

# BLOSSOM

BY EDUCATIONWISE ACADEMY

## Build a team that Blossoms...

Turning Soft Skills into Power Skills

### Course List

A collection of ready-made courses that cover the soft skills you and your team need to be successful in the workplace and beyond



EDUCATIONWISE

# EDUCATIONWISE

## Finally, training that everyone will want to show up for...



Each Online Course is no longer than 15'

Each course is made up of mini-lessons between 2-3 minutes each. Grouping information like this reduces cognitive load and users are more likely to complete training, enjoy it, and use it at work.



With stories that make learning stick

Would you forget how to build relationships with customers if Mr Darcy was showing you? Stories are one of the best ways to remember information. So, every course is built around a memorable context your users won't forget.



Written & reviewed by experts

Each topic is heavily researched using the most up-to-date information from subject matter experts. Senior instructional designers review every course to ensure that the intended skills and knowledge are transferred.



Success is in the detail

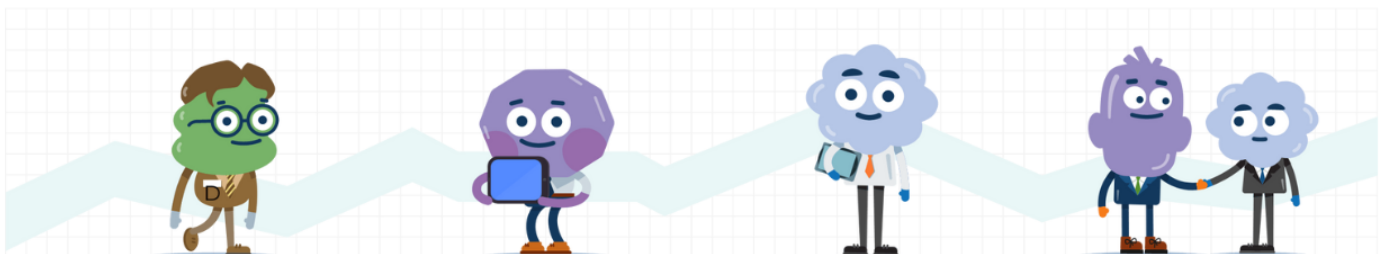
No-fluff content that leverages video, resources, microlearning, infographics, and more to engage and improve your team

## Bonus! Lovable & addictive characters

With 10 unique characters who take on a variety of roles (like superheroes, the cast of TV's coolest friends, and cameos from celebrities), your users will fall in love, even if they don't want to.



## Hard data behind soft skills: why they matter for employees



53%

of remote employees who haven't received training in the last 12 months say they want soft skills training

66%

of remote employees categorise themselves as visual learners

76%

of remote employees that have received soft skills training say they have no plans to leave their employer

56%

of remote employees who've received soft skills training in the last 12 months have also been promoted in their company

All our courses are accessible through an easy to use training platform that lets you:

- Inspire and train your team
- Measure results
- Drive business growth



**In this index, you can find the library categories and the collections that belong to each one.**

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- Coding for Everyone
- Design for Everyone
- Introduction to Google Suite
- Introduction to Microsoft Software UI/UX

**You can find all the courses included in each collection here:**

## Business Skills

Business Continuity Applied  
Dealing with Supply Chain Interruptions  
Incidents & The Importance of Accurate Information  
Integrated Response & Recovery  
Testing Business Continuity (Scenarios)  
The Challenges of Communication during an Incident

## Business Continuity Essentials

Dealing With B. Continuity and Disaster Recovery  
Developing a Contingency Plan  
Introduction to B. Emergency Preparedness Planning  
Managing Business Resilience  
The Incident Manager's Tool Kit

## Coaching Applied

Digital Coaching & Virtual Reality  
How to Prepare for a Coaching Session (for the employee)  
Measuring Coaching Performance  
Putting Emphasis on Holistic Wellness  
The ROI of Coaching

## Coaching Essentials

Asking the Right Questions  
Building Trust & Rapport  
Creating Accountability  
Establishing a Coaching Culture  
Giving Effective Feedback  
Introduction to Coaching  
The Art of Listening  
The Importance of Goal Setting  
The Power of Silence  
Using Coaching Models

## Contract Management Essentials

Contract Collaboration  
Contract Execution  
Contract Renewal  
Contract Tracking & Management  
Creating a Contract  
Corporate Finance

Foundations of Corporate Finance:  
Principles & Practice  
Mergers, Acquisitions & Restructuring  
Capital Structure & Corporate Funding Strategies  
Corporate Valuation Methods  
Financial Leadership for Board Members

## Corporate Risk

Creating a Risk Culture  
Enterprise Risk Management  
Managing Risk in the Boardroom  
The 4 Types of Risk Management  
The Role of the Risk Register

