure, it can be a great feature, but the problem is, it tends to get overused. In this program, we'll go over what you need to do before you "Reply all."

Email Etiquette: Forwarding Emails

JUL3909

"Forward" is another handy email feature that we take for granted. "Forward" is to quickly pass on information, without having to rewrite everything. However, like other email features, it's often used used incorrectly. In this course, we'll go over what considerations to make when you forward a message.

Latest App Trends

JUL3910

What's up for apps in the coming year? This course gets you up to speed on the latest trends including cloud-based apps and the ability to share and sync data, the evolution of location-based services, Android instant apps, as well as the integration and popularity of augmented reality which you'll find on apps like Pokemon Go. We'll also talk about the development of more visually friendly applications, and the latest in mobile app trends.

Protecting Your Mobile Devices: Loss

JUL3911

Mobile device security is becoming a big deal. In fact, recent surveys indicate that 54% of organizations reported at least one mobile security breach in the last year. This can result in a stolen personal or financial information, fraudulent charges, and much more. This program will help make sure this doesn't happen to you or your organization.

Protecting Your Mobile Devices: Malware

JUL3912

Malware, or malicious software, can find its way onto your mobile devices in a number of ways. In this course we'll cover some recommendations for how to keep your mobile devices safe.

Selfies Gone Wrong

JUL3913

The term "selfie" was added to the Oxford English Dictionary in 2013. It is a worldwide phenomenon that has drastically changed lives and not always in the best way.

Social Media for Employees: Getting a Job: Your Social Media Presence

JUL3914

Did you know that social media screening is a common part of nearly every hiring process these days? Our online profiles are just as important as what's on our resume. Prospective employers often turn to social media to get a sense of what a candidate is like behind their on-paper qualifications. So when was the last time you considered what your social media presence says about you? In this course, we'll walk through some ideas for making your social media presence more attractive to potential employers.

Social Media for Employees: Navigating Conflict on Social Media

JUL3915

Conflict and disagreements can quickly spiral out of control on social media. When you can't see the other person's face or hear their voice, it's easier to have misunderstandings and for emotions to run high. If you're using social media professionally, it's important to be able to handle and defuse these situations quickly. Arguing publicly isn't a good look for anybody. In this program, we'll look at ways you can avoid and defuse online conflict.

Social Media for Employees: Social Media Privacy Settings

JUL3916

You wouldn't run around on city streets, handing your phone number and email address to strangers, would you? Of course not! But when it comes to social media, if your privacy settings aren't set properly, strangers CAN access that information. Not only do social media privacy settings help to protect your data, but they also make sure you're in control of who sees what. When it comes to using social media at work, that protection is vital. In this program, we'll walk through privacy setting best practices for any social media platform you may use.

Social Media for Employees: Top 10 Social Media Etiquette Tips   JUL3917

It's highly likely that you act differently at work than you would at home or out with a group of friends. On social media, though, those social lines can be blurred. Because of this, one might say that social media etiquette is just as important as our in-person behavior-as it might be seen by ALL our social groups, including people we work with. To make sure you've got the basics down, in this course, we'll dive into the top 10 tips for professional social media etiquette.

Social Media for Employees: Using Social Media at Work   JUL3918

Social media is such a big part of many of our lives, so it's only natural that we spend at least a little bit of time scrolling while at work. Of course, there's a fine line between a casual bit of social media use and letting it get in the way of your job. So, how do you know where that line is? In this course, we'll answer that question. We'll talk about the benefits and disadvantages to using social media at work. We'll also discuss how to safely engage on social media for work purposes.

Social Media for Employees: Using Social Media to Enhance Your Career   JUL3919

We all keep one eye on the next step of the career ladder. Social media can be an excellent tool for climbing to the next rung. Different platforms offer different benefits. Here, we'll look at a few of them, so you understand how to use social media to achieve your own career goals and elevate your career. We'll discuss LinkedIn and how to maximize its benefits. We'll also go over Twitter and all that it has to offer for professionals.

Social Media for Employees: What Are My Rights?   JUL3920

It's likely you've heard stories of people making comments, posts, or tweets that have landed them in hot water at work, or worse, fired. To prevent these types of situations, it's crucial that you understand your rights when you're online. In this course, we'll discuss those rights, including the first amendment, social media policies, and how you're protected under these items. We'll also talk about company policies, and what can and cannot be done, in terms of accessing and acting on what you post.

Social Media for Managers: Crafting a Social Media Policy   JUL3921

Every organization needs to have a social media policy in place. It's an essential part of doing business today. If you don't have one, or if yours might need a revision, that's what this course is designed for. We'll discuss how to create a digital code of conduct for your employees that covers individual use and organizational use.

Social Media for Managers: Engaging With Employees on Social Media   JUL3922

Social media is pervasive and affects all of our lives. Inevitably, there will be some overlap between your own and your employees' social media, even if it's not directly related to your job. To avoid any missteps in this potential gray area, we'll look at some best practices for engaging with employees online by addressing some common questions.

Social Media for Managers: Getting Employees Involved in Social Media Marketing   JUL3923

Research shows that social media users, accustomed to branded messages, are much more likely to trust people they see as peers: real individuals with faces for profile pictures, instead of logos. That's why encouraging employees to post about your organization on social media can be really helpful for marketing purposes, even more so than posting from company accounts. In this course, we'll look at some ways you can get team members on board, including what kind of content they should be posting.

Social Media for Managers: Using Social Media for Hiring   JUL3924

It's likely you've heard stories of people making comments, posts, or tweets that have landed them in hot water at work, or worse, fired. To prevent these types of situations, it's crucial that you understand your rights when you're online. In this course, we'll discuss those rights, including the first amendment, social media policies, and how you're protected under these items. We'll also talk about company policies, and what can and cannot be done, in terms of accessing and acting on what you post.

Social Media for Managers: Using Social Media for Talent Recruitment   JUL3925

Recruiting top talent on social media has never been easier. Companies can find and attract ideal candidates passively, reducing hiring costs and making life easier for their HR teams. Today, we'll look at exactly how to recruit online and which platforms are the best places to start. We'll talk about ways to build company culture content to show how great your organization is to work for, which helps attract top talent.

Social Media: Facebook

JUL3926

Facebook is undoubtedly the most popular social networking site out there. With more than 1.5 billion monthly users, Facebook has more users than WhatsApp, Twitter, and Instagram combined. This course will introduce some guidelines for its use in the workplace.

Social Media: Introduction to Social Media

JUL3927

Social Media has evolved from a way to stay in touch with friends to businesses looking to maximize the benefits of social media in their own business plans. This series will provide guidelines for you as you navigate its use in the workplace.

Social Media: LinkedIn

JUL3928

LinkedIn has over 430 million users in the world, and most of those probably aren't actively seeking work. More than likely, these users are happily employed and are just happily networking. If you are currently employed and not taking LinkedIn seriously, you're making a big mistake. This course goes over guidelines and tips for making the most of LinkedIn.

Social Media: Office Messaging

JUL3929

No one needs to be yelling from office to office or sending unnecessary email. It's simply a waste of time. So, we've found the easiest and most popular applications for quick office communication and summarized them for you here.

Social Media: Protecting Your Pictures

JUL3930

There are a lot of new ways to take and share photos and videos. You have Instagram and Snapchat, among others. How do all of these work? What should you be posting? This course goes through these sharing sites and what you should keep in mind when using them.

Social Media: Social Media for Managers

JUL3931

If you're a manager, dealing with social media can be tough. It can distort what boundaries there are between home and work. Here are some steps you can take as a manager, so social media doesn't become a problem in your office.

Social Media: Twitter

JUL3932

Twitter has been popular since it was founded in 2006. It has nearly 310 million monthly active users who post 500 million tweets a day. Twitter is great for developing a personal brand and allowing anyone to share opinions and content effectively across the globe. This course provides some background and guidelines.

Telephone Techniques: Hold, Please

JUL3933

No one likes being put on hold. But sometimes, it's an inevitable part of handling the phones. Maybe someone walks physically into your office. Maybe you need to get further information. Whatever the reason, sometimes when you're running the phones for a business, you have to put people on hold. So how do you avoid angering them when you do? In this course, we'll learn some techniques that research says makes it easier for the caller when they're placed on hold.

Telephone Techniques: Phone Etiquette

JUL3934

Have you ever called a business, and it was literally impossible to connect with a human being? You went through prompt after prompt, hit the pound key a dozen times, and never talked to a person? Or even worse, the voice-automated prompts, that apparently don't detect human voices! You'll go hoarse screaming, "Speak to a REP-RE-SEN-TA-TIVE!" In this course, we'll help you keep your customers happy, by going over business phone etiquette. We'll discuss setting up, maintaining, and updating your business phone system. We'll also touch on basic phone etiquette for your workplace.

Telephone Techniques: Taking Calls

JUL3935

Taking a phone call at work might seem simple. After all, you probably take phone calls in your daily life and muddle through just fine, right? But, these days, people don't actually make as many calls as they used to, with texting and video chatting in the mix. Or maybe you just have phone phobia when it comes to a professional setting. No matter what your situation is, there are some tips that can help you to be a better call-taker at work. That's what we'll cover in this course. We'll go over how to speak courteously, and we'll discuss what not to say. We'll also touch on staying informed on your business and how to actively listen.

Top Productivity Apps

JUL3936

Staying productive at the office can be hard. You've got phones ringing, people stopping by your office, meetings, files on your desktop, you name it. Part of being a good employee is staying organized and productive. So, we've found the best apps for office productivity.

Troubleshoot Before Calling the IT Helpdesk   JUL3937

My screen went blank! Why aren't my documents printing correctly? I'm not able to get any sound from my speakers! Why can't I connect to Wi-Fi?! Don't you just love technology? These issues pop up all the time, and before you call IT for help, you need to try troubleshooting the problem first. In this course, we'll talk about why it's important to fix minor technical issues on your own, and then we'll discuss how to do it.

Understanding the Media Part 1   JUL3938

Watch this course for valuable insight into the workings of the radio and television industries.

Understanding the Media Part 2   JUL3939

According to a media audit, nearly 75% of all adults use the internet. Nearly 1 in 5 of those adults will view a radio web site over the course of a month. Watch this course for tips on how radio websites keep these visitors coming back.

Understanding the Media Part 3   JUL3940

There are two types of advertising - Long Term Strategic and Short Term Tactical. Watch this course to learn about both of them.

Understanding the Media Part 4   JUL3941

The Account Manager is your link to the radio or TV station, and they can be a tremendous resource for you. Watch this course to learn how to get the most out of your Account Managers.

40. Supervision

The job of a supervisor is to observe and direct the execution of a task, project, or activity. Managers also sometimes have the job of supervising. Any learners that oversee others would benefit from these microlearnings.

The topics that you will find in this section of microlearnings include conducting a performance review, employee recognition, and professional boundaries.

8 Steps to Effective One on Ones

JUL4001

Here are eight steps to running an effective one on one meeting.

8 Steps to Effective Team Meetings

JUL4002

Here are eight steps to running an effective team meeting.

Analyzing Employee Performance: Can-Do, Will-Do: Questions and Tips

JUL4003

If you're watching this program, I'm going to assume that you've watched our Can-Do, Will-Do Introduction course, or that you're already familiar with the concept.

Analyzing Employee Performance: Introduction to the Can Do, Will Do Grid

JUL4004

Looking at your team, what percentage of your employees do 100% of their job, 100% correct, 100% of the time? The obvious answer is zero. There's always room for improvement. The question is, what can they do to get better? And what are they willing to do to improve? In this course, we'll introduce viewers to a four-part grid that helps you analyze each individual employee's performance to establish what they are doing, what they should be doing, what they're not doing, and why.

Analyzing Employee Performance: Motivating Won't Do's Using the Can Do, Will Do Grid

JUL4005

By now you should be familiar with the Can Do, Will Do grid and how it applies to analyzing the performance of each of your employees. Moving an employee out of a Can't Do or Won't Do quadrant is difficult, requiring a lot of encouragement and training. In this course, we'll talk about how to motivate your employees to make that change. We'll go over the four types of motivation and discuss their pros and cons.

Analyzing Employee Performance: Utilizing the Can Do, Will Do Grid

JUL4006

Once you've evaluated an employee using the Can Do, Will Do grid, using their job description and expectations to guide your analysis, what's next? We need to take everything that's not in the desired Can Do, Will Do quadrant and figure out how to get it there. That's exactly what we'll cover in this course. We'll talk about how encouragement, training, transferring duties, and changing expectations will help get your employees to peak performance.

Coaching Skills: Introduction to Coaching Skills

How do you get your employees to be better than they were yesterday? What can you do, as their manager, to help them improve? It can be useful to look to another form of leadership for advice in this area: coaching. Coaches have to handle all types of players, to get them to work together to achieve their collective goal. It's the same setup in the workplace. Coaching is a skill that we can learn and then follow as a process with all of our employees, and that's what we'll be covering in this series of courses. In this first program, we'll introduce you to the various types of "players" you may encounter on your team, and how to adapt your coaching to successfully manage each type.

Coaching Skills: The Captain

When a member of your team has been there a while, or perhaps just has developed a certain amount of leadership skills, they become a Captain. A Captain is someone who the other players believe has the skills to be somewhat like a coach on the field. In the business world, this means they can lead projects, or even step in for you when you're out. The Captain is the most trusted member of your team. In this course, we'll talk about how to coach these players, go over what NOT to do with them, and discuss ways to keep them empowered.

Coaching Skills: The Coaching Conversation

Your coaching objective as a leader is to move every member of your team from Rookie to Everyday Player to Key Player to Captain. Because ultimately, we want a bunch of people on our team who can act independently and be trusted to lead their peers. So it's important that you know how to coach these people from point A to point B, then to C and D. In this program, we're going to talk about how to conduct a coaching conversation. A coaching conversation is one that helps somebody improve and moves them to the next level of skill and competence.

Coaching Skills: The Everyday Player

Once someone moves beyond their Rookie phase, they start to become a regular part of the team. In baseball, this is called an Everyday Player. This is when someone should be doing productive work for your team on an everyday basis. In this program, we'll talk about how to coach someone in this phase. We'll go over where they fall on the coaching axis, and what sort of empowerment and encouragement is needed. We'll also discuss some general tips to keep in mind when you're coaching an Everyday Player.

Coaching Skills: The Key Player

JUL4011

When an Everyday Player becomes successful at their job and can work independently with little direction or guidance, they become a Key Player. This person understands the "how" and the "why" of their job. As a result, they're an important part of your team and serve in a key role or position. In this program, we'll talk about how to effectively coach your Key Players. We'll also talk about where they land on the coaching axis and what you should do to keep them successful.

Coaching Skills: The Rookie

JUL4012

Everyone has to start somewhere, whether they're walking into a first job, or making a total career change. In either case, people typically come in motivated to work hard and prove themselves. These employees are what we call The Rookie, and they require a unique style of coaching out of you, their manager. In this course, we'll talk about where these employees fall on the coaching axis, and how to successfully coach them further along the axis through empowerment and encouragement.

Concerned Conversations

JUL4013

Most people dread these conversations. The ones when you have to tell someone that their work is not up to standard. It's easier to just say nothing. That is until the problem gets so pronounced that you HAVE to deal with it. Let's talk about how to have a Concerned Conversation.

