

CFTEA eLearning Course Descriptions

Each module below is available as an individual class; tuition is \$55 per module.

Professional Development I Certificate Bundle: (\$150)

Balancing Priorities
Creative Problem Solving
Developing Positive Relationships
Effective Listening Skills
How to Manage Your Emotions
Productive Work Habits

Professional Development for Supervisors I Certificate Bundle: (\$150)

Adapting Your Leadership Style
Coaching for Development
Developing Your Direct Reports
Diversity Awareness
Employee Engagement
Leading Others through Change
Onboarding

Sales Essentials I

Certificate Bundle: (\$150)

Developing Clients for Life
Opening the Sales Call
Presenting, Overcoming and Closing
Prospecting and Territory Management
Understanding the Sales Cycle
What to Ask, How to Listen

Professional Development II Certificate Bundle: (\$150)

Assertiveness
Ideas into Action
Mental Models
Resilience
Taking Control of Conflict
Why We Struggle with Tough Decisions

***Professional Development for Supervisors II Certificate Bundle: (\$250)**

Assertiveness Skills
Behavioral Interview Skills
Business Etiquette for Supervisors
Critical Thinking Skills
Delegating for Growth
Fundamentals of Strategic Planning
Meetings
Navigating Difficult Conversations
Skillful Collaborations
Taking Control of Conflict
Team Excellence
The Art of Influencing Others
Why We Struggle with Tough Decisions

Basics of Leadership Skills – NEW! Certificate Bundle: (\$150)

Assertiveness Skills
Emotional Intelligence
Leadership 101
Talk Like a Leader
Transformation Leadership
Women and Leadership or Adapting Your Leadership Style

CFTEA eLearning Course Descriptions

Adapting Your Leadership Style: The Four Behavior Styles, and How to Make them Work for You

Length: Approx 1 hour 5 minutes

Adapting Your Leadership Style: The Four Behavior Styles and How to Make Them Work for You will assess your personal leadership style and apply and practice tools for building connections with employees, running productive meetings and enhancing employee motivation.

Learning Outcomes:

- Identify the qualities of an effective leader
- Make the mental shift from individual productivity to influencing others
- Recognize style differences in others and cater to their preferences
- Build rapport using verbal and nonverbal messages
- Conduct constructive one-on-ones
- Give positive and negative feedback to different styles
- Develop individual motivation approaches for employees
- Facilitate a meeting effectively

Assertiveness Skills

Length: Approx 55 minutes

Assertiveness Skills are crucial to professional development, as well as other aspects of life. Some of these skills include asking for what you need, handling confrontations gracefully, and putting ideas forward with confidence. Not only do these skills improve teamwork, focus discussions, and

build relationships, but they also help individuals to become competent, constructive, confident, and perform at their best. Assertiveness Skills provides the skill development, practice, and understanding individuals need to learn to how to be truly assertive.

Learning Outcomes:

- Learn what it means to be assertive
- Recognize the assertiveness continuum
- Identify personal blocks to assertiveness
- Demonstrate assertive language and behaviors
- Know how to avoid using language and behaviors that are not assertive
- Discover how to use assertive behaviors in everyday situations

Balancing Priorities

Length: 45 minutes

Everything on my project list is due yesterday; ugh, I just don't know where to start.

How many times have you heard this plea for help? The demand for productivity is greater than ever before. Deadlines are tight, resources are limited, technology is complex, and oftentimes employees have the added challenge of reporting to more than one manager. It's no surprise this pressure can lead to increased conflict and overwhelming feelings of confusion. That is, until you equip them with the skills they need to manage their workload effectively.

Learning Outcomes:

- Understand the importance of managing priorities
- Determine the obstacles that undermine productivity
- Prioritize your tasks, activities, and responsibilities
- Employ strategies for making the best use of your time
- Describe ways technology can keep you on track

Behavioral Interview Skills

Length: Approx. 1 hour 16 minutes

When new hires fail to meet initial expectations, not only must organizations spend time and resources hiring replacement employees, but also potentially suffer a loss of productivity and, in some cases, a damaged reputation as the result of an employee's poor performance. A negative attitude, lack of punctuality, and an inability to work well with others or resolve conflict are all behavioral issues that employers can otherwise uncover during an interview—with the right know-how. Basing its teachings on the basic premise that past performance is the best indicator of future performance, Behavioral Interviews leads participants through a structured interview process from reviewing resumes to conducting interviews to evaluating candidates.

The program discloses practical, valuable tips and techniques for uncovering the most pertinent information necessary to make the best possible hiring decision. What's more, numerous real-life practice exercises, activities, and role-plays provide participants the opportunity to apply their newfound knowledge in their own place of work, ensuring greater chances for success.

Learning Outcomes:

- Identify competencies for which to screen
- Write behavior-based questions
- Conduct an interview effectively
- Avoid legal pitfalls
- Evaluate candidates' responses objectively
- Start new employees off on the right foot

Business Etiquette for Supervisors

Length: Approx. 1 hour 45 minutes

Business etiquette is defined as the conduct or procedures that are generally acceptable and polite in the workplace. It is typically a set of unspoken expectations that most people either meet—or find out about when they do *not* meet them.