## Data Analysis

Business Analysis Technique - MoSCoW  
Business Analysis Technique - MOST & SWOT  
Business Analysis Technique - PESTLE  
Business Analysis Technique - Six Thinking Hats  
Business Analysis Technique - The 5 Whys  
Causal and Mechanistic Data Analysis Techniques  
Data Literacy  
Data Ownership  
Descriptive & Exploratory Data Analysis Techniques  
Developing Research Skills  
Inferential and Predictive Data Analysis Techniques  
Methods Analyzing Qualitative Data  
Qualitative & Quantitative Data Analysis  
Report Writing: The Power of Visuals  
The 5 Cs of Report Writing  
The Basics of Business Writing  
The Power of Big Data  
The Stages of Report Writing  
Visualizing Data  
Qualitative Data Collection

## Digital Transformation

Digital Disruption  
Is Digital Transformation Just Change?  
Leading a Digital Transformation  
The Design Thinking Mindset  
The Four Types of Digital Transformation

The Impact of Training on Digital Change  
The Power of Data Visualization  
What is a Digital Transformation Strategy?  
What is Digital Transformation?  
Why do you Need a Digital Culture?

## Finance Applied

Common Financial Management Systems  
Finance & The Role of Bookkeeping  
Risk & Financial Controls  
Short-Term Cash Monitoring  
Working Capital Management

## Finance Essentials

Financial KPIs - Measuring Performance  
Financial Ratios  
Financial Risk Management  
Key Financial Statements  
The Basics of Accounting  
The Basics of Financial Management  
The Flow of Money  
The Importance of Cash Flow  
The Value of Budgeting  
Vulnerable Customers & Finance

## KPIs & OKRs

How to Write Effective OKRs  
KPIs & Employee Performance Management  
KPIs & The Golden Thread  
Leading & Lagging KPIs  
OKRs and Going Beyond Vanity Metric  
OKRs - Vision, Planning & Measuring  
OKRs vs KPIs  
Setting Business KPIs  
The Balanced Scorecard  
Types of OKRs - Committed & Aspirational

## Marketing Applied

Content Marketing  
Customer Insights & Analysis  
Developing your Marketing Strategy  
Digital Marketing: LinkedIn & Social Media  
Digital Optimization  
Email Marketing  
Influencer and Affiliate Marketing

Planning Campaigns  
SEO & PPC  
Viral Marketing

## Marketing Essentials

Brand Ambassadors  
Curating the Right Content  
Do Your Research (Brand & Product)  
Introduction to Marketing Automation  
Know Your Customers  
Show Don't Tell  
The Power of Networking  
The Power of Social Media  
The Role of Partnerships  
Your Shop Window - Your Website

## Marketing Mastery

AI-Powered Copy  
Brand Building Basics Part 1  
Brand Building Basics Part 2  
Campaign Management  
Conducting a Successful Outreach Campaign  
Content Communities  
Content Management Systems  
Content Marketing  
Copywriting Essentials  
Getting Hands-On with Google Ads  
Getting Hands-On with PPC  
Getting Started with Google Analytics  
Inbound vs. Outbound Marketing  
The Different Content Marketing Strategies  
The Marketing Funnel - From the Top to the Bottom  
The Power of Google Analytics  
The Power of Pillar Pages  
The Power of User-Generated Content  
The Role of Product Marketing  
Video Marketing

## New Manager

Buddy Schemes  
Building Key Relationships  
Connecting employees to their Purpose  
Encouraging Engagement  
Getting the most out of Your Managers' Playbook  
How to put a Playbook Together  
How to Understand New Business Culture

Improving Your Team with Development Plans.  
Onboarding Staff as a New Employee  
Probation Periods: what are they good for?  
Professional Relationships & Boundaries  
Resilience as a New Manager  
Setting the Right Tone  
Spending Time with Departing Employees  
When Onboarding Goes Wrong  
Working with HR

## Product Teams

Introduction to Agile and Scrum for Product Teams  
User Story Writing & Product Backlog Management  
Managing Product Handoffs  
Release Planning & Roadmap Management  
Iteration & Minimum Viable Product (MVP)  
Stakeholder Management for Product Owners  
Product Vision & Strategy  
KPIs for Product Owners  
Risk Management in Product Ownership  
KPIs for Product Managers  
Structuring Your Product Team  
Gathering Effective Feedback  
Growth Product Management  
Feature Product Management  
Technical Product Management

## Project Management Applied

Activity & Resource Planning  
Developing a Budget (Cost Estimating)  
Ensuring Customer Satisfaction  
Managing Project Risk  
Monitoring Progress  
Organizing & Motivating a Team  
Producing Reports  
Project Management Methodologies 1  
Project Management Methodologies 2  
Time Management in Projects

## Project Management Essentials

Closing a Project  
Executing a Project  
Initiating a Project  
Monitoring a Project  
Planning a Project