Conducting a Performance Review

JUL4014

Performance reviews aren't typically the most enjoyable part of anyone's job, whether you're the reviewer or reviewee, and even if you're an A+ performer. Managers, this course is designed to help you turn the review process into a positive experience. We'll talk about how to conduct reviews effectively, to get the best possible outcomes from your employees. We'll discuss setting clear expectations, creating achievable goals, and staying in frequent communication throughout the year. We'll also go over what steps to take before and during each review.

Creating a Work Plan

JUL4015

A work plan is a plan of what you will accomplish over a specific period of time. A majority of companies are using work plans to keep their employees focused, productive, and accountable.

Documenting Performance: Documentation Do's and Don'ts JUL4016

Documenting your employees' performance is always important. It helps to create a history of critical events and decisions that happen during the lifecycle of the employee. Proper employee documentation is also necessary and critical in litigation and other proceedings such as unemployment hearings, grievances, arbitrations, EEO complaints, or information requests. These documents are often seen as credible by a judge or arbitrator. Good documentation may deter costly and risky legal action and reduce your exposure as a leader. In this course, we'll talk through some of the do's and don'ts of proper documentation.

Documenting Performance: Legal Issues of Documenting Performance JUL4017

Documenting your employees' performance is always important. It helps to create a history of critical events and decisions that happen during the lifecycle of the employee. Proper employee documentation is also necessary and critical in litigation and other proceedings such as unemployment hearings, grievances, arbitrations, EEO complaints, or information requests. These documents are often seen as credible by a judge or arbitrator. Good documentation may deter costly and risky legal action and reduce your exposure as a leader. In this course, we'll talk through some of the do's and don'ts of proper documentation.

Documenting Performance: Tips to Make Performance Reviews a Breeze JUL4018

Creating good documentation of your interactions with your team should not be seen as an extra chore. It should be an easy way to create a record of the interactions you have with them. By using some simple tricks, technology, and templates, you can have all the things you need as a leader to promote, coach, or terminate a member of your team. We'll discuss keeping handwritten and electronic records and the most efficient ways to store them. We'll also go over how to organize your notes for each employee and how to use keywords and dates for quick retrieval.

Employee Recognition JUL4019

Regardless of how you approach recognition, formal versus informal, group versus individual, or hopefully a mixture of all of these, the most important thing is that you actively participate in employee recognition.

Ethics for Managers
JUL4020

Ethics are a top priority when you're a manager. Every day, you make key decisions that affect your company, its stakeholders, and society as a whole. It's critical to understand and adhere to these ethical and legal obligations, in order to meet expectations and to set an example for your employees. In this course, we'll define business ethics and your ethical responsibilities as a manager. We'll discuss the benefits of acting ethically, go over how to solve ethical dilemmas, and cover business law in terms of ethical conduct.

Fix That Bad Attitude
JUL4021

Do you have any employees with bad attitudes? It's likely that you do. These people can be found in most workplaces. The question is, "how do you fix it?" You can't. A bad attitude is typically a symptom of something else going on. That's what you need to get to the bottom of, and that's what this course is all about. We'll discuss how to identify bad behaviors, how to address those behaviors, and how to coach these people in order to get a more positive, productive mindset.

Giving Feedback
JUL4022

We, as managers, often shy away from giving feedback or we approach it in the form of discipline. The goal of feedback is to clarify the employee's current status and determine what the best next steps are. It's an opportunity to help your team develop and become more successful.

Going from Coworker to Boss
JUL4023

Congratulations! You're the supervisor, now! But, what if you're the supervisor of your former coworkers? Now you must change your role. Watch this course for advice.

Helping Employees Use Their Time Wisely
JUL4024

Just like you, your employees have a list of things to do every day. Some days their list is overflowing and they can't possibly get everything done. As a supervisor, it's up to you to help your employees make the best use of their time to maximize their productivity.

Impedership

Guess what the leading cause of workplace dissatisfaction is? Pay? Nope. Culture? Incorrect. It's poor management. 65% of Americans are unhappy with their jobs, and you don't need to be a math whiz to determine that these statistics affect you and those working around you. If you're in a leadership position of any kind, you need to pay close attention to this course, as we discuss how some bosses unknowingly impede their teams, rather than help them succeed. We'll talk about the history of the term "impedership," what it means, and the various forms of it that you'll want to avoid.

Inheriting Underperformers

When you inherit team members, you're inheriting employees as they are, which is not trained by you. Some of them might be great as they are, some might quickly adapt to your expectations, and then there might be others who are underperforming. This can be a tricky situation, so in this course, we'll discuss how to work with underperformers. We'll talk about what you should and shouldn't do as you get to know this person, and as they get to know you and your expectations. We'll also review the Can-Do, Will-Do grid, which is a great way to motivate employees and get them to peak performance. Lastly, we'll cover setting clear expectations and goals, and go over proper documentation and discipline if things don't improve.

Introverts and Extroverts: Introduction to Introverts and Extroverts

Who's an extrovert? Who's an introvert? What's the difference? And why does this matter to me? This concept of introversion and extroversion was popularized by Carl Jung, but has gained new movement by Susan Cain through her Ted Talk "The Power of Introverts," and her book. Workplaces are reconsidering how they manage employees and meetings. Introverts are rallying to remind society that they bring value and that they have good ideas. As a result, extroverts are defending themselves in an effort to remind us that they're not just jokesters and socializers. Some interesting concepts have come from these discussions. In this series, we will summarize some of what's being said, and help you navigate some practices that will make your teams more productive.

Introverts and Extroverts: Managing Extroverts

Extroverts are social and have a lot to say. In your office, these are the people who are quick to speak up with ideas, they get into lively debates, they have the most fun at the holiday parties, and generally keep the energy up around your office. You know who the extroverts are on your team, so this program will help you learn how to best manage them.

Introverts and Extroverts: Managing Introverts

JUL4029

Introverts contribute a lot to your team. Introverts have excellent memories, are thorough planners, are great problem solvers, have developed motor skills, and are good at self-regulation. In your office, introverts are happy to be left to do their work. In many ways, they are the backbone to your organization. They quietly do their job, meet deadlines, don't disrupt the day-to-day operations, and keep things moving along as planned. This program will cover how to manage the introverts on your team.

Managing Different Generations

JUL4030

There's no "one size fits all" approach to management. People have different experiences, different needs, and different styles. A lot of that comes from how and WHEN they were raised. In this program, we talk about how to adjust your management style based upon the generation of the person you're trying to manage. This training will help you get the most out of each individual and maximize the performance of your entire team.

Managing for Accountability

JUL4031

Accountability is often thought of as something negative- the consequence for a task not having been finished, or a deadline that was missed. Unfortunately in many organizations, that's what accountability IS. The good news is that it doesn't have to be that way.

Managing for Engagement: Creating Engagement

JUL4032

In the previous course, Engagement Matters, we discovered that less than 20% of employees are engaged in their work and how that directly impacts the bottom line. Here, we'll discuss how to change this staggering percentage by addressing the five key elements of engagement. We'll take a look at each element to help you connect and encourage the members of your team, getting them to their best level of performance.

Managing for Engagement: Engagement Matters

JUL4033

Engagement is having an emotional connection to the work you do, to the people you work with, and the organization itself. It's a willingness to continue to improve and stay dedicated to your work. And it's a critical component to employee satisfaction and productivity. But according to a Gallup poll, less than 20% of employees are engaged. Yikes! In this course, we'll talk about the importance of improving this statistic among your team. We'll discuss how not increasing this number can directly impact your bottom line, and why disengagement is so prevalent. We'll also go over ways to measure and track engagement.

Managing for the Grapevine

JUL4034

Employees want to have as much information as possible. They want open communication about what's happening in their department, with their boss, with the overall company, etc. But much of the information that falls onto your desk, as a manager, is on a need-to-know basis. Yet, somehow, data often makes its way into the ears of your team, whether it's factual or not. In this course, we'll talk about how to manage the grapevine within your workplace. We'll talk about the ways that information is typically shared, and how you can, and should, get in front of important information that could leak out. We'll also discuss how to deal with rumors.

Managing Interns

JUL4035

As an intern manager, the educational environment of an internship program calls for you to take on a variety of different roles. You'll be a supervisor, a mentor, a gatekeeper, and an educator. Effective intern management can improve your bottom line and talent pipeline. You can train these interns to do the work you need all while vetting them to see if they would be a good fit for your company. In this course, we'll talk about how to guide, teach, and train your interns to leave a lasting impression on them and a positive impact on your company.

Managing People Offsite

JUL4036

Chances are, if you don't already manage remote employees, you will in the future. Even if you've been managing employees in the office for years, you'll find there are several differences in the way that you manage remote employees. This program provides some helpful advice on how this can be done.

Managing Up: The Art of Managing Your Manager

JUL4037

Managing Up is the idea that you can create a productive relationship by being assertive and taking control of your career. This course will explain how to proactively work to create a better relationship with your boss.

Productivity Through Praise

JUL4038

Exactly as the name implies, productivity through praise is all about increasing your team's productivity by praising and recognizing them. Based on a well-known psychological theory, this proven methodology looks at basic human needs, and how satisfying those needs motivates people. In this course, we'll discuss Maslow's Hierarchy of Needs and how to use this theory to help your team reach their fullest potential.

Professional Boundaries: Confidentiality

JUL4039

As a manager, you'll be privy to more information than the average employee. Maintaining confidentiality is essential for preserving trust and protecting company information. How do you keep that information private? When do you need to break confidentiality and share information with HR or the authorities? In this course, we'll answer those questions and discuss the importance of confidentiality. We'll talk about the types of private information you may need to protect and how to keep it secure. We'll also talk about instances that may require you to share confidential information and the best way to do so.

Professional Boundaries: Conflicts of Interest

JUL4040

Conflicts of interest can create ethical problems within a workplace. These can include issues with employees, managers, customers, vendors, competitors, and so forth. In this course, we'll take a look at what exactly qualifies as a conflict of interest. We'll go over some common scenarios where these conflicts may arise and talk about how to avoid them in the first place. We'll address disclosing conflicts of interest and why it's important to do so. Lastly, we'll talk about what to do when a conflict of interest occurs and how to properly handle it.

Professional Boundaries: Nepotism and Favoritism

JUL4041

As a manager, it's only human to have employees who you like more than others. But there are ways to handle this tendency toward favoritism in an ethical way. Likewise, you might feel inclined to hire someone you already know, or even someone you're related to. How would you do this without falling into the trap of nepotism? In this program, we'll talk about how to navigate the waters of favoritism and nepotism as a manager. We'll define these terms and discuss some examples in the workplace. We'll go over why favoritism and nepotism can be problematic, how you can change or avoid these scenarios, and how to manage your team in a fair and balanced way.

Professional Boundaries: Office Romances

JUL4042

Office romances happen. In fact, they're probably much more common than you think, which is why most companies have policies on them. In this program, we'll discuss how to manage romantic relationships among your employees. We'll talk about understanding and communicating your policies, including relationships between different levels or within the same department. We'll also discuss the fine line between flirting and sexual harassment. We'll go over the importance of disclosing these relationships, setting workplace boundaries, and dealing with the fallout of an office romance breakup.

Progressive Discipline

JUL4043

From time to time you will have discipline somebody. If you do it progressively, it will work better for you.

Rethinking Brainstorming

JUL4044

"Be open-minded." "No idea is a bad idea." "Just say what comes to mind." You've probably heard that before when brainstorming, right? Well, forget all that. You might be surprised to learn that the way we typically brainstorm isn't the most effective. The usual format often leaves the best ideas unsaid, or worse, not even thought of. In this course, we'll talk about why our usual brainstorming sessions need a major overhaul, and what you should be doing to generate far better, and far more, ideas. We'll discuss group versus individual brainstorming, the specific confines that you should have brainstormers stay within, and the importance of defending ideas.

Riding Along with Sales Reps

JUL4045

Part of being a manager is watching your employees in action. Managing employees that are onsite is easy since you get to see them on a regular basis. But what if you have salespeople whose jobs keep them on the road? Field Sales Coaching, or a ride along, is the best way to observe your over-the-road employees.

Running a Sales Meeting

JUL4046

How do you make your sales meetings effective? How do you get your employees there? How do you get them to want to be there? Well, it all starts with the basics.

SCAMPER Brainstorming

JUL4047

Throwing out ideas and seeing what sticks is one way to brainstorm, but it's certainly not the most effective. There are various ways to generate great ideas, and, in this course, we'll discuss the SCAMPER method. SCAMPER is an acronym that can help take brainstorming to a more creative and in-depth level. The goal is not to come up with a brand-new idea, but to improve an existing product, service, process, or idea. Here, we'll talk about the SCAMPER brainstorming process and help you figure out how to apply it to your business.

Six Wrong Ways to Manage   JUL4048

When it comes to managing a team, you don't have to look far to find management tips and advice. There are literally thousands of books, articles, and podcasts on leadership styles, coaching methods, and getting the most out of your team; the list goes on and on. This course is designed to inform you of what NOT to do. We're going to talk about six common pitfalls that some managers make, particularly when they're new to a leadership role. We'll discuss what to do if you find yourself in one of these situations, and how to avoid them altogether.

SMART Goals   JUL4049

How do you achieve your goals? Not the short-term daily tasks, but long-term goals and dreams? Some find that they don't actually ever achieve them, or they fall way short. If you're the type who works day after day, and year after year, but don't feel like you're really getting anywhere, this course is for you. SMART is an acronym that you can reference as your guide for goal setting. Setting SMART goals will help you to focus your efforts, keep you accountable, and help you attain whatever goal it is you hope to reach.

Staying Positive   JUL4050

Part of being a manager is watching your employees in action. Managing employees that are onsite is easy since you get to see them on a regular basis. But what if you have salespeople whose jobs keep them on the road? Field Sales Coaching, or a ride along, is the best way to observe your over-the-road employees.

Successful Delegation   JUL4051

Successful delegation at work gives you more time to focus on other tasks. It also helps you grow and develop your direct reports by sharing opportunities with them. The more successful they are, the more successful you are. In this course, we'll talk about why delegation is difficult for some, go over creating a process for passing off work to others, and explain how to use that process to delegate effectively.

Supervising a Narcissist   JUL4052

Have you worked with someone who had an inflated sense of self-importance? Someone who has a skewed sense of reality, and who ignores the needs of others, while serving only their own interests? This type of person is a narcissist, and supervising them can be challenging, if you're unprepared. In this course, we'll talk about how to manage a narcissist. We'll discuss the traits that make them difficult to work with, but also the positive attributes they can bring to the workplace. We'll also go over Kurt Lewin's Change Management Model, which will help you coach narcissists to better handle criticism and discipline.

The Leader as a Coach: Improving Your Coaching Skills   JUL4053

In this series of courses, we walked viewers through eight different coaching models and talked about the importance of incorporating coaching skills into your management style. Each model follows the same basic sequence, but how do you know which model works best for you and your team? That's what we'll go over in this last program on The Leader as a Coach.

The Leader as a Coach: Introduction to Coaching   JUL4054

Coaching is a critical competency for modern managers, and a skill that all levels of management need to develop and deploy. In today's world, the traditional command and control style of leadership is no longer viable. It's an absolute necessity for managers to provide support and guidance, in addition to providing directives and assigning tasks. In this series, we're going to teach you how to incorporate the "leader as a coach" mindset into your leadership or management style. You'll learn about several different coaching skills models that are used for specific coaching situations, and how to use them to raise your game as a leader. In this first program, we'll go over the difference between coaching and managing.