This course provides guidelines for common business etiquette, how to show respect for yourself and others, how to establish positive connections with anyone, and how to choose polite and positive responses to rude behavior.

Learning Outcomes:

- Use basic courtesy and manners
- Practice common business etiquette to build and maintain relationships
- Implement practices for respecting yourself
- Be resilient in difficult situations
- Interact in a respectful manner with coworkers and subordinates
- Interact respectfully with individuals with disabilities
- Establish positive human connections
- Maintain relationships with strong communication skills
- Use technology effectively
- Incorporate the traits of successful and respected managers into daily routines
- Balance work and personal life appropriately

Coaching for Development

Length: Approx. 55 minutes

An organization's success relies on the performance of every employee and so it goes without saying that it is important to foster an atmosphere that allows for employee's to grow with the company. The key to this is guidance. *Coaching for Development* recognizes the need for employees to feel committed to their work and is designed to help managers, supervisors, and leaders alike to encourage individual performance as a means for increasing engagement and ultimately productivity rather than to use the traditional "command and control" method. In this workshop, participants learn the key elements of building a successful coaching relationship and how to best implement them using a step-by-step coaching process. In addition, participants will learn how to help an employee implement a development plan to individually improve their success, and be taught how to apply effective strategies for overcoming common coaching challenges.

Learning Outcomes:

- Learn to discern the difference between coaching and other development strategies.
- Discover the key elements to successful coaching relationships.
- Understand the coaching process and how to apply each step.
- Identify common challenges to successful coaching.
- Discover effective strategies for managing challenges.
- Establish and maintain a successful coaching relationship with an employee.

Creative Problem Solving

Length: Approx. 1 hour 16 minutes

Creative Problem Solving is a course in which participants will learn how to integrate creativity with analytic thinking for effective problem solving, and to develop critical thinking skills. Creative problem solving is a valuable skill for today's fast-changing world. The concept of "innovation" and how it relates to the bottom line will also be emphasized. An innovative mindset not only identifies and evaluates great ideas for the marketplace; it also focuses on solving customer problems.

Learning Outcomes:

- Identify roadblocks that prevent creative thinking
- Develop creative attitudes and learn to see that all problems have opportunities
- Rediscover your creative ability
- Focus and direct creative efforts
- Overcome criticism and gain acceptance for new ideas
- Learn creative and effective techniques to recognize and identify problems
- Explore techniques for managing creative people
- Realize the significance of humor and how it impacts creativity

Critical Thinking Skills

Length: Approx. 45 minutes

What's the #1 skill executives look for in their employees? Critical thinking. It's not about criticizing others—it's about understanding the problem, evaluating the evidence, and making logical and thoughtful decisions. It's a skill that can help your organization find smart solutions to tricky problems, avoid emotional thinking and mistakes, and work together more efficiently. *Critical Thinking Skills* is a training solution that provides individuals with tips, techniques, and thought exercises that help to develop critical thinking skills.

Learning Outcomes:

- Define critical thinking
- Identify and adopt the characteristics of critical thinking
- Recognize and avoid critical thinking mistakes
- Identify assumptions
- Evaluate information accurately and thoroughly
- Distinguish between fact and opinion
- Implement the critical thinking process in business situations

Delegating for Growth

Length: Approx. 45 minutes

Delegating for Growth is an interactive skills training course that will help any manager to better understand the purpose of delegation, prepare for and apply the steps to delegating effectively, and learn to recover from inevitable mistakes or disappointments. This training program will help to increase company-wide productivity, foster employee confidence at all levels, and develop a team-driven culture.

Most tasks and projects can be delegated. In particular, if you find yourself doing the tasks and activities you were promoted from, that's a clear sign of items you should be delegating. Not sure how? That's where we come into play.

Learning Outcomes:

- Recognize delegation as a tool for employee growth
- Prepare yourself to delegate effectively
- Assess your employees to determine their delegation needs
- Match employees and projects appropriately
- Identify barriers to delegation and overcome them

- Apply the steps to delegating effectively
- Handle mistakes, missteps, and failures as learning opportunities

Developing Clients for Life

Length: Approx. 1 hour 10 minutes

Whether you are working with fresh faces or seasoned pros, there are usually gaps between where salespeople are in their development and where they should be. That's why it's a good idea to assess skill levels from time to time, establish a baseline, and always have an action plan for improvement. The results are beneficial to the bottom line—for both the individual and the organization.

Learning Outcomes:

- Understand the product implementation process
- Learn how and why it's important to develop relationships with existing clients
- Know how to create a plan to build client loyalty
- Discover effective strategies for building and maximizing client relationships

Developing Positive Relationships

Length: Approx. 45 minutes

Developing Positive Relationships at Work is the positive learning experience your organization needs to ensure that individuals unite around a common mission, value diversity, rise above personal slights, take responsibility, and cultivate an environment based on trust. This training will help you model the behavior you want as well as teach the value of getting to know your employees as individuals.