## Project Management Mastery

Agile in Practice  
Choosing the Right Project Methodology  
Kanban in Practice  
Scrum in Practice  
Waterfall in Practice

## Quality Management Essentials

Quality Assurance  
Quality Control  
Quality Control Planning  
Quality Control vs. Quality Assurance  
Quality Improvement  
Applying Six Sigma  
Six Sigma - Kaizen  
Six Sigma - Lean  
Six Sigma - DMAIC Process  
Six Sigma - Roles & Responsibilities

## Remote Working

How to Work Remotely (Employee Version)  
Remote Culture  
Remote Working & Workplace Harassment  
Remote Workspace

## Strategy Development

A Walkthrough of Business Operating Models  
Business Model Innovation  
Crisis Management & Adapting Strategies  
Formulating a Winning Strategy  
Global & Market Entry Strategies  
Integrating Ethics into Strategy Development  
Measuring & Evaluating Strategy Success  
Scenario Planning & Risk Management

Strategic Leadership & Strategy  
Success

## Supply Chain Management

Gaining Efficiency: Inventory  
Management  
Supply Chain & Risk Management  
Supply Chain & Social  
Responsibility  
Sustainable Supply Chain  
The Competitive Advantages of  
Supply Chain  
Management  
The Role of Logistics  
Transparent Supply Chain  
Processes  
Workforce Management

## Teamwork Applied

High-Performing Teams  
Framework - Adjourning  
High-Performing Teams  
Framework - Forming  
High-Performing Teams  
Framework - Norming  
High-Performing Teams  
Framework - Performing  
High-Performing Teams  
Framework - Storming

## Teamwork Essentials

Building Trust & Respect  
Celebrating Differences & Diversity  
Celebrating Success  
Collaboration  
Communicating Openly  
Communicating with a Millennial  
Dealing with Difficult Personalities  
Encouraging Different Opinions  
Millennials and Technology  
Roles & Responsibilities  
Setting Common Goals  
The Power of Team Working  
Training Millennials  
What is a Millennial

## Human Resources

### Company Culture

Current vs. Future State Mapping  
Early Warning Signs of a Toxic  
Culture  
Employee Recognition  
How do you Change Culture?  
Leading a Culture Change  
Organizational Culture Models

The Four Types of Company  
Culture

The Risk of Echo Chambers  
The Role of Leadership in  
Company Culture  
The Shadow Organization

## Diversity & Inclusion

Becoming an Inclusive Leader  
Confronting Discrimination  
Digital Accessibility  
Gender Inclusion  
LGBT Awareness and Inclusion  
Recognizing Your Privilege  
The Key Values of Equality,  
Diversity and Inclusion  
The Value of Diversity and  
Inclusion in the Workplace  
Types of Discrimination  
Unconscious Bias

## Employee Experience

Employee Engagement Surveys  
Employee Experience: Space,  
Technology & Culture  
Helping Employees Belong (before  
they start)  
How to focus on outcomes instead  
of outputs  
Increasing Retention through  
Journey Mapping  
Measuring the Employee  
Experience  
Putting the Human back into HR  
The Rise of Flexible Benefits  
The Role of Employee Champions

## Employee Onboarding

**(Employee Life Cycle)**  
Creating the Best Onboarding  
Experience  
Importance of Onboarding\*  
Onboarding Remote Teams  
Speed to Competency

## Employee Retention

**(Employee Life Cycle)**  
Building Employee Resilience  
Employee Engagement\*\*\*\*\*  
Employee Incentive Programs  
Learning & Employee  
Engagement\*\*\*\*  
Monitoring & Measuring  
Retention Efforts  
Recognition & Reward  
Understanding Employee Needs &  
Motivation

Transparent Compensation

## Employee Termination

**(Employee Life Cycle)**  
Disclosure of Dismissals  
Effective Exit Meetings  
Having Tough Conversations  
Implementing a Performance Plan  
The Correct Way to Dismiss an  
Employee

## HR Essentials

Adapting to Innovation  
Bullying & Violence  
Flexible & Remote Working  
Handling Disciplinary  
HR for Non-HR Managers  
Performance Management  
Talent Management &  
Development  
The Importance of Training  
Creating a Great Employee  
Handbook  
Cultural Ambassador: Embedding  
Culture & Values from Day 1  
Workplace Diversity

## HR Strategy

Creating an Effective Recruitment  
Strategy  
HR & Change Management  
HR Metrics & Analysis  
Pulse Surveys & Continuous  
Feedback  
Strategic Thinking  
Succession Planning

## Hybrid Working

Hybrid Working: The Role of  
Leadership  
Inclusive Environment for the  
Hybrid Workforce  
Managing Employee Experiences  
The Perfect Hybrid Working  
Policy  
What is Hybrid Working?