The Leader as a Coach: The ACHIEVE Model   JUL4055

The ACHIEVE model is a logical extension of the popular GROW model. It's a systematic seven-step framework for coaching that includes added flexibility and feedback-reactivity, as compared with GROW. In this course, we'll walk viewers through the seven-step process of ACHIEVE.

The Leader as a Coach: The CIGAR Model   JUL4056

The CIGAR model of coaching is unlike other solutions-focused models, and instead uses a gap analysis approach. This method focuses on the individual's current reality or situation versus possible scenarios. In this course, we'll take viewers through the five steps of the straightforward and easy-to-use CIGAR model.

The Leader as a Coach: The CLEAR Model   JUL4057

The CLEAR model is designed to help individuals achieve transformational change based on new values, behaviors, or convictions, as opposed to simply helping them achieve a goal. Just like many other coaching models, CLEAR is an acronym that's used to define the five stages of the process. The stages include contracting, listening, exploring, action, and review. In this program, we'll look at each of these stages, and discuss how to employ this process to drive tangible change.

The Leader as a Coach: The FUEL Model

JUL4058

The FUEL model of coaching is particularly effective for specific skill development, career planning discussions, tough performance feedback, a performance issue that's related to a relationship, or a task problem. This model consists of four elements, and that's what we'll discuss in this course.

The Leader as a Coach: The GROW Model

JUL4059

The GROW model is one of the most recognized and influential coaching models in use today. Its relative simplicity and logic make it easy to understand and use, rendering it a favorite among executive coaches and managers. The GROW model's four-step approach is used to help teams and employees improve performance, solve problems, make better decisions, learn new skills, and reach career goals. In this course, we'll teach you how to put this coaching model into action with your own team.

The Leader as a Coach: The OSCAR Model

JUL4060

The OSCAR model of coaching builds upon, and enhances, the popular GROW model. This solution-oriented coaching method encourages employees to take the lead in their own development, with the full support and encouragement of their coach. In this course, we'll go over the five steps of the OSCAR model, which helps managers increase and improve employee performance and professional efficiency.

The Leader as a Coach: The STEPPPA Model

JUL4061

The STEPPPA Model of coaching was developed in 2003 and is based on the fact that behaviors are driven by emotion, which means that action is motivated by emotional commitment. The intent of this technique is to repurpose the emotions of a problem or situation, to lead the way for creating new objectives, outcomes, and paths to success. In this program, we'll walk through each step of STEPPPA.

The Leader as a Coach: The STRIDE Model

JUL4062

The essential aspect of the STRIDE model is that it focuses on the strengths of the individual being coached, so that the whole process becomes a positive experience. It's a simple and sequential model designed to enable individuals to resolve their own problems and to enhance performance. In this program, we'll take a look at the six steps of the STRIDE model and go over how to effectively put it to use.

You Get What You Expect From Employees

JUL4063

As a manager, you may sometimes be disappointed with the output and effort your staff gives. Maybe you blame this on your company's leadership, or you fault the employees themselves for not being motivated enough. But do you know where the responsibility really lies? With you, their manager! Most likely, if your employees are giving a low effort, it's because YOU didn't set high expectations for their work and output. In this course, we'll discuss how to properly set expectations for high productivity. We'll go over the psychology behind why these tips are so effective. We'll also talk about the importance of SMART goals, clear communication, and healthy recognition.

41. Supply Chain Management

Any business that sells a finished product or service to a customer manages a supply chain, and that supply chain impacts almost every other business function. Supply chain management is a make-or-break factor when it comes to being competitive in the marketplace.

Supply Chain Management: Inventory Control
JUL4101

Managing inventory is all about controlling the inventory moving in and out of a business. Inventory control is a subset of inventory management. It refers to when you have control over your stock, which is typically a result of effective inventory management processes. This course teaches several inventory control disciplines and processes necessary to optimize the return on inventory investment.

Supply Chain Management: Inventory Management
JUL4102

Inventory management is a critically important part of the supply chain. It includes several different aspects, such as controlling and overseeing purchases from suppliers, maintaining storage of stock, controlling the amount of product for sale, and order fulfillment. It's a step in the supply chain where inventory and stock quantities are tracked in and out of the business. This course teaches the basics about inventory, and the importance of effectively managing it.

Supply Chain Management: Inventory Management Strategies
JUL4103

With an understanding of what inventory is, and why it is so critically important to manage it effectively, this course teaches specific strategies used by organizations to set priorities and business results expectations. The learning includes common methods of inventory management.

Supply Chain Management: Logistics
JUL4104

Logistics is arguably the most important component of the supply chain, because it's all about delivering against your customers' expectations. Logistics refers to the physical movement of goods between supply chain points. This course teaches what logistics encompasses, and the importance of managing this supply chain component effectively.

Supply Chain Management: Supply Chain Transparency
JUL4105

Companies are under a lot of pressure from governments, consumers, non-governmental organizations, and other stakeholders to divulge more information about their supply chains. Companies are concerned with quality, authenticity, safety, and compliance, because their profits, brand equity, and reputations are at stake. This course teaches what supply chain transparency is, and why it's so critically important for companies to monitor and enforce accountability standards.

Supply Chain Management: The Role of Supply Chain

Any business that sells a finished product or service to a customer manages a supply chain, and that supply chain impacts almost every other business function. Salespeople wouldn't have anything to sell without a supply chain supplying products. Finance wouldn't be able to measure profitability without a supply chain managing supplier and manufacturing costs. Supply chain management is a make-or-break factor when it comes to being competitive in the marketplace. This course teaches what a supply chain is, and the role that it plays in business.

42. Talent Development

The goal of talent development is to create a high-performance, sustainable organization that meets its strategic and operational goals and objectives.

Some of the topics you will find in this section of microlearnings are successful employee onboarding and reviewing resumes.

Successful Employee Onboarding: The Importance of Onboarding

JUL4201

Starting a new job is a big deal. The new hire, after the trials of interviewing, has made the decision to hitch their trailer to your company. So they need to know that the feeling's mutual, and that you are partners. This is done through onboarding. Good onboarding goes well beyond a W-4 and company history spiel. It involves creating a connection, which we'll teach in this series, starting with why it matters.

Successful Employee Onboarding: Before They Start

JUL4202

Have you ever started a new job, and perhaps you weren't sure where to go, or who to check in with? Maybe your computer wasn't ready, your login didn't work, or there was nothing planned for your first lunch? Don't be that employer! Learn in this course how to be prepared for your new hires, and how to prepare them. Their appreciation will come back to you in many ways, for many days!

Successful Employee Onboarding: Their First Week

JUL4203

The first week is critical. Your new hire will be taking it all in, forming their opinions, and deciding where (and if) they fit in the company puzzle. Here, we go through the key steps to ensuring a warm welcome and smooth transition - from newbie to part of the team!

Successful Employee Onboarding: Days 30 to 90

JUL4204

All aboard the onboarding train! You've prepared for the new hire's arrival, welcomed them warmly, and guided them through their first week. But you've not arrived yet; days 30 to 90 are a critical stretch. Here, we map this treacherous terrain. We explore why people leave, and ways to make them want to stay, so that they're "on board" for a nice, lengthy journey!

Recruiting Toolkit: Hiring is Tough

JUL4205

You have an open position and it needs to be filled. It's either open because someone left the company, or it's open because you need to add headcount. The longer the position is open the less productive and the more overworked that department becomes. You can't hire just anyone. The goal is to hire the right person, the best person, the most qualified person. So what happens if you hire the wrong person? That's what we'll cover in this course. We'll go over the impact of making a bad hire, from financial costs and a loss of productivity to a decline in morale and employee respect.

Recruiting Toolkit: The Hiring Process

Having a well thought out, documented, repeatable process, will help you hire qualified candidates. Not only does it take the "guess" work out of the hiring decision, but it also keeps you compliant with employment law. The process you use needs to make sense for the amount of hiring you do and the type of company you work for. If you've not been involved in the hiring process, as an employer, you might think the process is pretty simple. Because on the outside looking in, it SEEMS simple: there's an open position, you post the job, you interview people, you hire someone, done! But there's more that goes into it. In this program, we'll take an in-depth look at what that process should look like by breaking it down into three sections: what happens before posting a job, sourcing candidates, and verifying your candidates.

Recruiting Toolkit: Creating Job Postings   JUL4207

Oftentime, companies will use a job description as a job posting, but these are two very different things. A job description is an internal document created by Human Resources to show compliance with federal and state labor and employment laws. A job posting is an advertisement for a job. It should include certain aspects of the job description, but more than anything, it should promote the best parts about the position and the company. In this program, we'll go through the distinct differences between job descriptions and job postings, we'll talk about what information to use from a job description in your job ad, and we'll cover how to make a job posting appealing for the right candidates.

Recruiting Toolkit: Using Social Media to Recruit   JUL4208

Another way to improve hiring is to incorporate social media into your recruitment strategy. Research shows that 94% of recruiters are using social media to recruit and hire. That's because posting jobs on social media can result in a 30% to 50% increase in applicants. Almost everyone belongs to some sort of social media site. As a recruiter, utilizing social media to post jobs and search candidates can save you time and money. It doesn't cost to create an account and depending on the site, it doesn't cost to post jobs. In this course, we'll go over the best ways to use social media to your recruiting advantage. We'll look at the different ways to post jobs on common sites like Facebook, YouTube, Instagram, Twitter, and LinkedIn. We'll also discuss how to develop a social media recruitment strategy. Finally, we'll talk about what the company should be doing with it's own social media marketing to entice candidates to apply.

Recruiting Toolkit: Managing Unconscious Bias in Recruiting   JUL4209

When you interview, your goal is to find the best candidate using the fairest process. Not only because it's a legal requirement, but also because it's the right thing to do. While we try hard to make sure we abide by Title VII and the Equal Employment Opportunity Commission, we do have biases that can creep into the process. In this course, we'll talk about how to avoid making hiring decisions based on our own biases. We'll define what unconscious bias is and what the most common unconscious biases are: Confirmation bias, Availability heuristic bias, Perception bias, and Functional fixedness bias.

Recruiting Toolkit: Reviewing Resumes

JUL4210

After posting a job opening on any online platform, you can expect to receive around 250+ resumes. Reviewing those resumes would be an overwhelming task for anyone. Thankfully there are Applicant Tracking Systems in place to help you determine which resumes are good enough to move to the next round. You'll still be required to review several resumes though, so where do you start? That's what this program is all about. In this course, we'll discuss the things to consider when reviewing resumes, including matching the job requirements to the candidates' skills and experience. We'll also go over how to spot resume red flags.

Recruiting Toolkit: Conducting an Interview

JUL4211

So you posted an ad for a job opening. You received a bunch of resumes and you have some candidates you want to talk to. What's the best way to do that? That's what we are going to cover in this program. We will outline a process you can use to be consistent in each interview and to get the information you need to make a good hiring decision. We'll discuss phone interviews, face-to-face interviews, how to build rapport, and we'll take an in-depth look at some interviewing questions to help you gather as much information from your candidates as possible.

Recruiting Toolkit: Unacceptable Interview Questions

JUL4212

Just like there are some great questions to ask in an interview, there are questions that you should never ask in an interview. If these questions were asked when conducting an interview, the company would become vulnerable to charges of discrimination. As a rule of thumb, if you think you're asking a question that falls on the borderline, don't ask it. In this program, we'll go over several examples of questions you should never ask.

Recruiting Toolkit: Extending an Employment Offer

JUL4213

Offering someone a job is one of the most gratifying parts of being a recruiter or hiring manager. You may not realize it, but you are changing this person's life. On the flip side, one of the worst feelings is when you have to call the candidate back and say, "Sorry, we're pulling our offer." In this course, we'll go over the best way to extend an offer. We'll discuss offer letters, drug testing and background checks, and reasons why you may need to rescind an employment offer.

43. Team Building

Team building is the process of turning a group of individual contributing employees into a cohesive team—a group of people organized to work together to meet the needs of their customers by accomplishing their purpose and goals.

Types of teams and characteristics of a successful team are a few of the topics that will be found in this section of microlearnings.

Team Building: What is Team Building? JUL4301

Almost all of us work or play or serve on teams in some capacity, so this topic is an important one. A team is a group of people who are mutually dependent on one another to achieve a common goal. A team recognizes and leverages the different talents and experiences each individual brings to the table, and uses that to achieve their shared goal. We're going to spend some time talking about the characteristics that make a great team, how to develop a successful team, and then how to lead them.

Team Building: Types of Teams JUL4302

We've come up with six different types of teams that are commonly found within an organization. Some teams are permanent, some are temporary. Some require supervision, while others are self-directed. Some teams work in the same office, and others are globally separated, requiring technology to stay connected. In this program, we'll look at each type of team, what their goals are, and how they operate.

Team Building: Effective Team Members JUL4303

What traits make up a good team member? This is important to learn for two reasons: 1. To know what to look for if you're adding people to your team. And 2. To learn whether YOU possess the traits of a good teammate. In this program, we'll talk about the common features found in the best team players: from being constructive communicators to solution-oriented, from reliability to adaptability, and everything in between.

Team Building: Team Development and the Tuckman Model JUL4304

When a group of people first form a team, their roles and interactions have not yet been determined. Some individuals may simply observe while they decide where they fit, while others may jump right in. There are models that describe how team development progresses. The most popular one is called the Tuckman Model, and is generally accepted as the basic standard of team development. The four stages in the Tuckman Model are known as Forming, Storming, Norming, and Performing. In this program, we'll take a look at each stage.

Team Building: Characteristics of a Successful Team JUL4305

We've looked at the characteristics of good team players and the traits that people should possess to contribute successfully as individuals. A team, as a whole, should also possess characteristics that create a climate for success. In this course, we'll discuss those essential team traits, including how conflict should be handled, how to agree on a shared purpose, acknowledging people's value and responsibilities, our views on diversity, making decisions, communication, recognition, and much, much more.

Team Building: Teams in Crisis Situations JUL4306

Eighty percent of businesses impacted by a crisis event either never reopen or close within 18 months. When your team is faced with a critical or unexpected situation, it's imperative that you employ a crisis plan. Does your team have one in place? If so, what does it look like and does it cover all bases? If not, you need to create one immediately. From communicating with your team or customers, to how to manage a team during a crisis, this course covers the essentials when handling the unexpected.

Leading a Team: Leading a Team JUL4307

Congratulations, you've been chosen as team leader! Maybe you're a manager and have lead dozens of teams. Or maybe you're a frontline employee who's been asked to lead a team of peers. It doesn't matter. The fact is, that you're expected to put a team of people together to accomplish a goal. In this course, we'll discuss the characteristics, roles, and responsibilities of a good team leader. We'll also talk about discovering and defining a team's purpose, creating a workflow, measuring progress and the importance of good communication.

Leading a Team: Team Building and the Tuckman Model JUL4308

According to the Tuckman Model, there are four stages to team development: forming, storming, norming, and performing. If a leader understands the stages, they can better guide the team along. Forming is the first stage, when team members are getting acquainted. The next stage is Storming and typically involves conflict and issues of power. Norming occurs when teammates settle into their roles and learn to work cohesively. The Performing stage happens when the team works together to accomplish their goals. Let's take an in-depth look at the four stages and focus on how you, the leader, can intervene and support.

44. Territory Development

Territory development refers to integrated multi-sector development across a specific portion of territory, guided by a spatial vision of the desirable future and supported by strategic investments in physical infrastructure and environmental management.