Learning Outcomes:

- Base every working relationship on a common purpose.
- Demonstrate actions that build trust and avoid those that erode trust.
- Model the positive relationship behaviors you seek in others.
- Manage, not manipulate, relationships.
- Implement strategies to improve or survive relationships.
- Set boundaries and stand your ground.
- Create an effective individual development plan.

Developing Your Direct Reports

Length: Approx. 55 minutes

Developing Your Direct Reports is a course in which participants will learn Development Coaching. So what's the difference between Performance Management and Development Coaching? Performance management is focused on eliminating the weaknesses of the past and present. Development coaching, on the other hand, targets employee strengths as the basis for future performance and the achievement of long-term goals. And the other major difference? It requires the direct and regular involvement of the manager.

Learning Outcomes:

- Recognize the differences between performance management and development coaching
- Implement a strengths-based approach to development
- Provide employees with the tools to assess their strengths and development needs
- Conduct a positive development discussion
- Identify a variety of paths to development
- Create an effective individual development plan

Diversity Awareness: Fostering a Climate of Inclusion, Sensitivity, and Respect in the Workplace

Length: Approx. 45 minutes

A survey by Korn/Ferry International found that more than 2 million people leave their jobs each year because of unfairness in the workplace. The hiring costs which result from high turnover are a huge stumbling block to company success, not to mention the time investment that goes into screening applicants and acclimating new hires to their role. Still, the greatest hindrance to progression lies within the heart of the issue—that is, to devalue and exclude employees because they are different is to also place limitations on their contributions and ability to grow.

From fundamental attribution errors to microinequities (a term coined by researcher Mary Rowe), *Diversity Awareness: Fostering an Environment of Inclusivity, Sensitivity, and Respect in the Workplace*, explores the subtle ways that these limitations occur and how to combat them by fostering an environment that focuses on building respectful interactions. The program defines diversity in broad terms, recognizing that people see differences in varying ways from educational background to personal attributes and experiences, among other areas. Professionals at every level will learn how to take proactive steps to find and capitalize on unique skills as well as exercise flexible thinking and seek personal growth.

Learning Outcomes

- Understand the subtle ways that bias occurs.
- Identify instances of devaluing others through small, subconscious behaviors and micro-inequities.
- Establish a framework to increase inclusion at the organizational level.
- Recognize different ways of conveying respect.
- Address conflict productively and respectfully.
- Lead by example and be part of the solution.

Effective Listening Skills

Length: Approx. 50 minutes

Effective Listening Skills can help anyone become a better listener. Using a five-step process, individuals learn how to eliminate barriers to good listening, improve communication skills, maximize productivity, and build interpersonal relationships.

Learning Outcomes:

Successful completion of this course will increase your knowledge and ability to:

- Describe the importance of listening
- Identify barriers to listening well
- Implement the steps of active listening
- Uncover hidden messages
- Listen in emotional situations
- Increase information flow to enhance productivity and teamwork

Emotional Intelligence

Length: Approx 55 minutes

No doubt technical and task-oriented skills are important to bring to any working environment, but research has proven that real success comes from those who have honed the soft skill of emotional intelligence. No organization is without its ups, downs, and of course, turnarounds, which is why emotional intelligence is an essential aspect for anyone in the working field. In a world of deadlines, organizational changes, limited resources, and conflicting orders (to name a few stressors), having the ability to control your emotions is essential to navigating the unavoidably high-stress environment that often shapes the working world.

But it's not just about taking control of your reactions to emotionally-charged situations. *Emotional intelligence* is recognizing your emotional triggers and knowing when and how to use them in a way that enables you to not only deal with these stressors objectively, but to also develop strong connections with your co-workers. *Emotional Intelligence: A Scientifically Proven Method for Developing the Skills of Success*, introduces the four essential aspects to honing this soft skill - intrapersonal skills, interpersonal skills, adaptability, and resilience - and strategies for developing each; helping you to confront issues, tackle problems, and manage change and stress with composure and clarity.

Learning Outcomes:

- Manage your emotions by recognizing how thoughts and emotions are connected.
- Improve your self-control by identifying physical cues that indicate your emotions may be taking over.
- Discover how emotional intelligence can help you develop more positive relationships at work.
- Learn how to use assertive communication to express your needs and feelings appropriately.
- Learn how to respond more quickly and positively to changing circumstances.
- Improve your ability to remain composed in stressful situations.
- Explore how to use emotional intelligence to bounce back from setbacks.
- Learn how to develop a more optimistic outlook.

Employee Engagement

Length: Approx. 60 minutes

A recent study found that only about a third of the global workforce is highly engaged, leaving the remaining two-thirds less engaged or not engaged. This is important because highly engaged employees are emotionally committed to their organization's goals and use their discretionary effort to go the extra mile on behalf of their organization.