## Learning Applied

Adopting the Right Strategy to  
Learning Design  
Applying Adaptive Learning  
Creating a Learning Strategy  
Designing Effective Learning  
Interventions  
Learning Analytics  
Reskilling & Upskilling - The Power  
of Skills

Synchronous vs. Asynchronous Learning  
The Flipped Classroom  
The Purpose of UX and UI in Learning  
Using Blended Learning

## Learning Essentials

Defining Learning Objectives  
Growth Mindset  
Learning Culture in the Workplace  
Learning ROI  
Learning Styles  
Promoting Social Learning  
Removing the Barriers to Learning  
The Power of Micro-Learning  
The Psychology of Learning

## Mental Health

### Awareness

How to Create a Psychologically Safe Workplace  
How to have a Conversation about Mental Health  
How to have a Conversation about Mental Health  
Introduction to Psychological Safety

## Neurodiversity

Building an Inclusive Recruitment Process  
Introduction to Neurodiversity  
Neurodiversity Awareness  
Neurodiversity in the Workplace  
Recognizing the Value of Neurodiverse

## Nurturing Talent

Don't Avoid Low Performance  
Encouraging Employee Stretch  
Fostering Peak Performance  
Identifying Employees' Personal Goals  
Learning to Let your Best People Leave

## Performance

### Management

Effective questioning for One-to-One Meetings  
Having a Constructive Conversation About Low Performance  
How to take good notes in a Meeting

Manager vs. Coach vs. Mentor  
Managing Short & Long-Term Sickness  
Preparing for a One-to-One Meeting (Employee)  
Preparing for a One-to-One Meeting (Manager)  
Running an Effective One-to-One Meeting  
Running One-to-One Meetings Remotely

## Recruitment Essentials

### *(Employee Life Cycle)*

Career Planning  
First Impressions  
Hiring Right, First Time  
Interview Skills  
AI-Powered Recruitment  
Candidate Experience Optimization  
Compliance & Ethics in Recruitment (US Focus)  
Leveraging Analytics for Smarter Hiring Decisions  
Diversity and Inclusion in Recruitment  
Employer Branding & Recruitment Marketing  
Finding the Right Candidates  
Innovative Recruitment Methods  
Interviewing Techniques for Recruiters: Mastering Candidate Assessment  
Strategies for Hiring Top Talent

## Work Ethic

Avoiding Distractions  
Being Punctual  
Meeting Deadlines  
Multi-tasking & Being Organized  
Persistence & Resilience  
Self-Management  
Staying Motivated  
The Importance of Planning  
Time Management  
Working Under Pressure  
Fine-Tuning Timeboxing  
Introduction to Timeboxing  
Sustaining the Habit of Timeboxing  
Timeboxing Mastery  
Timeboxing Strategies

## Leadership

### Adaptive Leadership

Building a Culture of Adaptability

Learning through Self-Correction  
Overcoming Resistance to Shared Responsibility  
Using Authority & Power (Taking Chances)  
What is Adaptive Leadership?

## Business Innovation

Being Adaptable  
Being Resourceful  
Creative Thinking  
Critical Observation  
Dealing with Uncertainty  
Driving Innovation  
Problem-Solving  
The 7 Skills of Critical Thinking  
The Power of Analysis  
Thinking Logically  
Complex Problem-Solving: Problem-Solving Techniques  
Complex Problem-Solving: Definition & Framing Complex Problem-Solving: Root Cause Analysis  
Complex Problem-Solving: Scenario Planning & Analysis  
Complex Problem-Solving: Systems Thinking

## Communication Skills

### Applied

Assertive Communication  
Communicating under Stress  
Email Etiquette  
Emotional Literacy  
Interpreting Body Language  
Managing Anger  
Managing Up  
The Art of Storytelling  
Tone of Voice  
Using Body Language  
Negotiation: Foundations & Psychology  
Advanced Negotiation Techniques  
Persuasion  
Cultural Competence

## Entrepreneurship

Being Curious  
Being Prepared to Fail  
Being Self-Aware  
Building Relationships & Networking  
Taking Calculated Risks  
The Entrepreneurial Mindset  
The Five Ps  
The Power of Imagination

The Power of Influence  
Turning Ideas into Action

## Leadership Essentials

Being Authentic  
Being Brave  
Being Confident  
Delegation and Empowerment  
Emotional & Cultural Intelligence  
Humility  
Inspiring Others  
Making Decisions  
Taking Accountability  
The Four Types of Leader  
Agility & Flexibility in Organizations  
Leadership Styles: Dominant  
Leadership Styles:  
Influencing  
Leadership Styles:  
Steadiness  
Leadership Styles:  
Conscientious Unlocking Team Dynamics through Understanding your Leadership Style

## Leadership Tool Kit

Conflict Management  
Effective Meetings  
Facilitating Results  
Leading by Example  
Leading Remote Teams  
Making Deals  
Managers vs. Leaders  
Managing Change  
Motivating Others  
Promoting Talent