Characteristics of the Sale: Analytics and Metrics

Alignment between sales and marketing should be the goal of every CEO. Growth depends on the two teams working productively together. However, measuring sales and marketing can be an overwhelming task. What should be measured and reviewed?

Characteristics of the Sale: Introduction to the Sales Cycle LINE

JUL4402

Sales vary throughout the year. In general, a potential customer goes through a series of questions to determine if he or she should even talk to you. You need a plan to overcome these barriers and to get in front of the customer.

Characteristics of the Sale: Key Account Selling Overview

JUL4403

In this program we'll review what a key account sale is and why it's important.

Characteristics of the Sale: Product Knowledge

JUL4404

It's hard to sell to a consumer if you can't show how your product fulfills the prospect's needs. You still need to know your product and here's why.

Characteristics of the Sale: Sales Cycle LINE A

JUL4405

Sales vary throughout the year. In general, a potential customer goes through a series of questions to determine if he or she should even talk to you. You need a plan to overcome these barriers and to get in front of the customer.

Characteristics of the Sale: Sales Cycle LINE B

JUL4406

Sales vary throughout the year. In general, a potential customer goes through a series of questions to determine if he or she should even talk to you. You need a plan to overcome these barriers and to get in front of the customer.

Developing your Territory: Summarizing the Business Situation

JUL4407

A business situation summary is a brief overview of the present state of your company within the market. Sometimes a business situation summary can be a part of your larger marketing plan. Let's take a look at some sections you can use in creating your business summary.

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45. The Virtual Workplace

A virtual workplace is a workplace that is not located in any one physical space. It is usually a network of several workplaces technologically connected (via a private network or the Internet) without regard to geographic boundaries. A virtual workplace integrates hardware, people, and online processes.

Microlearnings in this section include topics such as leading remote teams, setting up your workspaces, and handling IT challenges.

Hybrid Work Environments: Collaborating in a Hybrid Work Environment

The landscape of workplace collaboration has completely shifted, as we've all had to adapt to working together, but in different places. In this program, we're going to look at four different modes of working, and how you can effectively collaborate within each. We'll be discussing co-located or distributed work, as well as synchronous or asynchronous work.

Hybrid Work Environments: Communication in a Hybrid Work Environment

Think of all the little moments in a physical workplace that you spend talking with others. Of course, you have presentations, meetings, and so on. But you also have watercooler moments and casual chats by someone's desk or during lunch. Having these interactions from afar can pose new challenges, so in this course, we'll cover some tips and tricks for communicating in a hybrid work environment. We'll talk about using different platforms and being intentional in your communication. We'll also discuss inclusivity, transparency, and more.

Hybrid Work Environments: Establishing Your Hybrid Work Schedule

Hybrid work environments are commonplace nowadays. As we've all become more accustomed to hybrid and remote work, now is the perfect time to refine our practices and create schedules that make the most of our energy and skills. In this course, we will look at several different types of schedules, as well as their advantages and disadvantages. We'll also explore which kinds of companies and employees they work best for, so you can find the right one for you and your team.

Hybrid Work Environments: How To Be a Great Hybrid Work Employee

Professional relationships are crucially important in hybrid workplaces where employees might be working from remote locations, or even different countries. And although you may not see team members daily, you can still have excellent working relationships. You just have to change how you approach relationship building. It all starts with evaluating how you're showing up for your colleagues. In this course, we'll discuss some tips for how you can be a great teammate, no matter what your company setup looks like. We'll talk about creating effective communication, utilizing video meetings, including casual conversation, using GIFs/emoji, and more.

Hybrid Work Environments: Setting Up Your At-Home and In-Person Workspaces   JUL4505

If you're a hybrid work employee, you're navigating a new frontier! Workplaces all over the country are experimenting with hybrid work environments, which is exciting for everyone involved. The downside, of course, is that many of these workplaces aren't quite ready for this change. You might find your organization struggling to understand exactly what you need. So, in this program, we're going to talk about how you can create useful workspaces, whether you're in a shared space at work or a home office.

Hybrid Work Environments: Time Management in a Hybrid Work Environment   JUL4506

Time management is one of the most important professional skills you can have. It applies to everyone, from leadership to interns. Those who master it can move through work efficiently and productively,¬†improving their work-life balance and professional success. In this course, we're going to focus on the challenges you might face managing your time in a hybrid work environment. We'll talk about planning and prioritization, as well as effective and efficient communication.

Managing a Hybrid Team: Managing a Hybrid Workforce   JUL4507

The working world is changing, and hybrid work environments are becoming the norm. As managers, you've had to adapt to these changes quickly and lead your teams in new, uncharted ways. As we all settle into this new normal, there are some common techniques that we've seen success with when it comes to managing hybrid teams. So, in this course, we'll go over those techniques, and talk about setting expectations, the importance and frequency of check-ins, organizing group work, and more.

Managing a Hybrid Team: Managing Culture in a Hybrid Team   JUL4508

A positive culture is vital for any organization and team, hybrid or not. It keeps employees connected, encourages loyalty, and has even been shown to improve productivity. However, developing a positive culture for a hybrid team is different than developing one for a traditional workplace - although it's still very possible. It's all about building up a sense of shared purpose, even when employees are physically separated. And creating this culture starts with you, the manager. In this course, we'll talk about ways you can work to build and nurture the culture of your hybrid team.

Managing a Hybrid Team: Team Building for a Hybrid Team

Most people say that their colleagues and work culture are the reasons they'll stay with a job. In fact, recent studies indicate team culture is more important to workers than their salary level. But how do you, as a manager, build a team when some team members are remote, and others are working in-person? This type of working arrangement definitely brings its challenges. In this course, we'll talk about five opportunities you can use to build team culture for your hybrid team. We'll discuss onboarding, setting expectations, highlighting successes, holding team-building events, and general socializing.

Managing a Hybrid Team: Tools for a Hybrid Workforce   JUL4510

Managing a hybrid team requires excellent communication, task management, and organization. To help you stay on top of all this, there are some great tools designed specifically for remote or hybrid working. Here, we'll break down some of the top ones. We'll take you through some helpful communication tools for messaging, training, onboarding, and more. Then, we'll discuss some project management tools that will keep your entire team up-to-speed on various milestones within a project. These include time-tracking tools to ensure proper client-billing and time management.

Remote Employee Mental Health: Maintaining the Mental   JUL4511
Health of Your Remote Employees

The more we get to know about the stresses of remote work, the more we understand that it can take a toll on your mental health. Your remote workers may hide that they're struggling mentally, but surveys show many of them are. Whether it has to do with a diagnosed mental health disorder, or simply someone being lonely while working from home, mental health among remote workers is something we as leaders should take seriously. In this course, we'll address how you can take action to improve and maintain the mental health of your remote employees. We'll discuss how to promote your company's benefits, maintain healthy communication, and encourage work-life balance among your team.

Remote Employee Mental Health: Maintaining Your Mental   JUL4512
Health as a Remote Employee

There are many benefits to working remotely, for both workers and companies. Employees experience the comfort and flexibility of working from home, while businesses save money on office space and overhead. But what's not discussed as often is the downside to remote work: the impact on employee mental health. Many remote workers report feeling lonely and disconnected from their coworkers and bosses. Thankfully, there are steps you can take to actively nurture your mental health while working from home, and that's what we'll discuss in this course. We'll go over understanding your benefits and the advantages of utilizing Employee Assistance Programs (EAPs). We'll talk about the importance of having open communication with your team, both online and in person. And lastly, we'll discuss how to create an effective work-life balance.

The Virtual Interview: During Your Virtual Interview

Everyone knows that during an in-person interview, you shake hands, introduce yourself, and try to establish rapport. You use nonverbal communication to supplement your stories and responses, and to better convey your personality, skills, and ideas. Unfortunately, most of this goes out the window when you interview virtually. In this course, we'll talk about how to make up for that loss of live, personal connection. We'll discuss how to use nonverbal communication successfully while interviewing virtually. We'll talk about your voice and how to speak at a proper volume and tempo. We'll go over scripting, screen sharing, and troubleshooting technical issues that may arise. And lastly, we'll cover what to do after the interview.

The Virtual Interview: Preparing for Your Virtual Interview   JUL4514

Interviews are hard enough, but these days you may come up against another wrinkle: having to interview virtually. That is, interviewing via video call on your computer. Essentially, all the etiquette and advice that applies to normal interviews applies here, but there are lots of other factors you need to consider when interviewing virtually. In this course, we'll discuss preparation tips, including testing your technology, finding an appropriate interview space, and doing a practice run. Let's talk about how to best prepare for your upcoming virtual interview.

Virtual Human Resources: Conducting Performance Reviews   JUL4515

Any performance review you've done in the past was likely conducted one-on-one, in an air-conditioned meeting room, with both people looking sharp and ready to go. It's harder to get these optimum conditions in a virtual workplace, but there's no reason why a remote performance review can't be just as productive as an in-person one. In this program, we'll give you some things to consider when preparing for remote performance reviews. We'll go over structure and approach, using visual aids, and some new topics to address, including employee wellbeing and home working environment. We'll also cover how to assess performance in the virtual workplace and how to address underperformance, when necessary.

Virtual Human Resources: Onboarding New Employees   JUL4516

Welcoming new employees to your company is always a happy occasion, but how do you offer a warm welcome in a remote-only work environment? Research tells us that how an employee begins their work has a lot to do with how quickly they adapt and how long they'll stay committed to their role. In a remote work world, this is even more important, because the onboarding process may be longer, and the employee will naturally be less connected to their teammates than those who are in office. But there are ways to make the remote onboarding experience a positive one, and that's what we'll cover in this course. We'll go over what to do on their first day, determining their equipment and administrative needs, establishing social connections, and more.

Virtual Human Resources: Recruiting and Hiring

JUL4517

Moving to a remote workplace doesn't mean your business needs to stagnate - quite the opposite! The modern working environment has never been so adaptable, and that might mean you need to add new staff. So, how does recruiting and hiring work in a virtual workplace? That's exactly what we'll cover in this course. We'll discuss job ads, virtual interviews, and making an offer to your best candidate.

Virtual Human Resources: Terminations, Layoffs, and Furloughs

JUL4518

Having a conversation about changing or ending an employee's relationship with your organization isn't easy and it's definitely harder in a remote work environment. In this program, we're going to provide tips on handling terminations, layoffs, and furloughs with compassion and respect. We'll define and discuss the differences between these three situations, as well as talk about why and how each should be decided. We'll cover proper documentation, communication, and how the news should be delivered.

Virtual Leadership: Handling IT Challenges in Virtual Work

JUL4519

When you're in the middle of a debriefing on an important project with a subordinate or about to close a sale with a client, the last thing you want to deal with is technology issues. Whether it's dealing with connectivity issues, software glitches, or hardware problems, you need to have strategies in place to help your employees deal with them. In this program, we'll discuss connecting your employees with your IT department and simple troubleshooting strategies for employees to try at home. We'll go over starting remote work and how employees should be set up. We'll also talk about backups and cloud networks. Finally, we'll address common technical issues and how to overcome them.

Virtual Leadership: Handling Personnel Challenges Virtually

JUL4520

An employee who is consistently reliable and competent at their work is what any team leader or manager ultimately needs. Unfortunately, it's not always what they get. This can be for many different reasons, and many of them are solvable. Managing these challenges, especially when your workforce works remotely, can seem difficult at first. In this course, we're going to learn strategies to effectively address personnel challenges while working in nontraditional ways. We'll discuss flexibility, communication, and troubleshooting common struggles. We'll also give you strategies for handling performance issues virtually.

Virtual Leadership: Leading Remote Teams

JUL4521

Many of the same leadership techniques that are important in leading a team in a traditional, physical office are also applicable to the leadership of remote teams. Communication, positivity, fairness, and organization are all important attributes to have when leading your virtual team. But in this remote work world, employees are facing new challenges. In response, managers need to maintain flexibility and set realistic expectations. In this course, we'll talk about how to successfully lead your virtual teams. We'll discuss communication and remote management strategies. We'll go over project tracking software programs to consider. Lastly, we'll touch on the importance of recognition and boosting morale.

Virtual Leadership: Shifting the Productivity Mindset

JUL4522

Working from home has created unique situations for all of us. Between pets barking during Zoom calls, kids begging us for snacks while sending emails, changing laundry during breaks - this is the new work/life balance. While your employee's workloads haven't necessarily changed, their needs have been drastically altered. As a manager, your best approach is to provide flexibility in how you measure your team's productivity and performance. In this video, we'll go over ways to help you do that. We'll talk about a time-focused approach versus a results-based approach, including the way you set milestones.

Virtual Leadership: The Virtual Daily Standup

JUL4523

With more businesses working remotely, organizations need to find ways to stay focused on their goals and important tasks throughout the day. One of the best ways to stay on track is to schedule daily touchpoints, the most common being a standup meeting. These are designed to create a plan of action for the day, giving employees the chance to ask questions and acquire additional resources. In this course, we'll discuss why daily standup meetings are an essential part of managing a remote team and provide some tips to ensure your virtual standup meetings are a success.

Virtual Leadership: Virtual All-Company Meetings and Town Halls

JUL4524

In a remote-working world, all-company meetings and town halls can be a powerful connection tool, if they're well-planned for and successfully delivered. In this course, we'll talk about finding the best conferencing tools, establishing expectations, and considering your current state to determine the best meeting format. We'll also discuss how to be a meeting facilitator, as well as understanding the features of your conferencing tool for the best delivery. Lastly, we'll touch on engagement and getting post-meeting feedback.

Virtual Leadership: Virtual Team Building JUL4525

The internet has made it possible for companies to build remote teams that employ people from all corners of the globe. Over the last twenty years, this trend has continued to grow at a steady pace. The transition to remote teams has accelerated at a rate no one could have predicted. And with this transition, having a connected, collaborative team is more important than ever. In this course, we'll explore how you can shift your business's team-building activities to the virtual world, including a few great activities to help get you started.

Working Virtually: Body Language in Virtual Meetings JUL4526

Body language is an important aspect of communication. Some researchers even believe that up to an incredible 93% of human communication is expressed nonverbally. Therefore, it's crucial to think about your body language and the things that you might be communicating with others - especially as you start to shift to remote work. In this course, we'll cover the basics of body language in virtual meetings.

Working Virtually: Building and Maintaining Sales Relationships JUL4527

How do you build a relationship when you're unable to interact face-to-face? How do satisfy a customer's needs, while also making a positive impact through a digital service or purchase? It's achievable, and that's what we'll cover in this course. We'll discuss various ways to add a human touch to your digital relationships. We'll talk about methods to communicate with customers and establish a point of contact. We'll also go over how to provide quality online service.

Working Virtually: Collaborating in a Digital Work World JUL4528

Before the 2020 coronavirus pandemic, many believed collaboration had to take place with all the stakeholders in a single room, using a whiteboard or Post-Its, to document and sort through their ideas. But now, as we're looking forward to the future, collaboration is looking a bit different, starting with the tools you'll use. In this course, we'll discuss video conferencing, project management, and digital collaboration tools that will help you and your team successfully work together in a virtual setting.

Working Virtually: Networking in a Virtual World   JUL4529

Traditional networking events, like business seminars and industry conferences, which are hugely beneficial for relationship building and gaining industry information, are being sidelined in our current climate. So how can we bring networking into a digital, virtual work world? In this course, we'll cover how to successfully interact with companies and other industry folks online. We'll discuss virtual conferences and happy hours, as well as talk about how to effectively connect with others through social media.