Learning Outcomes:

- Recognize the importance of knowing every employee as a unique individual.
- Identify each employee's strengths and how to leverage them in the workplace.
- Show your support by minimizing obstacles that frustrate employees—including yourself!
- Create a career path and meaningful work for each employee.
- Foster an environment where employees feel free to ask and say anything.
- Show appreciation and recognition in a way that is meaningful to each employee.

Fundamentals of Strategic Planning

Length: Approx. 45 minutes

Strategic planning means different things to different people. To some it means creating vision and practicing values. To others it means setting deadlines for action items and managing changes. Whether you come from the more philosophical end or the task-oriented end, strategic planning does include moving the company forward toward a shared vision through agreed-upon goals and objectives.

Learning Outcomes:

- Identify the elements of an effective strategic planning model
- Identify a good foundation for creating a strategic team
- Discover your strengths, weaknesses, opportunities, and threats when setting directions
- Define strategic values
- Participate in a strategic planning effort
- Avoid common pitfalls that derail strategic plans

How to Manage Your Emotions

Length: Approx. 55 minutes

While it is not always possible to check emotions at the door, it is possible to figure out what triggers emotional responses and then learn how to respond appropriately. From minimizing frustration to conquering negative self-talk, this training will give individuals the tools they need to control physical responses, reframe thinking, handle accidental outbursts, and learn long-term strategies for channeling emotions.

Learning Outcomes:

- Recognize the messages our emotions send us at work
- Understand the trigger-perception-response cycle
- Reframe our thinking to avoid emotional outbursts
- Replace emotional outbursts with productive confrontations
- Recover from your own or another person's emotional outburst
- Employ long-term strategies to channel emotions productively

Ideas into Action

Length: Approx. 1 hour

Innovation is usually less about a revolutionary idea and more about evolution and execution.

Simply put, the goal of innovation is to introduce something new or to make something better. But that doesn't mean it has to be complex or difficult. Whether it's improving customer return policies or developing high-tech products, innovation can happen anywhere in an organization — and by anyone.

Learning Outcomes:

- Realize the common myths and misconceptions about innovation
- Understand how to apply creativity to any problem or issue
- Discover how to use multiple intelligences to generate ideas
- Learn a four-step process for team innovation
- Understand how to promote innovation without regulating it
- Find out how to spot sacred cows

Leadership 101

Length: Approx 55 minutes

By addressing everything from trust to perception to attitude, Leadership101 is a training program that gives both newly emerging and experienced leaders and managers the tools and techniques for developing and refining their skills. This learning resource will help your organization retain employees and clients, make better decisions, and improve performance.

Learning Outcomes:

- Identify key characteristics of leaders
- Build trust and confidence with employees
- Avoid behaviors that undermine leadership
- Promote teamwork and esprit de corps
- Act decisively
- Demonstrate leadership in a crisis

Leading Others through Change

Length: Approx. 1 hour 32 minutes

Organizational shifts can bode either a positive or negative experience for those involved depending on how effectively they are led through the process. Leaders play a vital role in seeing that employees understand the benefits and new opportunities brought about by change. *Leading Others Through Change* recognizes that to effect a positive and productive experience, leaders must ACT - Activate the change, Create a Plan, and Transition the change. Using a 10-step process as its basis, this program takes participants through the three phases and identifies techniques for ensuring that the change is not only a success, but that it becomes a lasting part of the culture. They'll learn to manage resistance, garner commitment, and increase motivation for the change from start to finish, including how to evaluate efforts in order to steer the success of future initiatives.

Learning Outcomes:

- Understand why change initiatives fail and how to ensure their success.
- Implement a framework to actively lead change efforts.
- Plan for the success of future change through close evaluation of the current initiative.
- Identify, acknowledge, and manage resistance to ensure an efficient transition.
- Apply techniques for increasing and gaining commitment to the change.

Meetings

Length: Approx. 48 minutes

Meetings—we all have them. The bad news? It is estimated that Fortune 500 companies waste 75 million dollars per year in unproductive meeting time. The good news? Most of the factors that disrupt productivity are in the control of meeting attendees. This training helps participants identify and develop the skills for ensuring the meetings are an advantage as opposed to a disadvantage to both employees and organizations alike.

Successful completion of this training will increase your knowledge and ability to effectively prepare for meetings. Whether running the meeting or simply participating in it, this program provides the knowledge and techniques for making the most of meetings. Among other practices, participants learn to provide a specific meeting focus, identify the signs of an unproductive meeting, generate ideas for creating an environment of fun to encourage participation, and prepare a proper agenda.

Learning Outcomes:

- Recognize ways to change your mindset about meetings
- Eliminate habits that make meetings unproductive
- Identify alternatives to holding traditional meetings
- Demonstrate effective facilitation skills
- Help your group make decisions quickly
- Ensure that every meeting ends with actionable items

Mental Models

Length: Approx. 45 minutes

Each one of us has a perception of reality about how the world works—a mental model. Like an internal hard drive, they provide understanding, guide thinking, and direct decision making. Built from everyday experiences, outside influences, and rewards such as money and success, mental models can be both beneficial and detrimental to success. Just as technology shifts and advances, so does the need for individuals, teams, and organizations to update, flex, and reconstruct mental models to improve performance.