## Practicing Leadership

Applying Emotional Intelligence  
Developing a High-Performing Team  
Giving Someone the Confidence to Lead  
Helping a Team Member Embrace Change  
Making the Right Decision for Long-Term Success  
Managing a Team Conflict Effectively  
Motivating a Disengaged Team  
Navigating a Difficult Conversation  
Rewarding Team Members' Achievements  
Taking accountability for your actions

## Remote Leadership

Building Trust at a Distance  
Engaging Remote Workers  
Remote Goal Setting  
Remote Team Communication  
The Remote Leadership Model

## Safety Leadership

Building a Proactive Safety Culture  
The Consequences of poor H&S practices  
Understanding H&S Responsibilities  
What is Behavioral Safety?  
What is Safety Leadership?

## The Creative Process

Creating Content for Impact  
Creative Thinking Techniques  
Creativity & Problem-Solving  
Ethics & Creativity  
Ideation & Generating Concepts  
Overcoming Creative Blocks  
Team Creativity & Collaboration  
The Future of Creativity (AI)  
User-Centered Design  
Using Visual Communication to Get Your Point

## The Leadership Role Model

A Healthy Manager is a Good Manager  
Being Positive  
Knowing when you're wrong  
Leading with Commitment  
Leading with Empathy  
Leading with Energy  
Leading with Respect  
Recognizing & Rewarding Others  
The Power of Patience  
Using Humor

## Personal Development

### Career Management

Dealing with the Change - Team Dynamics  
Discovering Your Strengths & Weaknesses  
How to Master Your Attention  
Internal Interview Preparation  
Managing Your Priorities

Personal Development Plans & Sticking to Them  
Setting Stretch Goals  
Setting your Career Goals  
The Basics of MBTI & Career Development  
The First 30–60–90 Days  
The Importance of a Mentor  
The Transition from Team Leader to Manager  
Understanding the Managerial Role  
Unlocking Your Potential  
Working Smart  
Your Personal Brand Story

## Emotional Intelligence

Collaboration & Developing EQ in Teams  
Conflict Management using EQ  
Creativity and EQ  
Emotional Intelligence: Empathy  
Emotional Intelligence: Motivation  
Improving your EQ  
Self-Awareness  
Self-Regulation  
Social Skills  
What is EQ?

## Life Skills 101

How can I plan for my retirement?  
How can I reduce my carbon footprint?  
How can I spot fake news?  
How do I budget properly?  
How do I make a good first impression?  
How do I negotiate the best deal?  
How do I stop smoking?  
How do I write a cover letter?  
What are the basics of investing?  
What are the basics of nutrition?  
What do I look for when buying a car?  
What is a digital detox?  
What is digital currency?  
Why should I have insurance?  
Why should I put savings aside?

## Mastering Happiness

Changing Negative Habits  
Finding Happiness Within Yourself  
Finding your Purpose & Passion  
Self-Limiting Beliefs  
The Power of Self-Reflection

## Mindfulness

Breathing Techniques to Relax  
Dealing with Grief  
Feeling Lonely  
Learning to Let Go  
Learning to Stay Calm  
Living in the Moment  
Mindfulness  
Raising Low Self-Esteem  
Relaxation through Meditation  
Stress, Fear & Panic

## Networking

Approaching People & Introductions  
Carrying & Ending a Conversation  
Common Networking Pitfalls  
Following up with your Connections  
Key Traits of a Successful Networker  
Overcoming Shyness  
Preparing to Network (Research & Prep) Virtual  
Networking What is Networking?  
Your Personal Elevator Pitch

## One-Minute Learning

How to delegate a task properly  
How to prepare a one-page business proposal  
How to mediate a conflict  
Reducing Sitting & Screen Time  
Taking Sleep Hygiene Seriously

## Online Social Presence

Building your Personal Brand  
LinkedIn & Social Media  
Networking LinkedIn - Using your Best Profile to Promote your Business  
Social Media - Hints & Tips (on What to Avoid)  
The Right way to use Social Media

## Personal Finances

Good Money Habits Personal Budget Management  
Learning to Save  
Setting Financial Goals  
Tackling Debt  
The Importance of Pensions

## Presentation Skills

Becoming a Master Orator  
Dealing with Nerves  
Power Posing  
Presentations & The Magic of Stories  
Presenting with Power: Hints & Tips  
Setting up for Successful Presentations  
Structuring your Presentations  
The Art of Breathing  
Using Positive Visualization  
What makes a good Presentation?