Working Virtually: Setting Up Your Virtual Workspace   JUL4530

Creating a dedicated home workspace isn't a one-size-fits-all approach. There is no perfect home office set-up. One of the many benefits of an at-home office is that you have the freedom to make it as individual as you are. You can decorate it to be minimalist and modern, or paint everything pink. It's up to you! That said, let's discuss some general do's and don'ts of setting up a home workspace. In this course, we'll cover the best and worst places to set up a home office. We'll also talk about internet speeds, equipment maintenance, ergonomics, office decor, and more.

Working Virtually: Time Management in a Work-from-Home   JUL4531
World

The new normal for many office workers and other professionals has been to work from home. If you've found this transition away from the office to be difficult, then you're not alone. Juggling home responsibilities and work responsibilities in a space where those two worlds are now blurred presents a unique set of challenges. You might have difficulty focusing, or you're dealing with too many distractions, or you're struggling with, perhaps, the biggest hurdle of all - time management. Let's discuss some ways to tackle these issues so you are your most efficient, productive self while working from home.

Working Virtually: Working Virtually with Your Boss   JUL4532

Working remotely brings its own challenges, but one that isn't often discussed is the ability to maintain a healthy working relationship with your boss. It's all about knowing what's expected of you, as well as finding the right balance and methods of communication. In this program, we'll talk about the best ways to set expectations on both sides, knowing when and how to communicate. We'll also go over handling and communicating setbacks, dealing with personal matters, and seeking feedback.

46. Voting Essentials

Americans live in a democracy. That gives U.S. citizens a voice and the power to choose how the country, states, cities, or local municipalities should be run. Voting provides the ability to choose people to represent us and make decisions that impact us.

Election day, your voting rights, and registering to vote are some of the topics covered in this section of microlearnings.

Voting Essentials: Beyond the Presidency

JUL4601

Chances are, you know all about Presidential elections. They happen every four years and you always vote. But what about the other important elections? Are you familiar with congressional elections and how often these take place? What about statewide elections? Or local elections? If not, that's what this course is for! We'll talk about voting for congress, the offices you're electing people to, and what the term limits are. Then, we'll get into state and local elections, when they happen, and why they're so important to participate in.

Voting Essentials: Election Day

JUL4602

If you're a new voter, you might wonder what actually happens when you show up to the polls on election day. What should you bring with you? What are the different types of ballots? What if you don't complete your ballot? What if you have a disability that requires assistance? In this course, we'll discuss the answers to these questions and talk about what you can expect when you arrive to the polls.

Voting Essentials: Finding Common Ground

JUL4603

We've all heard that the two things you should never discuss are politics and religion. Especially at Thanksgiving. While it does make family gatherings easier if you just completely sidestep any topics that may be contentious, it doesn't make for a better society. Often, we feel most uncomfortable with the conversations that we are most in need of having. Simply ignoring an issue will not make it go away and an increased understanding of any topic or issue is never a bad thing. Yes, it can be very difficult to communicate across the modern political divide, but in this course, we'll offer some tips to make these conversations go a little easier.

Voting Essentials: News Literacy

JUL4604

In 2014, The New York Times picked up a fake news story about Kanye West's declaration of love for his own butt which, while believable, was a complete fabrication. Even professional journalists fall prey to misleading or entirely false information. Fake news articles are becoming increasingly sophisticated, with fake news sites mimicking the exact design of well-known news outlets. If we're not careful, these dubious sites can be hugely impactful in politics and democracy moving forward. So in this course, we'll show you what to be on the lookout for. We'll talk about finding trusted news sources that contain factual information, so you can make more informed political decisions.

Voting Essentials: Political Parties 101   JUL4605

Every single U.S. President has belonged to one of two political parties: identifying as either Democrat or Republican. No third-party candidate has ever won. Why is that? And how did these two parties form? And what do they stand for? What are the other third-party options? That's what we're going to talk about in this course. Here's everything you need to know about U.S. political parties in under five minutes.

Voting Essentials: Registering to Vote   JUL4606

So you've decided that you want to vote. Congratulations!! Voting is an important part of being an active and engaged member of your community. But what now? What do you need to do so you can vote on Election Day? It isn't complicated, but there are a few important things that you should understand before you register to vote. In this course, we'll talk about the different ways to register, where you can register, and when you may need to re-register. We'll also discuss what to do if you're traveling during an election and how to apply for absentee voting.

Voting Essentials: Single Issue Voting   JUL4607

A democracy is all about having a voice and a way to influence the decision-making process for issues that matter deeply to you. You might be voting directly on these issues, such as when you have a local or state vote about a sales tax to support new school construction. Or you could be electing representatives to make these choices for you, knowing that their stances on issues align with yours. Would you consider yourself a single-issue voter? Or do you vote based on the political party that you're most loyal to? Let's talk about the advantages and disadvantages of both single-issue voting and voting within party lines.

Voting Essentials: Voting for President   JUL4608

Either from previous elections, or perhaps your own understanding of the electoral college, you probably know that voting for the President of the United States is not a straightforward process. In this course, we'll discuss the basics of how the electoral college works and what the "popular vote" means. We'll also go over the role of individual electors for their states. Then, we'll switch gears and discuss how you, as a voter, can decide who the best candidate is for you. We'll talk about finding trusted news sources, getting educated on the candidates, and determining which party/policies align most with your personal beliefs.

Voting Essentials: Why Should I Vote?   JUL4609

As Americans, we live in a democracy, and we are very lucky that is the case. It gives U.S. citizens a voice and affords us the power to choose how we want our country, state, city, or local municipality to be run. It provides us with the ability to choose people whose ideals align with ours to represent us and make decisions that impact us. In this course, we'll take you through a brief history of voter rights and go over why the right to vote is so critically important to every individual.

Voting Essentials: Your Voting Rights   JUL4610

Casting a ballot in an election is one of the most basic rights here in the United States. Because voting is such an important part of our country's fabric, it's important to understand just what the right to vote entails. How is your vote protected? What laws are on your side? In this course, we'll discuss getting time off for voting, the rules regarding polling places, and voter privacy.

47. Workplace Compliance

Workplace compliance is the act of complying with federal, state, or local laws and regulations. Every organization, no matter the size, must adhere to compliance regulations. They must also meet specific mandates for data security, privacy, and workplace security

In this section of microlearnings you will find topics such as anti-harassment, Title IX, and the Equal Pay Act.

Age Discrimination in Employment Act for Employees

You've probably heard the saying, "You can't teach an old dog new tricks." Unfortunately, this is an attitude that prevails at many workplaces: older employees are often undervalued. The Age Discrimination in Employment Act, or ADEA, makes it illegal to discriminate against any person who is 40 years or older because of his or her age. Any workplace with more than 20 employees must be ADEA-compliant. In this course, we'll go over some different ways that discrimination takes place and we'll discuss what is protected under the law. We'll also talk about ADEA waivers: what they are, what purpose they serve, and what you should do if you've been asked to sign one.

Age Discrimination in Employment Act for Managers   JUL4702

You've probably heard the saying, "You can't teach an old dog new tricks." Unfortunately, this is an attitude that prevails at many workplaces: older employees are often undervalued. The Age Discrimination in Employment Act, or ADEA, makes it illegal to discriminate against any person who is 40 years or older because of his or her age. Any workplace with more than 20 employees must be ADEA-compliant. In this course, we'll discuss what exactly is covered under the law, from job ads to benefits to retirement. We'll also talk about ADEA waivers and their specific requirements.

Americans with Disabilities Act for Employees   JUL4703

Do you have a disability? Or history of a disability? Or a relationship with someone who has a disability? If you answered yes to any of these, you are most likely protected by The Americans with Disabilities Act and its amendment. This course goes through the basic information on who qualifies and what protections it provides.

Americans with Disabilities Act for Managers   JUL4704

Even well-intentioned employers can struggle when trying to treat people with disabilities equally with others. Oftentimes, it's unclear what to do, what to ask, and what to avoid. This course will shed some light. We'll start with a look at the Americans with Disabilities Act and the Americans with Disabilities Amendments Act. Then, we'll define disability and reasonable accommodation, before wrapping up with a list of practical do's and don'ts.

Anti-Harassment: Anti-Harassment for Everyone   JUL4705

What constitutes sexual harassment at times can seem vague, and in some cases may even be considered a matter of opinion. This is likely the reason why sexual harassment is the most common form of harassment in United States' workplaces. The goal of this series is to clear up any confusion and dispel any preconceived notions by highlighting federal sexual harassment laws. Every employee should clearly understand what behavior is considered okay and what crosses a line. Every employee should thoroughly understand the actions they can take if they are a witness to or are a victim of harassment. And lastly, every employee should fully understand their protections under the law. For more information, contact request@ej4.com.

Anti-Harassment: Anti-Harassment for Managers

Everyone deserves to work in a safe and harassment-free environment, and one of your responsibilities as a manager is to make that available to all employees. You set the tone, and you shape the culture, and that's why this course is vital for you. This program will help you understand what harassment is, how you can create a culture that helps prevent it, and what you need to do if an employee comes to you with a concern. For more information, contact request@ej4.com.

Anti-Harassment: Writing and Communicating an Anti-Harassment Policy JUL4707

Your company harassment policy is considered the first step in creating an antiharassment culture. It's what federal entities will look at first if your organization faces any harassment claims. So, creating and communicating an effective sexual harassment policy is extremely important to your organization, to say the least. A quality sexual harassment policy can help prevent sexual harassment in the workplace and help you avoid potentially catastrophic lawsuits. In this course, we're going to discuss how to write an effective policy, how to communicate the policy, how to train people on the policy, and how to hold people accountable to the policy. Always consult an attorney when creating these specific policies for your company to ensure that all elements are up-to-date and comply with local law. For more information, contact request@ej4.com.

Anti-Harassment: Investigating Complaints JUL4708

Complaints of sexual harassment must be handled swiftly and proficiently. As a supervisor, part of your role may be to assist in or fully conduct an investigation into a sexual harassment complaint. According to the Equal Employment Opportunity Commission, or EEOC, there is very strict criteria one must follow in order to participate in the investigatory process. This is very important for you to understand as you investigate or assign an investigator. So in this program, we'll talk about what exactly is required of an investigator. This includes how to collect evidence, how to interview witnesses, and how to conclude an investigation. We'll go over the importance of objectivity and finding the truth. We'll also discuss protection from retaliation and taking the appropriate action. For more information, contact request@ej4.com.

Anti-Harassment: History of Sexual Harassment JUL4709

Sexual harassment as a concept has evolved significantly over the years. In this course, we'll look at the landmark cases that helped define workplace sexual harassment and discrimination laws in the United States, which have come a long way. These cases include Williams v. Saxbe, Bundy v. Jackson, Anita Hill v. Clarence Thomas, the Tailhook scandal, and Gretchen Carlson v. Roger Ailes. We'll also look into the substantial monetary damages incurred by the offenders and their organizations. For more information, contact request@ej4.com.

Anti-Harassment: Anti-Harassment in Review   JUL4710

This course is a review of the key concepts covered in the Anti-Harassment series. We'll discuss the types of sexual harassment, offensive workplace behaviors, and how to report harassment if you are the target or a witness to it. We'll go over managerial responsibilities and the requirements of investigators according to the Equal Employment Opportunity Commission, or EEOC. We'll also review writing and communicating a sexual harassment policy, and the training requirements for employees. For more information, contact request@ej4.com.

Antitrust Law Overview   JUL4711

Antitrust laws are statutes or regulations designed to promote free and open markets. They prohibit unfair competition, making it illegal for competitors in an industry to use unfair tactics, and preventing companies from abusing their monopoly power to force smaller competitors out of business. There are several of these laws in the U.S., and in this course, we'll discuss what those are, who they apply to, and why they're important. We'll also talk about various violations and who enforces them.

Avoiding Discrimination: 5 Keys   JUL4712

If there's one thing you want to avoid, it is a discrimination charge. Not only is it important from a legal standpoint, but your employment practices define you as a company. Do you want to be known as a company that uses discriminatory practices? Or do you want to be known as an ethical company that prides itself on fair employment practices? You benefit from the diversity of your employees, so it's important to treat them equally and fairly, in spite of any differences between you. In this course, we'll cover five key things you need to know in order to be both a lawful and ethical employer.

Background Checks   JUL4713

We obviously don't need to sell you on the importance of background checks. These help verify employment history, education, criminal records, financial history, and social media history. Having this information can help your company create a better, safer, stronger workforce. However, there are some rules that businesses must follow in order to legally run background checks on prospective or current employees. So, in this course, we'll talk about what you can and can't do in terms of checking someone's background.

Child Abuse and Neglect: Identification of Child Abuse and Neglect

JUL4714

In your role as a mandated reporter, it can feel like a lot of responsibility to identify child abuse and neglect. The warning signs of child abuse and neglect aren't always obvious. But by learning to recognize the signs of a problem, you can make a huge difference in a child's life. In this course, we'll talk about the signs and symptoms of neglect, physical abuse, and sexual abuse in children. Specific signs and symptoms depend on the type of abuse and can vary, but the common denominator is the emotional effect on the child. Whatever the abuse, the child is left feeling unsafe, uncared for, and alone. Let's talk about how to spot those most vulnerable.

Child Abuse and Neglect: Reporting of Child Abuse and Neglect

JUL4715

If you suspect a child is being abused or neglected, as a mandated reporter, you are obligated to report this information, and to continue reporting each separate incident, if it continues to occur. Each report you make is a snapshot of what's going on in the family. The more information you can provide, the better the chance of the child getting the help they deserve. Of course, it's normal to have some reservations or worries about reporting child abuse. In this program, we'll address these concerns, and talk about why it's important to report what you see. We'll discuss what "reasonable suspicion" means under the law and go over mandated reporters' criminal and civil liability.

Discrimination: The Protected Classes

JUL4716

Discrimination is very specific when it comes to employment practices. This course is designed to help viewers stay up-to-date on what the protected classes are and what exactly is considered discrimination in the eyes of the law. In this program, we'll talk about what the Equal Employment Opportunity Commission says about discrimination, and we'll explore the laws that are enforced by it. We'll discuss the employment practices that are reviewed by the EEOC. We'll also go over creating company policies that help to ensure discrimination-free work environments and promote ongoing training.

Equal Pay Act for Employees

JUL4717

Equal pay for equal work. If two people are doing the same job for the same company, they should be paid the same, whether they are men or women, right? Unfortunately, this isn't always the case. Historically, women have been paid less than men for doing the same job. This is called the "gender wage gap." It was a big problem in 1963, when President Kennedy signed the Equal Pay Act. It's still a problem today, over 50 years later. In 2015, the U.S. Census Bureau found that for full-time, year-round workers, women made about 80 cents for every dollar earned by men. In this course, we'll take a closer look at the protections provided by the Equal Pay Act, or EPA. We'll also look at the steps you should take if you feel you have been discriminated against.

Equal Pay Act for Managers

In 1963, President Kennedy signed the Equal Pay Act, making equal pay for equal work, regardless of gender, the law of the land. Nevertheless, over 50 years later, the gender wage gap endures. In 2015, the U.S. Census Bureau found that for full-time, year-round workers, women made about 80 cents for every dollar earned by men. As a manager, it's important for you to know that the gender wage gap is real, and it is illegal. The Equal Pay Act of 1963 requires men and women be given equal pay for equal work in the same establishment. To learn more about these requirements, let's take a closer look at what the EPA means by equal pay, equal work, and the same establishment.