Learning Outcomes:

Successful completion of this course will increase your knowledge and ability to:

- Understand what mental models are and how they influence the workplace
- Identify one's personal mental model
- Recognize the mental model assumptions
- Reveal hidden mental model biases
- Learn how to avoid typical mental mistakes
- Develop the ability to adjust mental models for better performance

Navigating Difficult Conversations

Length: Approx. 30 minutes

Most managers and team leaders will not readily welcome the task of having to let an employee go or provide them with a negative performance review. These are just a couple of examples of those difficult conversations which are an unavoidable and recurring instance in the workplace. Despite their compelling presence, they don't have to be feared or dreaded—they can be handled in such a way that increases self-confidence and encourages an environment of positivity. *Navigating Difficult Conversations* introduces participants to a seven-stage process for taking control in these situations and minimizing negative backlash to effect an environment of reduced stress, increased trust, improved relationships, and higher productivity. With realistic examples and role-playing activities, this program helps participants as they prepare, carry-out, and close difficult conversations in the most productive manner—leading them to embrace, rather than fear confrontation and produce long-lasting benefits for both the employee and organization.

Learning Outcomes:

- Understand the nature of difficult conversations and what it takes to handle them.
- Identify the seven stages of handling difficult conversations.
- Use empathy in a way that minimizes negative responses and strengthens relationships.
- Apply best practices for preparing, initiating, and delivering the conversation.
- Discover how to generate solutions and bring the conversation to a close.

Onboarding: How to Successfully Integrate New Employees

Length: Approx. 50 minutes

Most would agree that introductions to company processes and policies are a “must” when bringing in a new hire. While true, it's also just as important to help new hires gain a comprehensive view of their role and establish an effective network to whom they may turn for support. Relationships and roles have the greatest impact on an employee's immediate productivity and satisfaction in their new position. In fact, clear role expectations between a manager and his/her direct reports can make the difference between a relationship that succeeds and one that fails—and if it fails, turnover typically follows.

Onboarding is the training course you need to help your new hires build a foundation for success from the get-go. At its core is the **Onboarding Model** with four overlapping elements — *Resources, Rules, Relationships, and Roles*. Using these elements as a cornerstone in the onboarding process, managers learn how to become an active participant in helping new hires not only accelerate their involvement, but establish a groundwork for continual progression.

Learning Outcomes:

- Explain the purpose of onboarding and the benefits it provides to new employees.
- Describe four key onboarding elements and how they support the onboarding process.
- Describe actions you can take and information you can use to successfully integrate new employees within the context of the four key elements.
- Prepare information relating to the four onboarding elements to use and share

Opening the Sales Call

Length: Approx. 55 minutes

Ten seconds or less. That's how long the window of opportunity is open for your salespeople to grab a client's attention. And that's why it's vitally important to arm them with the tools that enable them to be confident, sincere, engaging, and successful—before they set foot in their next face-to-face sales call. With the proper knowledge and preparation, your salespeople can establish themselves as experts, think on their feet, adapt to client expectations, and capture lifetime clients. *Selling Essentials: Opening the Sales Call* does just that. The third installment of the in-depth training series, this half-day classroom program and one-hour e-learning workshop is all about learning how to make a great first impression, set a positive tone, and beat the competition.

Learning Outcomes:

- Understand the importance of preparation
- Learn an effective framework for opening face-to-face sales calls
- Discover the traits and characteristics that improve success rate
- Understand the importance of building rapport
- Learn how to overcome obstacles and resistance to change

Organizational Trust

Length: Approx. 30 minutes

While the nature of day-to-day tasks and responsibilities certainly make up a large portion of employee job satisfaction, more often than not, the most influential aspect has to do with the interaction between colleagues. Organizations that promote a positive, supportive working environment or rather, those that emphasize a culture of trust are also those with the highest recruitment and retention rates — this is because they lay the groundwork for effecting respect, faith, and integrity at all levels. In turn, personal attributes such as these have far-reaching effects on the organization's success — they're more credible, productive, flexible, innovative, and able to adapt to changing circumstances and effectively handle crises.

Organizational Trust is about helping managers, supervisors, and leaders to affect these outcomes by building, improving, or restoring an environment of trust. Participants begin by examining the quality of trust on an organizational and personal level (or how trustworthy others perceive them to be) and then reviewing the characteristics and behaviors which shape trust. They'll also learn to identify the warning signs of a low-trust organization, providing the opportunity to implement techniques for handling and combating distrustful behaviors before they escalate.

Learning Outcomes:

- Assess the level of trust in your organization and your own trustworthiness.
- Be mindful of the results of distrust between employees and for an organization.
- Identify the characteristics that engender trusting employees and organizations.
- Discover the common “trust busters” and specific actions you can take to prevent their presence in the workplace.
- Explore the ways organizations and teams can build a culture of trust.
- Identify the warning signs of a low-trust organization and how to restore trust when it's been lost.