## Risk & Uncertainty

Embracing Risk & Uncertainty  
Managing your own Decisions  
Obstacles to Decision-Making  
Risk & Decision-Making  
The Reward of Taking Risks  
Data-Driven Decision-Making

## Well-being Essentials

Dealing with Stress  
Eating Healthily  
Kicking Bad Habits Promoting Health & Wellbeing at Work The Dangers of Sitting Down!  
The Importance of Exercise  
The Importance of Sleep  
Understanding Emotions  
Wellbeing & Productivity  
Work / Life Balance  
Social Connections  
Environmental Wellbeing  
Maintaining Healthy Business Relationships  
Managing Life Transitions  
Health Literacy  
Authentic Positivity  
The Benefits of Volunteering  
Creative Expression & Well-being  
Managing Anxiety  
How to Do a Digital Detox

## Safety and Compliance

### Compliance Essentials

Active Shooter  
Anti-Bribery Practices  
Anti-Money Laundering  
Code of Conduct  
Compliance in Recruitment  
Conflict of Interest  
Contractor Management

Data Ownership: The Importance of  
Data Accuracy  
Drug & Alcohol Abuse - Employee Version  
Drug and Alcohol Abuse  
Environmental, Social & Corporate Governance (ESG)  
Equality and Diversity  
Fire Safety Awareness  
Fire Warden: Roles & Responsibilities  
Managing Supply Chain Compliance  
Return-to-Work Compliance  
Sexual Harassment  
Sexual Harassment - Employer Version  
Sexual Harassment - Employer Version  
Whistleblowing  
Whistleblowing - The Business Version  
Modern Slavery  
Fire Safety & Fire Warden (UK)  
RIDDOR (UK)

### Cybersecurity

Application Security Vulnerabilities  
Choosing a Cloud Vendor  
Coding & Cybersecurity  
Covert Crypto Mining  
Cybersecurity & Your Supply Chain  
Data Breaches  
Data Protection  
GDPR  
How to work well with your IT Teams  
Identity Theft  
Incident Management & Response  
Information Security  
Information Security & Governance  
Internet of Things Attacks  
IT Disaster Recovery & Fallback  
Keeping Your Data Safe  
Keeping Your Mobile Safe  
Network Security & Cloud Computing  
Password Management Applied  
PCI DSS (Payment Card Compliance)  
Penetration Testing  
Phishing & Anti-Spam Software  
Responding to a Cyber Ransom  
Secure Remote Working  
Security & Compliance Audits  
Security Doesn't Stop at Work  
Social Engineering

The Basics of Cryptography  
The Danger of Viruses & Malware  
The Power of a Strong Password  
The risks of public WiFi and the use of VPNs  
The Risks of Ransomware  
The Risks of Shadow IT  
The Use of Passwordless Authentication  
Threat Monitoring  
Threat Surveillance (24/7 Monitoring)  
Types of VPNs  
Use of External Drives  
Wi-Fi Security  
Automation & Integration  
Cybersecurity  
Cybersecurity & HR  
Physical Security  
Secure File Sharing  
Security & AI  
Social Media Security Awareness  
Using Open-Source tools securely

## Environment & Sustainability

Going Net Zero  
Sustainability & Innovation  
Sustainable Construction  
The Benefits of Becoming a B Corp  
Wish Cycling  
The Circular Economy (for the Employee)  
Water Conservation  
Techniques for Waste Reduction  
Renewable Energy  
The Role of Biodiversity  
Environmental Management Systems (EMS)  
Eco-Friendly Office Practices  
Green Fleet Management  
Reducing the Use of Plastics  
ESG and Sustainability Reporting

## Financial Compliance

Accounting Ethics  
Anti-Corruption  
Dealing with Consumer Fraud  
Finance Roles - Pre-Employment Checks  
Financial Regulation Frameworks  
Gifts & Hospitality  
Greenwashing  
KYC - Know Your Customer  
Tax Evasion (Domestic & International)  
Trade Surveillance & Rogue Trading

## Financial Conduct Authority (UK)

Financial Conduct Authority Overview (UK)  
FCA Conduct Risk (UK)  
Financial Crimes Prevention (UK)  
Introduction to Consumer Duty (UK)  
Anti-Bribery (UK)  
Responsible Lending & Affordability (UK)  
Anti-Money Laundering (UK)  
Fraud Awareness (UK)  
Financial Sanctions (UK)  
Corporate Governance (UK)  
Competition Law (UK)

## Food Safety Applied

Creating Robust HACCP Plans  
Food Safety - The Last Mile  
Innovation in Packaging  
The Importance of Food Labeling  
Using Process Automation in Food Safety

## Food Safety Essentials

Food Allergy Awareness  
Food Fraud Prevention  
Food Safety & Cross Contamination  
Food Safety Management Systems  
Handling Food Safely

## OSHA-Workplace Safety

Asbestos Hazard Management  
Basic Respiratory Protection  
Bloodborne Pathogens  
Chemical Hazards & Toxic Substances  
Cold Stress  
Confined Spaces  
Driver Safety  
Electrical Safety  
Fall Prevention  
First Aid: CPR  
Forklift Truck Safety  
Hand & Power Tools  
Hazard Communication  
Incident Investigation  
Ladder Safety  
Lockout / Tagout  
Machine Guarding  
Occupational Noise Exposure  
OSHA Severe Injury Reporting & Record Keeping