Fair Labor Standards Act (FLSA) for Employees   JUL4719

The Fair Labor Standards Act, or FLSA, was originally passed in 1938 and is enforced by the United States Department of Labor. You may know that the Act establishes standards regarding two items: minimum wage and overtime pay, but FLSA also establishes standards for employer recordkeeping and youth employment. In this program, we'll answer some common questions regarding FLSA, including who is covered, the differences between exempt versus nonexempt employees, the current minimum wage, overtime pay, workweeks, and age restrictions.

Fair Labor Standards Act (FLSA) for Managers   JUL4720

The Fair Labor Standards Act, or FLSA, was originally passed in 1938 and is enforced by the United States Department of Labor. The Act establishes standards effecting employees in the private and government sectors regarding minimum wage, overtime pay, recordkeeping, and youth employment. Remember that some states may have minimum wages that are higher than the federal minimum wage, or have different standards for overtime pay. It's crucial to know your state and local laws. In this course, we'll focus on what the federal law covers. We'll also answer some common questions regarding FLSA, including who is covered, the differences between exempt versus nonexempt employees, exceptions to the current minimum wage, overtime pay, workweeks, and age restrictions.

Family and Medical Leave Act (FMLA) for Employees   JUL4721

What is family and medical leave? How does it work? Who qualifies? And does it apply at my workplace? These are the most common questions about the Family and Medical Leave Act, and we'll answer them here.

Family and Medical Leave Act (FMLA) for Managers   JUL4722

What is family and medical leave? How does it work? Who qualifies? And does it apply at my workplace? These are the most common questions about the Family and Medical Leave Act, and we'll answer them here.

Handling References   JUL4723

Hiring the wrong employee can cost your organization a lot of time and money, so checking candidates' references is a critical step when vetting prospects. In this course, we'll discuss the most effective way to conduct reference checks. We'll talk about which references to call, good questions to ask, and what you should and shouldn't do when conducting these checks.

Insider Trading   JUL4724

If you trade on the stock markets or work for a publicly-traded company, there are many legal areas you need to be aware of. But perhaps one of the most important things is insider trading. You may have heard of this before. It's what Martha Stewart went to prison for. Obviously, it carries large criminal penalties for individuals and companies alike. In this course, we'll discuss what insider trading is, how to avoid it as an individual, and how to prevent it within your company.

Interviewing Checklist   JUL4725

To be legal, smart, and very organized about your interviewing process, you need to use an interviewing checklist for hiring a new employee or promoting a current one. Hopefully, using this checklist will get you a better person for the position.

Leadership of a Diverse Group   JUL4726

A lot of people think diversity is about being politically correct, or saying things in a way that doesn't offend someone. Well, it's not. It's about a whole host of factors: personal, professional, and social. It's about asking questions like, "Do differences create problems or do our differences make us stronger as a team?" and "What do we have in common that unites us?" In this course, we'll discuss how to celebrate differences. We'll also talk about how organizations are making cultural shifts toward diversity and inclusivity. And we'll go over leadership's role in pursuing and embracing diversity among its workforce.

Legally Firing   JUL4727

Firing someone is a painful part of management that, unfortunately, comes with the territory. You have a very important role in ensuring that when someone is fired, it's handled properly and legally. That's what this course is designed to educate on. We'll discuss creating progressive discipline plans, providing performance feedback, and knowing what to document. We'll also go over what you can and cannot fire someone for.

Legally Hiring

JUL4728

Hiring the right person for any job is a difficult process. From posting the position, to sorting through resumes, to interviewing, to eventually offering someone a position, there's so much that needs to happen before a person starts a job. Furthermore, there are several laws you must stay within when going through this lengthy hiring process. That's what we'll cover here: what those laws are and how to abide by them. We'll cover how to write a good job description, how to avoid discrimination when hiring, how to legally recruit good candidates, and more.

Military Family and Medical Leave Act (Military FMLA) for Employees

JUL4729

Military families face unique challenges and stressors. When a family member is deployed, on duty, or injured in the line of duty, employees must make important decisions regarding childcare, finances, medical treatment, and more. In such trying times, balancing the needs of the family with the demands of the workplace is very difficult. In 2008, the Family and Medical Leave Act was amended to help military families in situations like these. In this course, we'll discuss who qualifies, the types of leave that fall under Military FMLA, the process of requesting leave, and what happens after taking Military FMLA.

Military Family and Medical Leave Act (Military FMLA) for Managers

JUL4730

Enacted in 1993, the Family and Medical Leave Act, or FMLA, provides certain employees with up to 12 weeks of unpaid and job-protected leave per year. It is enforced by the Department of Labor. In 2008, the FMLA was amended to include Military Leave based on the National Defense Authorization Act. In this course, you'll learn more about the military leave included in the FMLA amendment and how it impacts you as an employer. We'll discuss eligibility, types of leave, the process for requesting leave, and what happens when an employee returns to work. We'll also go over some possible scenarios that may arise in the workplace.

PCI Data Security Standards

JUL4731

Are you a merchant or vendor who accepts payments via credit or debit cards? If so, this course is for you. You must comply with the PCI Data Security Standards, both because it's an important regulatory body AND because doing so will ensure that your customers' credit card data is kept as secure as possible. In this course, we'll define what these standards are and what your business needs to do to stay compliant. We'll cover the six areas of concern, discuss the auditing process, and the PCI Self-Assessment Questionnaire.

Pregnancy Discrimination Act for Employees

Even though the Pregnancy Discrimination Act was passed in 1978, discrimination due to pregnancy is still a big problem in the United States. In 2016, the Equal Employment Opportunity Commission (EEOC) received 3,486 charges of pregnancy discrimination, resulting in monetary rewards of $15.5 million. You may be wondering what the Pregnancy Discrimination Act is and what your rights are as an employee if you or someone you care about becomes pregnant, gives birth, or has a pregnancy-related condition. This course will help answer those questions. We'll talk about hiring, firing, promotion, and benefits. We'll also discuss accommodations, leaves of absence, and the Family and Medical Leave Act (FMLA).

Pregnancy Discrimination Act for Managers   JUL4733

It's estimated that 75% of working women will become pregnant at some point during their careers. As a manager, it's imperative that you understand and comply with the Pregnancy Discrimination Act. The Pregnancy Discrimination Act, or PDA, is a federal law that was passed in 1978 to help end discrimination because of pregnancy, childbirth, or related medical conditions. This act states that it's illegal to treat women differently than other applicants or employees based on their pregnancy-related condition. Even though the act was passed more than 30 years ago, discrimination because of pregnancy is still a big problem in the United States. In fact, in 2016, the EEOC received 3,486 charges of pregnancy discrimination with monetary rewards of $15.5 million. Let's talk about your responsibilities under PDA as an employer.

Retaliation   JUL4734

Back in 1990, the Supreme Court defined retaliation; saying that an employer may not fire, demote, harass or otherwise "retaliate" against an individual for filing a charge of discrimination, participating in a discrimination proceeding, or otherwise opposing discrimination. We will look at what retaliation means to you and your workforce.

Termination Checklist   JUL4735

It's never a good day when you have to let someone go. That's why having a termination checklist will keep you organized and on task.

The New I-9 Form   JUL4736

The Form I-9 is managed by the U.S. Department of Homeland Security's division of U.S. Citizenship and Immigration Services (USCIS), and it verifies a new hire's identity and authorization to work in the United States. What does this mean for you? How should you be using it? In this course, we'll cover these questions and discuss each section of the form. We'll also go over which identification and work authorization documents are okay to accept. Lastly, this course will provide information regarding previously filed I-9 forms, reverification, what to do after the form is completed, and how the new I-9 form differs from the old one.

The Problem With Toxic Masculinity

Toxic masculinity refers to cultural norms that are associated with excessively dominant behavior, misogyny, racism, and homophobia. These traits are harmful to society, and are considered toxic due to their promotion of violence, including sexual assault and domestic violence. The effects of toxic masculinity are harmful to women, racial and ethnic minority groups, those who identify as LGBTQ+, and men themselves. And if ignored, toxic masculinity will ruin an organization's culture. In this program, we'll take a hard look at how toxic masculinity shows up in the workplace, and why it happens in the first place. We'll explore how to confront this issue, and how to shift your organization's culture away from it.

Title IX: Title IX on Your Campus

In this course, we'll discuss what Title IX looks like on your campus. Whether you're a staff member or a student, there are several important things you should be aware of if you work or study at a university or college. We'll discuss who these regulations apply to and why. We'll talk about how schools should implement these regulations properly, including having a Title IX Coordinator. This program also covers addressing sex discrimination and handling complaints.

Title IX: Title IX Reporting

As a campus community, there are requirements on how institutions must report violations of Title IX. Any person that has witnessed or experienced gender-discrimination, sexual harassment, or sex violence can file a complaint. Campuses should take every report seriously, investigate the complaint, and work to protect the complainant and quickly find a resolution. In this program, we'll take a look at how Title IX reporting works, what's required, and take you through the process of handling a complaint.

Title IX: What Is Title IX?

Title IX is a federal law that serves as a powerful tool for fighting campus violence. The law requires colleges receiving federal funding to combat gender-based violence and harassment and respond to survivors' needs in order to ensure that all students have equal access to education. We'll discuss the origin of the legislation and the many changes that have been made to Title IX to accommodate students. We'll talk about what's required of the colleges and universities this applies to and the protections Title IX provides to students.

Understanding Harassment: Introduction to Understanding Harassment   JUL4742

Yes. We're all familiar with sexual harassment. We all likely have preconceived notions of what it looks like, where it occurs, who perpetrators might be, or even targets of harassment. Chances are, what you know or what you think you know about sexual harassment is incorrect, inaccurate, or incomplete. In this course, we're going to provide a general overview of sexual harassment in today's workplace. We'll look at statistics, discuss offenders, targets, and bystanders, and we'll talk about how sexual harassment is REALLY showing up at work. We'll also go over context, the perception gap, and creating a culture of prevention. For more information, contact request@ej4.com.

Understanding Harassment: Understanding Offenders   JUL4743

We've looked at types and categories of sexual harassment, what potential targets can do, and what's expected of bystanders. But what kind of person engages in sexual harassment in the first place? That's what we're going to cover in this program. We'll look at seven common personality types most likely to engage in sexual harassment. Then we'll go over the seven most commonly used methods to harass targets. Being armed with this information will help you to prevent harassment or call it out when you see it. For more information, contact request@ej4.com.

Understanding Harassment: Understanding Targets   JUL4744

Sexual harassment is always the complete responsibility of the offender. There's no justification for sexual harassment in any situation. To understand why certain individuals are targeted, we will go over some common myths concerning sexual harassment in the workplace. We will also cover things that employees can do to prevent becoming a target of sexual harassment. Finally, we will discuss why targets of sexual harassment do not report it, and we'll talk about ways that we can change that within the organization. For more information, contact request@ej4.com

Understanding Harassment: Bystander Training   JUL4745

If you believe that you've witnessed sexual harassment in your workplace, do you know what to do? Do you know who to report it to? Do you know if what you saw is even reportable? Should you talk to the target? The perpetrator? This program is designed to help you understand what sexual harassment looks like from a bystander's viewpoint and what your responsibilities are if you unexpectedly witness harassment. We'll talk about the four-part reactive process of a bystander and how targets of harassment may or may not react. We'll also discuss how to intervene if you're a witness to sexual harassment. For more information, contact request@ej4.com.

Understanding Harassment: Warning Signs

JUL4746

This program provides the common warning signs seen in targets of sexual harassment. This isn't an all-inclusive list, but knowing these warning signs can help you take care of yourself, your friends and family, and your coworkers. Remember that everyone reacts differently, and someone may exhibit some of these signs or none at all. Regardless of the response, being a target of sexual harassment can be a harrowing and psychologically devastating experience. These are the things we need to look out for. For more information, contact request@ej4.com.

Understanding Harassment: Healthy Culture

JUL4747

When we talk about sexual harassment in the workplace, what typically comes to mind are different scenarios or behaviors that make people feel uncomfortable or offended. Often times, these situations occur within a culture that accepts, tolerates, ignores, or avoids these inexcusable behaviors. Companies have a responsibility to protect their employees. Promoting zero-tolerance for sexual harassment should be engrained within your culture. So where do you start? This course is designed to help you shape your company culture to one that discourages and prevents sexual harassment. We'll discuss topics like language, socializing, business trips, and the importance of training. For more information, contact request@ej4.com.

Understanding Harassment: Understanding Harassment in Review

JUL4748

This program provides a review of the core concepts covered in our series on Understanding Sexual Harassment. We'll go over the symptoms of harassment, and review the different perpetrator personalities and harassment methods. We'll discuss how to report sexual harassment, whether you're a witness or a target. We'll review the various harassment behaviors and warning signs to look out for. And finally, we'll leave you with some ways to create a healthy workplace culture. For more information, contact request@ej4.com.

Uniformed Services Employment and Reemployment Rights Act (USERRA) for Employees

JUL4749

For those in the armed services who also have civilian jobs, being called to active duty can be a stressful time. Making preparations to serve one's country often brings worries about one's family, career, or the future in general. If you find yourself wondering what would happen to your job if you were called away for military service, take heart. There is a law in place that protects your employment rights. It's USERRA, the Uniformed Services Employment & Reemployment Rights Act. The Veterans' Employment and Training Service, through the Department of Labor, administers and enforces this Act. In this program, we'll discuss the benefits of this act, who is covered, and how coverage is impacted by length of service and injury or illness.

Uniformed Services Employment and Reemployment Rights Act (USERRA) for Managers

JUL4750

The United Services Employment and Reemployment Act, also called "USERRA," was passed in 1994. It's important legislation that protects military service members, helping ensure that their career won't be adversely impacted by their service to our country. Transitioning from a civilian job to active duty and back can be stressful for members of the armed services. USERRA was passed to help minimize these worries as well as the possible disadvantages service members could face when they are returning from service. As an employer, it's essential that you understand how USERRA works in terms of benefits. You could be at risk for a USERRA-related lawsuit if you reject or dissuade an employee from submitting a request. In this program, we'll discuss what is required of you, an employer, when working with service members. We'll go over service member's rights. We'll talk about how to restore service members to their jobs, the "escalator principle," training, job benefits, and who is covered by USERRA.

Working Well with Everyone: What is Diversity?

JUL4751

This is a diversity series, but it's different than what you've probably seen in the past. Instead of discussing legalities, tolerance, or political correctness, we're going to talk about why diversity is a beneficial and necessary part of today's workforce.

Working Well with Everyone: The Diversity Continuum

JUL4752

Are you open to people who are different to you? Or are you a little leery at first? For most people, their attitude about diversity fits somewhere on what we call the diversity continuum. In this course, we'll go through each level and provide an example of it.

Working Well with Everyone: The Mistake of Stereotyping

JUL4753

This course looks at the mistake of stereotyping. We'll start with a definition and then explore the problem. We'll end with what we can do to fix it.

Working Well with Everyone: The Power of Inclusion

JUL4754

What happens when we discriminate and stereotype? When we allow biases to impact our work? We'll address these questions. Then we'll explore the opposite, which is the wonderful world of inclusion! We'll go through the psychology and benefits of this important practice.