Presenting, Overcoming and Closing

Length: Approx. 1 hour 5 minutes

It's true. Preparation is key, especially when it comes to selling. Successful salespeople know it. From mastering product knowledge to understanding what the client wants and figuring out how to clinch the sale, they always do their homework. *Always*. But knowing what to prepare—and how to prepare—can't be left to trial and error. That's because developing the ability to see through the client's eyes, pinpoint their needs, think outside of the box, and deliver a convincing presentation takes time, training, practice, and then more practice.

Learning Outcomes:

- Learn an easy-to-use model for presenting solutions
- Understand how to effectively describe features and benefits
- Become skilled at identifying customer objections
- Know how to overcome objections using an effective model
- Learn and master specific steps to close a deal

Productive Work Habits

Length: Approx. 50 minutes

Productivity isn't about quantity. It's about doing the right task, at the right time. In other words, it's about recognizing *what* to do *when*. But sometimes that's easier said than done. You can help employees and managers improve their productivity with *Productive Work Habits*. Participants will begin to develop the positive habits they need to gain focus, learn how to prioritize tasks efficiently, become better organized, manage their time efficiently, work more effectively with colleagues—and even create better work-life balance.

Learning Outcomes:

- Understand what it means to be productive

- Become better organized
- Learn how to manage your time
- Work more effectively with others
- Create balance between work and personal

Prospecting and Territory Management

Length: Approx. 1 hour 5 minutes

Ask any sales professional about prospecting and most will tell you it's their least favorite thing to do. From figuring out how to develop a territory to finding qualified leads and making cold calls, it's enough to cause even the most seasoned people to cringe. Some even point fingers claiming it's not within the realm of their responsibility. But prospecting is the vital first step in the sales cycle, and the key to success is preparation, practice, and confidence. *Selling Essentials: Prospecting and Territory Management* gives salespeople at all levels the know-how to tackle prospecting, maintain a healthy pipeline, and grow their business. Title two of an in-depth training series, this customizable classroom program and e-learning workshop is packed with helpful tools, including worksheet templates, qualifying checklists, practice exercises, strategies, and more.

Learning Outcomes:

- Learn practical tips for prospecting and qualifying customers
- Discover how to develop a pipeline of profitable customers
- Determine how to plan for sales opportunities
- Identify techniques for making contact with prospects
- Learn to implement strategies for prospecting and territory management

Resilience: How to Keep Going When the Going Gets Tough

Length: Approx. 55 minutes

Conflict, change, and stress are a regular part of everyday organizational life. The key to employee survival is resilience, the ability to bounce back after adversity. Being resilient doesn't prevent tough challenges from happening, but it does provide individuals with the strength and wherewithal to recover and move on time and time again. Developing resilience is a lot like engineering a building to withstand an earthquake. It requires a solid foundation and a flexible structure that won't crack or crumble under pressure. In human terms, it translates into self-esteem, connections with others, mental agility, and effective coping strategies. *Resilience: How to Keep Going When the Going Gets Tough* offers individuals a blueprint for increasing their resilience. Aimed at developing confidence, support networks, achievable goals, and stress management skills, its part of the Reproducible Training Library, a comprehensive source of customizable training workshops and e-learning programs.

Learning Outcomes:

- Learn how to rebound from adversity
- Build self-esteem as a foundation for resilience
- Establish connections to create a support network
- Develop the ability to accept and embrace change
- Learn how to overcome obstacles using flexible thinking
- Implement stress management and relaxation strategies to maintain resilience

Skillful Collaboration

Length: Approx. 60 minutes

Creative thinking, effective problem solving, increased productivity, job satisfaction, and more. The benefits of collaboration are significant, both for individuals and organizations. That is, when things run smoothly. But there's much more to collaboration than working side-by-side with people. There's an effective way to collaborate – and an ineffective way to collaborate. And believe it or not, sometimes it's the wrong choice altogether. That's because successful collaboration requires a combination of the right situation, well-honed skills, and an open mindset.

Before the individuals in your organization attempt the next project, introduce them to *Skillful Collaboration: Working Successfully with Others to Achieve a Common Goal*. It's the soft-skills training program that will help them to make sense of the ins and outs of collaboration. From setting common objectives, defining roles, and establishing processes to communication strategies, troubleshooting obstacles, and building networks, *Skillful Collaboration* focuses on how to structure an effective framework that enables individuals to develop harmonious and productive working relationships.

Learning Outcomes:

- Discover when collaboration can be an effective and beneficial approach - and when it's not.
- Learn how to establish and successfully communicate expectations to group members.
- Recognize the inward attitudes and outward behaviors necessary to collaborate well.
- Understand communication strategies that foster or hinder collaboration.
- Identify non-collaborative behaviors and implement strategies to cope with them.
- Recognize the scope of your network to increase the ability to collaborate.