OSHA Worker Rights & Protection  
PPE (Personal Protective Equipment)  
Safety Audits  
Spills & Hazardous Waste (HAZWOPER)  
The Dangers of Working in the Heat  
Trenching & Excavation

## Safeguarding

Safeguarding for Children (UK)  
Safeguarding for Adults (UK)  
Safeguarding Culture (UK)  
Managing a Safeguarding Disclosure (UK)  
Safeguarding & Mental Health in Young People (UK)

## Workplace

### Housekeeping

Near Misses and Workplace Safety  
The Importance of Housekeeping  
The Role of Hygiene in the Workplace  
Washing your Hands  
Workplace Inspections

### Workplace Safety Essentials

Cable Management  
Don't Speed on Site  
Don't Walk & Text  
Driving & Using Your Phone  
Going Remote  
Manual Handling  
Reporting a Hazard  
Slips, Trips & Falls  
Use the Handrail  
Workstation Ergonomics

## Sales and Service

### Customer Service

#### Applied

Achieving Clarity  
Customer Service & Cultural Awareness  
Maintaining Composure  
Nurturing Customer Relationships  
Practicing Positivity  
Using the Right Language

## Customer Service Essentials

- Cross-selling and Up-selling
- Customer Loyalty
- Customer Relationships
- Customer Service Mindset
- Customer Service Teamwork & Collaboration
- Different Types of Interactions
- Effective Problem Solving
- Going beyond Customer Service
- Handling Complaints Gracefully
- How to Say 'No' Maintaining
- Customer Service Across Channels
- Managing Customer Expectations
- Prioritization & Time Management
- The Importance of Brand
- Using Technology in Customer Service

## Customer Service Mastery

- Anticipating Customers' Needs
- Customer Service & Chatbots
- Customer Service & NPS
- Customer Service Coaching
- Customer Service is not a Cost Center
- Customer Service OKRs
- Customer Service through Social Media
- Empowering Customer Service
- Gaining Meaningful Feedback
- High-Touch Customer Service
- KPIs for Customer Service Teams
- Leading a Customer Service Team for the First Time
- Managing Remote Customer Service Teams
- Self-Service Customer Management
- The Role of The Helpdesk
- Tracking & Improving the Customer Experience
- Understanding Customer Types (Personas)
- Using Data in Customer Service

## Customer Success

- Automating Customer Success
- Customer Loyalty
- Customer Success & Onboarding
- Customer Success KPIs
- Dealing with the End of a Customer Relationship
- Educating Customers

- Increasing & Expanding MRR (Revenue Growth) in Customer Success
- Reducing Customer Churn
- Social Proof: Testimonials & Case Studies
- The Role of the Account Manager
- User Journeys & User Personas

## Sales Mastery

- Automating Sales Processes
- Becoming a Subject Matter Expert
- Building Benefits
- Closing Difficult Deals
- Creating an Ideal Prospect Profile
- Creating your Pipeline\*\*
- Cross Cultural Negotiations (when Selling)
- Dealing with Sales Fear
- Designing your Sales Dashboard
- Discovery: Presenting
- Effective Presentations
- Emotional Intelligence for Sales Success
- Follow Up, Follow Up, Follow Up
- How to Build Rapport
- Importance of Sales Feedback
- Keeping Prospects Engaged
- Managing your Pipeline
- Mastering Cold Calling
- Mastering Cold Emailing
- Networking in Sales
- Obtaining Commitment
- Pre-Call Preparation & Planning
- Prioritizing Prospects
- Qualifying Your Lead
- Questioning Skills
- Reducing Sales Friction
- Researching Your Prospect
- Resilience in Sales
- Sales Sales & Tech Tools
- Sales Dashboard & Analytics
- Sales Listening Skills
- Sales Proposals
- Sales Strategies - The Power of Resellers
- Sending Personalized Emails
- Shortening your Sales Cycle
- The Art of Sales Forecasting
- The Power of Referrals
- The Sales Pitch
- Time Management in Sales
- Understand why Deals are Lost
- Video Prospecting
- Working your Call List

## Sales Methodologies

- Approach to Inbound & Outbound Sales
- Challenger Selling
- Conceptual Selling
- Cross-Selling, Upselling & Account Growth
- Gap Selling
- How to sell ethically
- NEAT Selling
- Selling the Proposed Solution
- SNAP Selling
- Target Account Selling
- Value-Based Selling
- Virtual Selling

## Sales to Customer Success

- Collecting Customer Information
- Defining Customer Success for Sales
- Managing a Successful Customer Handoff
- Sales & The Role in Onboarding Time for Renewal