Working Well with Everyone: Diversity = Greatness

JUL4755

You may be wondering, does diversity pay off? Is it really worth pursuing, and embracing? We'll explore those questions here, and provide an emphatic "Yes!" with specifics to back it.

Workplace Bullying for Employees

JUL4756

Bullying isn't something that just affects children. A survey showed that 27% of American workers reported experiencing some form of bullying by managers or coworkers. Another 21% reported witnessing bullying in the workplace. In this course, we'll define workplace bullying and discuss what it is and what it is not. We'll go over what to do if you see bullying and abusive behavior at work or if you experience it yourself.

Workplace Bullying for Supervisors

JUL4757

Bullying isn't something that just affects children. A survey showed that 27% of American workers reported experiencing some form of bullying by managers or coworkers. Another 21% reported witnessing bullying in the workplace. If you're a manager, it's critical that you understand what bullying at work looks like and that you know how to properly address it. In this course, we'll discuss what is and is not considered workplace bullying. We'll talk about how to evaluate the way you manage to ensure that you're not inadvertently adding to the problem. We'll go over how to stop bullying and abusive behavior among your employees, what to do if someone files a complaint, and the consequences that should follow if someone is demonstrating bullying and abusive behavior towards others in your workplace.

Workplace Violence for Employees

JUL4758

Workplace violence statistics are so staggering that the conversation is slowly shifting from "if it happens" to "when it happens," so preparation is everything. In this program, we'll have a realistic conversation with you about the steps you can take before anything violent occurs in your workplace. We'll discuss workplace violence statistics, who's at risk, warning signs to be on the lookout for, and common triggers that often lead to violence. We'll also go over ways to prevent future acts of workplace violence to help keep you and your colleagues safe.

Workplace Violence for Supervisors

JUL4759

Workplace violence statistics are so staggering that the conversation is slowly shifting from "if it happens" to "when it happens," so preparation and prevention are everything. In this program, we'll discuss how you, as a supervisor, can help spot and prevent workplace violence in your organization. We'll cover workplace violence statistics, who's at risk, warning signs to be on the lookout for, and common triggers that often lead to violence. We'll also go over ways to protect your work environment.

48. Workplace Culture

Workplace culture consists of the attitudes and behaviors of employees within an organization. Many things influence the company culture, ranging from the work environment, policies, leadership, goals, values, and mission.

Isms, fun at work, and personal boundaries are some of the topics you will find in this section of microlearnings.

Anti-Racism for Leaders: Allyship

You may have had the luxury of not thinking about racism much at work. In fact, you may have even assumed that it wasn't much of a problem anymore. It's likely that changes in our national dialogue have prompted some questions for you, including what it might mean for your organization, or for you, to be an ally to those who face discrimination at work. In this program, we'll explore what it means to be an ally while in a leadership position, hence the term, "allyship." We'll talk about what your motivation should be and what you can do as a leader to stand side-by-side with people of color.

Anti-Racism for Leaders: Creating and Implementing Policy   JUL4802

As a leader, you are in a prime position to enact real change and mitigate racism in your organization. In order to do this successfully, you need to start with your company's policies. In this course, we'll talk about why taking anti-racism steps is vital to your business. We'll discuss how to assess your company's current values and integrate anti-discrimination and anti-racism policies into your culture. We'll tell you about various resources you can use to craft policies that will protect your company and all its employees. Lastly, we'll cover how to implement these policies.

Anti-Racism for Leaders: Diversity-Focused Recruitment   JUL4803

Diversity in hiring practices is a newer focus for many teams. This doesn't mean hiring to meet a diversity quota, but embracing the strengths and qualities that a truly diverse team can bring to an organization. This perspective requires a shift in how many companies view diversity and how they execute their hiring practices. In this course, we'll talk about how to change the language in your job postings to be more inclusive and less gender-specific. We'll discuss sharing a diversity statement along with diversity metrics and any benefits that are inclusive to all. We'll talk about outreach and where to post positions to maximize your diversity efforts. Lastly, we'll cover the job application, and some changes many companies are making to avoid unconscious bias when qualifying their applicants.

Anti-Racism for Leaders: Evaluating Your Organization   JUL4804

The effort needed to become a truly anti-racist organization is considerable. But it's also worth it. Study after study shows that diverse organizations are more productive and ultimately more profitable, and those are great things for a business. But more importantly, you should search for ways to become more anti-racist simply because it's the right thing to do. Evaluating your own organization will help give you an idea of where you are and how far left you have to go. In this program, we'll talk about how to survey your company, what to do with those results, and questions you need to consider as you lead your company in these efforts.

Anti-Racism for Leaders: Maintaining Momentum for Leaders

JUL4805

Our recent social dialogue has centered on racism and discrimination in a way we haven't seen in quite some time. All of these conversations are good and can move us in the direction of needed change, but as interest wanes, what can we do to stay engaged? How can we avoid complacency and maintain this momentum within our organizations? In this course, we'll discuss ways to make this a daily practice by setting realistic expectations. We'll go over some ideas to help you personally stay engaged in this conversation, and we'll also talk about measuring your efforts by examining organizational data.

Anti-Racism for Leaders: Mitigating Bias

JUL4806

It's become clear to corporate leaders and business owners around the world that we need to do more to fight racial inequality in the workplace. Not only is this work aligned with the ethics and moral values of the labor force, but it's a fact that racially and ethnically diverse companies outperform industry norms by 35%. So why has it taken the corporate world so long to wake up to this reality? Unfortunately, many expressions of racial prejudice are hard to spot, even in ourselves. This is known as unconscious bias, and it's been deeply impactful on hiring practices and workplace relations for decades. The good news is, we can uncover our own unconscious biases and actively work against them. In this course, we'll talk about two types of common biases and how to mitigate those in the workplace.

Anti-Racism: Calling Out and Calling In

JUL4807

I know you've heard the term "calling out," but have you heard the term "calling in?" If this term is new to you or if you're uncertain exactly what it means, or when to use it, this course is for you. Here, we'll define these terms, identify the different scenarios when it's more effective to "call out" someone and when it's more effective to "call in." We'll also review some important points to keep in mind when putting these actions to use.

Anti-Racism: Colorblindness Doesn't Work

JUL4808

Seeing people's race is innate. To say that we "don't see color" undermines society's influence on us, which is an inconspicuous, endless force. Interestingly, most people promoting the notion of colorblindness are white. In this course, we'll go over why colorblindness, though a beautiful dream, isn't our reality. We'll discuss alternatives to colorblindness. Specifically, we will look at how to get educated, things you can do to be anti-racist, and how to be "color kind," not colorblind.

Anti-Racism: Learning to Listen and Listening to Learn

JUL4809

Often, we hear what people of color are saying, but our unconscious bias tunes it out because it's not happening to us. We may hear a story or a statistic, but since it's out of our realm of normalcy, our brain has a tendency to push it out of the way. In this course we'll review how to listen to and learn from people of color. Specifically, we talk about resources you should turn to for information, how to respect a person of color who is sharing their experience with you, how to avoid gaslighting, and when it's appropriate for you to speak up instead of just listen.

Anti-Racism: Maintaining Momentum

JUL4810

What we're seeing right now are signs of progress. What we're working toward is real, longlasting change. How do we move from progress to change? That happens through continued hard work and a sustained commitment to the cause. Which means that as you see the passion toward change fade within your community, you're going to have to find ways to keep yourself motivated. That's what we're going to talk about here. We'll discuss committing to realistic goals, holding yourself accountable, and building a community. We'll also go over supporting minorityowned businesses; diversifying the toys, shows, and books in your home; and other ways to support minority communities.

Anti-Racism: The Anti-Racism Continuum

JUL4811

There's a graphic designed by Dr. Andrew M. Ibrahim that's been circulating the internet recently, and it looks at a person's journey toward becoming anti-racist. According to Dr. Ibrahim, everyone falls somewhere on the anti-racism continuum. In this course, we'll go over the three phases in his graphic: the Fear Zone, the Learning Zone, and the Growth Zone, and apply those areas to the workplace. We'll discuss how to push your organization and yourself toward the Growth Zone and go over some pitfalls to avoid along the way

Avoiding Discrimination: 5 Keys

JUL4812

If there's one thing you want to avoid, it is a discrimination charge. Not only is it important from a legal standpoint, but your employment practices define you as a company. Do you want to be known as a company that uses discriminatory practices? Or do you want to be known as an ethical company that prides itself on fair employment practices? You benefit from the diversity of your employees, so it's important to treat them equally and fairly, in spite of any differences between you. In this course, we'll cover five key things you need to know in order to be both a lawful and ethical employer.

Civility in the Workplace   JUL4813

When you go to work, you're joining a group of people that you already have a lot in common with. But, often, we find ourselves fixating on our differences. Where you stand on these differences is not important. What is important is staying civil with people who stand on the other side. And differences of opinion aren't always the only thing that cause us to be uncivil. It can be irritations or pet peeves, rude or unaware behavior, etc. So, in this course, we're going to go over how to maintain civility at work, no matter what you're dealing with.

Considering Part-Time and Job Sharing for Your Team   JUL4814

There is a large, diverse talent pool looking for part-time and job-sharing opportunities. These people often have responsibilities outside of work that demand their time, such as caring for their family members. Offering job sharing and part-time jobs, especially above entry-level positions, gives you access to this diverse candidate pool, with just as much talent as you'd find anywhere else. In this course, we'll discuss why candidates are seeking these types of jobs, and the advantages and disadvantages to having part-time or job-sharing roles. We'll also go over several job-sharing models, and what companies should do to ensure a successful implementation of these models.

Cross-Cultural Considerations: Cultural Intelligence   JUL4815

Working effectively with different cultures or people of different cultures requires a certain level of cultural intelligence. If you're not familiar with this term, that's okay. That's what this course is all about. We'll discuss what it takes to adapt to different cultures in order to live and work comfortably and successfully.

Cross-Cultural Considerations: The Concept of Time   JUL4816

Americans observe time differently than those living and working in Spain, India, Japan, and beyond. If we wish to work happily and productively with our international counterparts, then we need to understand how they view the concept of time. It varies vastly depending on who you're working with and where they're coming from. In this course, we'll discuss how various cultures view time, and we'll go over the difference between sequential and synchronic time. We'll also detail some best practices for conducting business while respecting these cultural differences.

Cross-Cultural Considerations: What is Culture?

You hear the word "culture" a lot; in the news, in conversation, in referring to travel, and in the workplace. But what is "culture" and what does it have to do with you in the workplace? Well, there's "workplace culture," which is the dynamics and values system that determines your workplace priorities or behaviors, and then there's "culture" in the broader sense. That's what we'll be focusing on in this program.

Cross-Cultural Considerations: What's Your Culture?   JUL4818

To better understand the culture of others, you need to identify your own culture and determine how it influences your views, values, and priorities. In this course, we'll take you through a series of questions to get you thinking about your culture. We'll discuss who you spend your time with, what your basic day looks like, the groups you belong to, and more.

Cross-Cultural Considerations: Workplace Basics   JUL4819

Working together to build a safe and productive environment, where people of all backgrounds and cultures can thrive, is part of having a successful organization. It might be that you are part of the cultural majority and that you have new cultures coming into your workplace that you have never met or worked with before, or it might be that you are partnering with an organization in another country or even another part of your own country. Interacting with different cultures is inevitable in the modern workforce. And, frankly, including different cultures means being forced to view things from different perspectives, which means building a stronger organization as a whole. The goal of this program is to help you engage with people of any culture respectfully and successfully.

Developing a Learning Culture   JUL4820

Learning often takes a back seat to other business functions, when it really should be in the driver's seat. Without a culture of learning, how does your company improve and expand? How do you beat the competition? It won't and you won't, not to your full potential, anyway. With this course, we can help you change that. We give you the keys to formalizing your training and creating structure to it, so you can steer your way to Successville!

Diversifying Your Leadership Team   JUL4821

It's in every company's best interest to have a diverse team of leaders. You want your leadership team to not only bring extensive professional skills and experience to the table, but also vast and varying life experiences, personality types, educational backgrounds, and even hobbies or interests. In this course, we'll explore the benefits of building a diverse leadership team and provide some concrete tips for putting your diversity plans into action. We'll look specifically at recruiting practices, leadership development opportunities, succession planning, and external hiring. We'll also discuss the importance of setting realistic expectations for your unique organization.

Empathy in the Workplace

JUL4822

At its core, empathy is the ability to recognize emotions in others and to understand their perspectives. In order to work in a cohesive, productive environment, it's critical that we have a better understanding of each other and how we can best work together. To be a successful empathizer, three things are required: listening, openness, and understanding. These aren't always easy to do, so in this course, we'll discuss how to develop empathy, by introducing the three stages of empathy.

Equity in the Workplace: Equality vs. Equity

JUL4823

Diversity and inclusion are common terms in the modern workplace, but it takes more than that to support all people at work, including people with disabilities, people of color, women, and people who identify as LGBTQ+ or nonbinary. This is where the distinction between equality and equity becomes important. In this program, we'll discuss the meanings of equality and equity, and how you can build an equitable working environment for your employees.

Equity in the Workplace: Implementing Equitable Practices at Work

JUL4824

In this program, we'll talk about how you can advocate for, and implement, equitable practices at work. We'll review the definitions of equality and equity, explaining why having these practices in place can benefit any company. We'll discuss creating equity at work by looking at pay equity, ensuring all demographics are represented, reviewing the hiring process, and offering equitable opportunities for advancement. We'll also include some discussion on making reasonable accommodations and having equitable benefits.

Finding a Mentor Like You

JUL4825

Having a mentorship brings many wonderful benefits. As a mentee, you gain an advisor and a sounding board, as well as someone who encourages and champions you. They may help build your network and grow your career. Oftentimes, however, the toughest part of embarking on a mentorship is actually finding the right mentor. In this course, we'll talk about why mentorships are beneficial and how to find the best match in a mentor. We'll also go over some common do's and don'ts of mentorship.

Fun at Work: The Importance of Humor

JUL4826

Fun often gets a bad rap in the workplace. People associate fun with play. If we're playing, we're not working. Therefore, if we're having fun, we're not being as productive as we should be. Guess what? That's not always true! There are actually several benefits to having fun at work. In this program, we'll talk about those advantages, along with the benefits of laughter in the workplace and the value of having a good sense of humor.

Fun at Work: What's Funny?

JUL4827

Being funny at work is tricky. When it's funny, it's FUNNY! When it's supposed to be funny and it's not, it can get really awkward. Professional comedians will tell you that you need to know your audience; you need to read the room, and timing is everything. We can't all have the same sense of humor. So how do we know what's funny? That's what we'll define in this program.

Fun At Work: What's NOT Funny?

JUL4828

There are certain topics that you should avoid when using humor in the workplace. What is funny to one person may be offensive to someone else. This program will cover some types of funny that you'll want to steer clear of, including some things you've maybe never considered to be inappropriate. We'll also discuss the problems associated with using too much humor, office pranks, bullying, and more.

Introduction to Business Psychology

JUL4829

As a business leader, it can be difficult to know exactly how to run your business or lead your team. There are always so many new, trendy ideas for management and leadership that it can be hard to figure out which ones are the best fit for your organization. One growing field that can help you sort through all of this is business psychology. These are experts, trained psychologists, who focus specifically on applying psychological principles to the business world. So, what exactly is business psychology, how can it help, and what will a business psychologist do to make your workplace better? That's what we'll explore in this program.