Super Manager

Length: Approx. 1 hour 25 minutes

As a manager, overseeing employee performance is an essential obligation. Yet, it's more than just ensuring a timely schedule of operations and quality production. Organizations that surpass expectations with unmatched success ensure employees receive the necessary support, resources,

and guidance to get the job done. In a study on employee retention, a number of respondents pointed the finger back at their manager citing behaviors such as a lack of recognition and an inability to meet commitments as some of the top reasons for quitting. It takes a special manager to increase employee engagement and satisfaction in the workplace—it takes a super manager.

Super Manager is the half-day training course that provides managers at all levels the necessary know-how to help their employees grow in their abilities and motivate them to go above and beyond expectations. Participants will explore the qualities, behaviors, skills, and tools to help them become the manager everyone wants to for.

Learning Outcomes:

- Recognize and learn to balance the qualities of a super manager.
- Develop a self-awareness of your managerial skills and display attentiveness to your employees.
- Demonstrate consistency in your values, attitude, and behavior.
- Identify when and how to appropriately exercise mental flexibility.
- Display humility and confidence in both your decisions as a manager and the capabilities of your employees.
- Ensure employees' maintain focus.

Taking Control of Conflict

Length: Approx 1 hour 15 minutes

Is conflict an ongoing battle in your organization? Apparently, it is for most. A recent study reveals that 85 percent of employees experience conflict at work—a staggering 2.8 hours each week—ranging from mild squabbles with teammates to explosive disagreements between managers. Let's face it. Conflict isn't going to become obsolete anytime soon. But individuals can learn how to handle it maturely and collaboratively with insight, knowledge, and the proper skills. And better yet, organizations can actually benefit from conflict in the form of increased productivity and improved relationships—that is, when it's managed successfully.

A half-day classroom training program, *Taking Control of Conflict: How to Resolve and Minimize Workplace Disputes* introduces the different types of conflict, shows individuals how to communicate clearly and tactfully, explores appropriate resolution strategies, and establishes a common-sense approach for preventing unnecessary conflict.

Learning Outcomes:

- Identify a preferred strategy for handling conflict
- Understand the characteristics and drawbacks of five conflict strategies
- Recognize the sources of conflict that most often occur in the workplace
- Learn effective strategies for managing and resolving conflict
- Practice behaviors that minimize tension and conflict
- Discover how to address an issue before it escalates into conflict

Talk Like a Leader

Length: Approx 1 hour

Did you know the average person speaks up to 16,000 words each and every day? No doubt, that's a lot of chatter. But successful leaders know there's a significant difference between being a big talker and being an effective communicator. And they also know communication is the key to motivating and inspiring people.

Talk Like a Leader: What Every Leader Needs to Hear is a training program that cuts through the noise to focus on four key areas of leadership communication: Vision, Competence, Relationships, and Support. *Talk Like a Leader* is the learning experience that empowers leaders with the skills and confidence to encourage enthusiasm, increase productivity, minimize miscommunication, and improve working relationships.

Learning Outcomes:

- Learn key communication phrases that express vision and competence
- Recognize the key communication phrases that reinforce relationships and support of others
- Explore ways to demonstrate accountability and expect it of others
- Learn how to become effective at delivering constructive criticism
- Understand how to show appreciation and provide meaningful praise

Team Excellence

Length: Approx. 55 minutes

Organizations know that every one of their employees is valuable and contributes unique talents and experience to each project or task at hand. So, comparatively, when employees come together as a team, the end result is typically even greater success—that is, when members understand how to work collaboratively. Effective collaboration not only helps to increase the quality of results, but also the productivity. Team Excellence is the training resource that ensures teams achieve these outcomes. Participants fundamentally learn to CARE by discovering techniques for effective Communication, maximizing individual Ability, producing Results, and fostering Esprit de corps. Among these techniques, they learn to create synergy, set goals, cultivate accountability, and coordinate effective team building activities, effectively allowing them to achieve high performance.

Learning Outcomes

- Recognize the communication characteristics of high-performing teams
- Assess individual strengths in order to ensure the best possible team performance
- Recognize and avoid common goal-setting mistakes
- Learn how to focus on goals and results effectively
- Recognize the elements of esprit de corps
- Learn what makes team building successful and what types of activities to avoid

The Art of Influencing Others

Length: Approx. 1 hour 20 minutes

The Art of Influencing Others will teach people the skills they need so that others will want to grant them the power to affect outcomes. Our approach is to teach someone how to develop and maintain rapport, how to resolve conflicts and handle difficult situations, and how to recognize others' needs and support them in meeting their needs while meeting their own as well ("win-win"). The training concludes with emphasizing the qualities that influential people have and give the participants an opportunity to assess themselves in these areas.

Learning Outcomes

- Successful completion of this course will increase your knowledge and ability to:
- Build rapport and develop genuine relationships
- Improve communication skills, including verbal and nonverbal messages, to be more effective with others
- Recognize common barriers to communication
- Understand and use communication styles to tailor your communications
- Resolve conflicts

Transformational Leadership

Length: Approx. 1 hour 20 minutes

Transformational leadership is an approach to leading others that "...causes change in individual and social systems. In its ideal form, it creates valuable and positive change in the followers with the end goal of developing followers into leaders."

In plain English, transformational leadership creates important, positive change. It is grounded in the belief that inspiring others to focus on the greater good produces a level of excellence that exceeds results achieved by other forms of leadership.

This program will walk you through the four components to transformational leadership – calling, charisma, challenge, and caring – allowing you to develop the skills and techniques required to make a real difference at your workplace and to inspire others to work toward a shared vision of positive change.

Course Objectives:

Successful completion of this course will increase your ability to:

- Carry out the four components of transformational leadership.
- Identify your calling and share it with passion and purpose.
- Develop the elements of charisma and share impactful stories with others.
- Help others engage in critical thinking.
- Implement ideas to encourage creativity and innovation.
- Make personal connections with your followers and encourage their growth.

Understanding the Sales Cycle

Length: Approx. 1 hour

Whether you are working with fresh faces or seasoned pros, there are usually gaps between where salespeople are in their development and where they should be. That's why it's a good idea to assess skill levels from time to time, establish a baseline, and always have an action plan for improvement. The results are beneficial to the bottom line—for both the individual and the organization. *Selling Essentials: Understanding the Sales Cycle* is the first title in a series of in-depth learning experiences aimed at transforming your sales force into true professionals who are prepped and ready for any challenge. Filled with an assessment, activities, worksheets, action planning, and more, this program requires individuals to take an active role in their learning. It starts with self-reflection and measurement, and then shifts the focus to the buyer with an exploration of customer-focused selling and decision-making patterns before ending with action strategies and planning.

Learning Outcomes:

- Assess selling strengths and areas for improvement
- Learn about the trends in today's selling environment
- Understand the concept of customer-focused selling
- Learn the steps of the sales process and buying cycle
- Discover how customers make decisions
- Describe the steps in the sales process

What to Ask, How to Listen

Length: Approx. 55 minutes

They've mastered prospecting, scoped out hot leads, and succeeded in getting their foot in the door. So far, your salespeople are off to a great start. But at this moment, they're sitting face-to-face with their next (hopefully) new customer, and after an engaging opening, they stop and think, *'hmm... now what?'* It's time to shift the focus to the customer. So before your salespeople have the chance to jeopardize their next big deal, make sure they know how to keep the customer engaged, uncover their needs, learn their decision-making strategies, and know what *not* to say. Teach them what to ask—and how to listen. *Sales Essentials: What to Ask & How to Listen*, the fourth module of the in-depth training series, shows salespeople how to ask the right questions, avoid communication shut downs, maximize business discussions, and learn valuable active listening skills that will move the customer relationship forward.

Learning Outcomes:

- Discover the questions that uncover customer needs
- Identify customer needs and challenges

- Learn how to use active listening to better understand customers
- Develop strategies for business discussions that get results

Why We Struggle with Tough Decisions

Length: Approx. 60 minutes

In the workplace, some people get stuck overanalyzing all of their choices—they want a spreadsheet packed with data before proceeding with any decision. Others swear by their intuition and have no data to back up how they arrived at a particular decision.

How can you make a high-impact decision that is effective, practical, and successful? By having a clear objective, gathering and evaluating information in a structured way, avoiding common decision traps, and by using your intuition to confirm or question your decision. This course will enhance your confidence and skill at making—and implementing—tough decisions, allowing you to increase your value to your organization and actively contribute to its success.

Learning Outcomes:

- Understand the role that emotions play in decision-making.
- Describe how to make a decision effectively, recognizing key steps to take before, during, and after the decision-making process.
- Identify your values in order to guide your actions, behaviors, and decisions.
- Put into practice various methods for collecting and evaluating information.
- Recognize—and avoid—the most common traps that complicate tough decisions.
- Develop strategies to overcome your concerns about making and implementing tough decisions.

Women and Leadership

Length: Approx. 1.5 hours

Research studies have shown that companies with sustained high representation of women – that is, three or more women board directors in at least four of five years – significantly outperformed those with no women board directors. Statistics like this prove women have the skills to not only take on top leadership positions, but to also have an impressive impact on their organization's success. Still, we rarely see women in higher positions of power because the reality of the glass ceiling is all too real. There exist a multitude of challenges preventing women from reaching higher level positions; including preconceived notions of a woman's working ability as it relates to a societal and organizational context and from an internal context – or rather, those self-imposed barriers women place on themselves.

Women and Leadership identifies the specific challenges imposed on women in the workplace and provides an in-depth look at how they can combat these obstacles to maximize their strengths - helping not only women, but all professionals and organizations as they work to build the leadership skills of their employees.

Learning Outcomes:

- Understand the challenges that women face as they pursue leadership positions.
- Assess limitations that women place on themselves.
- Build skills that enhance your development as a leader.
- Develop and manage relationships to maximize your leadership potential.
- Overcome work-life challenges.
- Recognize special issues women leaders face when they interact with others.
- Use your natural strengths to build and maintain a strong team.
- Implement a plan to target the leadership skills you most want to improve.