Isms: Avoiding Isms in the Workplace

JUL4830

Every workplace should be welcoming and inclusive. If that's the goal, then in order to avoid isms and prevent discrimination, we need to start by respecting each other's differences. In this program, we'll talk about how to achieve a more considerate and compassionate work environment that invites all to the table. We'll go over speaking without bias, educating yourself, and learning from people who are different than you. We will also review the most important elements to include in an anti-discrimination policy, as well as items that should be covered in any diversity training.

Isms: Exploring Isms in the Workplace

JUL4831

Merriam-Webster defines "ism" as an "oppressive and especially discriminatory attitude or belief." Terms like this do not belong in the workplace, but unfortunately, people engage in these kinds of discrimination without even realizing it. This happens due to a fear of the unknown, or failing to understand the issue. In this program, we'll educate viewers by focusing on six isms of discrimination and some stereotypes that accompany them. We'll also discuss how these attitudes are detrimental to organizations.

Isms: Overcoming Isms in the Workplace

JUL4832

Merriam-Webster defines "ism" as an "an oppressive and especially discriminatory attitude or belief." Perhaps, this is something you've personally experienced. Being the target of these isms can make you feel anxious, sad, angry, and defeated. They're oppressive, which is why it's important to be empowered and to effect change for yourself and others. In this course, we're going to talk about how to overcome these types of discrimination. Specifically, we will discuss the four steps to overcoming isms and what to do if what you are experiencing goes beyond what the four-step process can resolve.

Leadership of a Diverse Group

JUL4833

A lot of people think diversity is about being politically correct, or saying things in a way that doesn't offend someone. Well, it's not. It's about a whole host of factors: personal, professional, and social. It's about asking questions like, "Do differences create problems or do our differences make us stronger as a team?" and "What do we have in common that unites us?" In this course, we'll discuss how to celebrate differences. We'll also talk about how organizations are making cultural shifts toward diversity and inclusivity. And we'll go over leadership's role in pursuing and embracing diversity among its workforce.

LGBTQ in the Workplace: Coming Out at Work

JUL4834

Coming out is the process of exploring your own sexual orientation and/or gender identity and sharing that identity with others. Everyone's coming out story is different and unique and that's because the process is affected by environmental cues, circumstance, upbringing, timing, and every other factor that could come into play. Coming out at work can be daunting to some and a relief to others. If you're thinking about coming out at work, this program takes you through ways to make it easier and more comfortable. We'll also discuss things to consider in order to protect yourself. And lastly, we'll go over ways to support colleagues who've come out.

LGBTQ in the Workplace: Gender Identity vs. Sexual Orientation

JUL4835

Gender identity and sexual orientation are two totally different things, contrary to what many believe. For example, if someone is transgender, many people automatically think that they must be gay. This simply isn't the case. In this course, we'll define and discuss the differences of these often-misconstrued concepts. We'll provide an in-depth explanation of the various types of gender identities and how those are often expressed. We'll also talk about how people identify their sexual orientation, and the terms associated with that.

LGBTQ in the Workplace: Supporting a Transitioning Coworker
JUL4836

People who choose to transition go through many changes mentally, emotionally, and physically. It's a long and difficult process. Your work may be affected directly if they are taking a leave, or you may find that changes are made to your office policies to accommodate their transition. In this course, we'll talk through some of the changes that may occur, we'll discuss information and questions that are considered private or inappropriate, and we'll go over things you can do to be supportive of your colleague.

LGBTQ in the Workplace: Supporting a Transitioning Employee for Managers
JUL4837

People who transition go through many changes mentally, emotionally, and physically. It takes a long time and there are many risks associated with transitioning. They are making a huge step to becoming the person they want to be, and we as good humans and managers, need to support their transition. Not only is this the right thing to do, but it's a business decision. Ensuring they are supported during this time will help them retain their skills, experience, and knowledge. In this program, we'll discuss how to support a transitioning employee.

LGBTQ in the Workplace: Understanding Pronouns
JUL4838

Whether or not you understand the true definition of a pronoun, you use them all the time. These are the words that signify the identity of the person or people talking, or the person or people being talked about; e.g. I, you, she, he, them, etc. When we're talking about gender identity, these pronouns can be difficult to navigate. We all want to be respectful of one another. So in this course, we'll do a brief grammar lesson on using pronouns. We'll also discuss some gender-neutral pronouns and how to politely and respectfully determine someone's preferred pronoun.

Liven Up Your Culture
JUL4839

You know the business benefits to being fun and funny at work shouldn't be ignored. A fun workplace promotes teamwork, it sparks creativity, it reduces stress and conflict, and it increases productivity. There are companies out there that have mastered the fun culture. So how can you have fun or be funny at work?

Microaggressions

Microaggressions reinforce underlying stereotypes or assumptions about a marginalized or minority group of people. While the intent of microaggressions is not usually to cause harm, the reality is that they do just that. In this course, we will define microaggressions and look at the impact they have on groups of people. We will also talk about how to be more conscious and intentional in your own behavior, as well as how to respond to microaggressive behavior in others.

Neurodiversity: Misconceptions About Neurodiversity

Neurodiversity is a relatively new idea in the sociological and medical fields. Because of this, there's a lot of misconception and a lack of clarity surrounding the movement. In this course, we'll walk through some of the core ideas, as well as the criticisms, of neurodiversity. We'll discuss the social versus medical models of disability, as well as some of the misconceptions surrounding the neurodiversity movement.

Neurodiversity: What Is Neurodiversity?

Neurodiversity refers to variation in the brain regarding sociability, learning, attention, mood, and other mental functions. It applies to a wide range of neurological variation, known as neurovariations, including autism, Asperger's, ADHD, dyslexia, dyspraxia, dysgraphia, Tourette syndrome, and others. In this program, we'll discuss the origins of the term and its intricacies. We'll also talk about the current neurodiversity movement, what it aims to do, and how to approach neurodiversity in the workplace.

Neurodiversity: Working With Neurodiverse People

People with neurovariations may spend a lot of time trying to adjust to their work environment by managing their social behavior or finding ways to block out distractions. Over time, this extra effort can take a toll on their work performance, as well as their physical and mental health. Expecting neurodiverse people to work under difficult circumstances sets up an unfair situation, where their neurotypical coworkers might ignore their needs or preferences. Adopting the ideas of neurodiversity at work helps immensely, reducing the stigma and stress that affects neurodiverse workers. Let's talk about what this looks like.

People First

Attitudes and behaviors toward people can be shaped by language, and the wrong language can lead to prejudice and discrimination. This is why it's critical for everyone to learn and use People First language. It's a way of speaking that, rightly, puts the person first, rather than a disability or condition they might have. Here, we walk you through why it matters, and how to put it into practice, pronto!

Personal Boundaries at Work

Having and setting boundaries in any area of your life is important. Only you know how much you can handle when it comes to physical, emotional, and mental boundaries, and these lines drawn will be different for everyone. In this course, we'll talk about setting clear and personal boundaries in the workplace. We'll define the different types of boundaries and go over how to put them in place. This includes learning to say no, sticking to a routine, taking time off, and more.

Privilege: Privilege Scenarios

Understanding your own privileges involves studying the life around you and seeing where you fit in. It requires you to take inventory of your own privileges. Before viewing this course, please complete the questionnaire provided to reveal your areas of privilege. Then, as you watch this course, we'll show you how some of those areas listed on the questionnaire impact career opportunities.

Privilege: Using Your Privilege

Once you've been able to explore your own privileges and understand how they've provided an advantage to you throughout your life, you can use any privilege for good to lift others up. In order to do this successfully, you should understand how privilege shows up differently for different people, a concept known as "intersectionality," which we'll discuss here. We'll also talk about finding opportunities to make real change, through listening, learning, and letting yourself get "uncomfortable."

Privilege: What Is Privilege?

"A special right, advantage, or immunity granted or available to a particular person or group." This is the definition of privilege, a contentious word that often conjures anger, defensiveness, and divisiveness. Why is this? In this course, we'll start to answer this question by discussing exactly what privilege is, how it shows up in our lives, why it's such a sensitive topic for many, and how we can use our privilege to elicit change.

Psychological Safety: Psychological Safety for Employees

Do you feel comfortable asking your coworkers for help, or disagreeing with your boss? What happens when someone makes a mistake? How often do people give and receive feedback? Each of these questions is related to your sense of psychological safety at work. Psychological safety is the belief that you won't be punished or humiliated for speaking up with ideas, questions, or concerns. In this program, we'll talk about how organizations can adopt and cultivate this concept. We'll discuss why it's important and how lacking psychological safety can leave a negative impact on you as an employee.

Psychological Safety: Psychological Safety for Managers   JUL4850

If you're a manager and you're unfamiliar with the term "psychological safety," you should watch this course. Psychological safety is the belief that that one won't be punished or humiliated for speaking up with ideas, questions, or concerns. This speaks to the comfortability of your employees asking for help, expressing disagreement with you, or admitting to mistakes. Are you aware of your team's sense of psychological safety? If not, you should be. In this program, we'll talk about why this concept matters and how you as a manager can develop a more psychologically safe work environment.

Supporting Working Parents and Caregivers   JUL4851

As a leader, it can be easy to get so involved in the advancement of your organization that you overlook the individual needs of your employees, especially working parents and caregivers. These are people that support someone who depends on them outside of work, like their children or other relatives. In this program, we'll talk about what life looks like for these people outside of the office, where their time, energy, and focus is often going, and the strain they may feel getting tugged between work and home. We'll also go over what companies and managers can do to better support parents and caregivers.

The Problem With Toxic Masculinity   JUL4852

Toxic masculinity refers to cultural norms that are associated with excessively dominant behavior, misogyny, racism, and homophobia. These traits are harmful to society, and are considered toxic due to their promotion of violence, including sexual assault and domestic violence. The effects of toxic masculinity are harmful to women, racial and ethnic minority groups, those who identify as LGBTQ+, and men themselves. And if ignored, toxic masculinity will ruin an organization's culture. In this program, we'll take a hard look at how toxic masculinity shows up in the workplace, and why it happens in the first place. We'll explore how to confront this issue, and how to shift your organization's culture away from it.

Tokenism   JUL4853

"The token Black guy." Are you familiar with that expression? Perhaps you've heard this in relation to TV or movies. It's when a minority is added into the mix to create an appearance of diversity. Oftentimes in the workplace, token minorities are hired to show diversity within a company, or worse, to hit a diversity quota. This practice is harmful, and in this course, we'll discuss why. We'll go over what tokenism is, and how it impacts individuals and companies. We'll talk about how to avoid tokenism and educate you on best practices when it comes to hiring a diverse work force. Lastly, we'll discuss the difference between appearance and impact, including how companies can take steps toward truly embracing diversity.

Working With Different Generations: Introduction to the Working Generations

Each generation has its own stereotypes. "Baby Boomers aren't skilled with technology." "Millennials are lazy and entitled." The list can go on and on. While, of course, these stereotypes aren't true, working with different generations can be challenging. In this course, we'll shed some light on the different generations and talk about what sets them apart. We'll discuss various historical events that have had impacts, go over family and social dynamics that each generation experiences, and list some other factors that affect the different age groups.

Working With Different Generations: Working Together Across Generations

When you're working with people of different generations, there can sometimes be culture clashes. This isn't only because of which generation someone is in, but what stage in life they're at. So how do you cooperate and work together across these gaps? In this program, we'll talk about the five things you can start doing today that can help you create a better working relationship with anyone on your team.

Working With Different Generations: Working With Baby Boomers

For a long time, the massive Baby Boomer generation represented the largest part of the U.S. workforce. As they've started to retire, this spot has been overtaken by Millennials. However, many Boomers are still in the workplace. If you're working with some of them, it might be helpful to know some general facts about their generation and their preferences at work. But keep in mind that every person is an individual, so not all of this information will apply to every Baby Boomer. Still, there are some general things to keep in mind, and that's what we'll cover here, in our course, Working with Baby Boomers.

Working With Different Generations: Working With Gen X

Generation X. The name may conjure up images of rebellion and anti-social behavior. But it's time we got past what we thought of them as teenagers, because the reality is, Gen X is now middle-aged! And that comes with its own set of workplace benefits and challenges. While, of course, every individual is different, there are some things we can say about Gen X in the workplace. In this course, we'll discuss this generation and the technology, social interaction, preferred work schedules, financial situations, and general characteristics that make up this group of employees.

Working With Different Generations: Working With Gen Z   JUL4858

For a long time, Millennials were the youngest generation in the workforce, but not so anymore. Now most of the people coming out of college or high school into your workplace are actually from Generation Z. Because they're relatively new to working, you may not have a great idea of how to work with them yet. So that's what this program is for! Here, we'll discuss Generation Z and their approach to technology, preferred communication styles, and what drives them. We'll also talk about some general characteristics of this younger generation.

Working With Different Generations: Working With Millennials   JUL4859

You've probably heard a lot of largely disparaging things about Millennials. "They're lazy, entitled, etc." Maybe you even hold some of these views yourself. But the truth is, Millennials are a diverse and hard-working generation. They just tend to approach work a little differently than their older peers. And as the largest working generation, you're bound to encounter them in the workplace, so it's good to know how best to work with them. In this course, we'll talk about the Millennial generation and their preferences regarding working environment, work-life balance, and social interaction, as well as some general characteristics.

49. Workplace Sustainability

Sustainable organizations strive to balance the triple bottom line of people, planet, and profit to achieve long-term success and viability.

In this section of microlearnings you will find topics like green purchasing and recycling in the workplace.

Conducting an Audit

JUL4901

You're thinking of going green, but where do you start? You can either jump right in by replacing appliances, changing infrastructure, and implanting new policies or you can be more strategic and do an energy audit of your current consumption and waste, and make changes according to audit feedback.

Green Cleaning Concepts

JUL4902

No one likes to work in a dirty environment. Employees expect a clean work area so they can be productive and efficient. Institutional cleaning uses 6 billion pounds of formulated chemicals a year! Rashes and asthma associated with disinfectants and cleaners are the most common occupational illnesses in workers. There's a better, healthier way to get your office clean.

Green Purchasing

JUL4903

Part of your "green" policy at work should also include Environmentally Preferable Purchasing, or Green Purchasing. By investing in green products and appliances throughout your facilities, you're not only making your facility more energy efficient, but also more cost efficient.

Managing Your Waste

JUL4904

Nearly everything we do creates some sort of waste. Over time we've gotten better at managing our waste to avoid disease, to limit pollution, and to reduce pest infestation. But there's still plenty of room for improvement.

Recycling in the Workplace

JUL4905

Today we're going to talk about the benefits of recycling, how to set up a recycling program, and what common office items can be recycled.

The ROI of Green

JUL4906

Many like the idea of going green, but are concerned with initial investments, or hesitant to change a successful process. Change is hard, but the goal is to help you understand how this change will pay off for you in the end.

Understanding Hazardous Waste
JUL4907

It's no surprise that as our population increases, so does the amount of waste that we create. And it only makes sense that when waste increases, the amount of hazardous waste also increases. You need a waste program that provides a cradle-to-grave management for your hazardous waste. This is necessary for employee and community safety.

Water Conservation
JUL4908

Creating a water management plan helps maintain the environment for generations to come. With changes to water use, you can see savings instantly. Try to make some of the easy changes now and set larger goals for the future.