## Sector Specific

### Healthcare Essentials

- Duty of Care
- Handling Patient Data
- Infection Prevention & Control
- Mental Health in Healthcare
- Privacy & Dignity
- Principles of Public Health & Health Promotion
- Identifying & Preventing Healthcare Fraud
- Introduction to Healthcare Informatics
- Patient-Centered Care
- Healthcare Quality Improvement

### HIPAA Compliance Essentials

- Common HIPAA Privacy Violations in the Workplace
- Introduction to the HIPAA revenue cycle
- Protected Health Information What are the HIPAA rules?
- What is HIPAA compliance? Being a HIPAA-Compliant Employee

HIPAA & Cybersecurity  
Patient Rights  
The HIPAA Privacy Rule  
The HIPAA Security Rule

## Retail Applied

Adopting a 'Customer First'  
Mindset  
Attention to Detail  
Coaching Retail Employees  
Commercial & Product Awareness  
Ethical Retail  
GDPR in a Retail Environment  
Handling Complaints - Taking  
Ownership  
The Importance of Store Windows  
The Self-Service Experience  
Using your Initiative

## Retail Essentials

Connecting with Customers  
Dealing with Stressful Situations  
Developing Product Knowledge  
Giving Advice (Confidently)  
Greeting Customers  
Service at the Cash Register  
Service with a Smile (Even When  
Tired)  
The Basics of Commercial  
Awareness  
The Desire to Help Others  
The Importance of Procedures

## Retail Mastery

Creating a Retail Experience - Not  
just Shopping  
Hyper-Personalization & Hyper-  
Localization  
Online Stores in Offline Spaces  
Retail & Augmented Reality  
Social Commerce

## Technology

### Artificial Intelligence

#### Essentials

Deep Reinforcement Learning  
Ethics & Artificial Intelligence  
Harnessing the Power of AI  
What is Artificial Intelligence?  
What is Machine Learning?  
AI for Accessibility  
Building Chatbots with ChatGPT  
ChatGPT: Personal Development &  
Growing Your Career

ChatGPT & Creating Content Part  
1  
ChatGPT & Creating Content Part  
2  
ChatGPT & Customer Support  
ChatGPT & Cybersecurity  
ChatGPT & Marketing  
ChatGPT & Translations  
ChatGPT for SQL Queries  
Create Effective Prompts  
Generative AI: A Tools  
Walkthrough  
Managing Your Data with ChatGPT  
Prompt Engineering: How to  
The Beginner's Guide to Using  
ChatGPT  
The Ethical Use of AI in the  
Workplace  
Troubleshooting & Debugging with  
ChatGPT

## Coding for Everyone

Coding: Ruby on Rails  
HTML Development for Everyone  
JavaScript for Everyone  
Low-Code / No-Code Platforms  
Open-Source Software  
PHP for Everyone  
Python for Everyone  
Understanding APIs  
Using SQL in Databases  
What is Coding?

## Design for Everyone

Design & Accessibility Designing  
and the Law eCommerce  
Design (Best Practice)  
Principles of Effective UI Design  
Web Design Basics

## Introduction to

### Google Suite

Google Suite Overview & Google  
Calendar  
Introduction to Gmail  
Introduction to Google Docs (Parts  
1-5)  
Introduction to Google Drive  
Introduction to Google Meet  
Introduction to Google Sheets  
(Parts 1-5)

## Introduction to

### Microsoft Software

Introduction to Excel - Advanced  
Formulas

Introduction to Excel - Basic  
Formulas  
Introduction to Excel - Basic  
Navigation (Parts 1-3)  
Introduction to Excel - Conditional  
Formatting  
Introduction to Excel - Data Tools  
Introduction to Excel - Data  
Visualization  
Introduction to Excel - Pivot Tables  
Introduction to Excel - Review &  
Comment Introduction to Excel -  
VLOOKUP Function  
Excel: Statistical Analysis  
Excel: Advanced Formulas &  
Functions (Part 2)  
Excel: Macros & VBA Programming  
Excel: Data Visualization &  
Dashboarding  
Excel: Data Validation & Protection  
Excel: Data Import & Export  
Excel: Collaboration & Sharing  
Excel: Integration with Other Tools  
Excel: Scenario Analysis & What-If  
Analysis  
Excel: Custom Templates & Add-  
Ins  
Introduction to Microsoft  
OneDrive  
Introduction to Microsoft Outlook  
Introduction to Microsoft Teams  
Introduction to PowerPoint - Basic  
Navigation  
Introduction to PowerPoint -  
Inserting Objects  
Introduction to PowerPoint -  
Tables & Charts  
Introduction to PowerPoint -  
Working with Templates  
Introduction to Word - Basic  
Navigation  
Introduction to Word - Formatting  
Text (Parts 1-2)  
Introduction to Word - Inserting  
Objects  
Introduction to Word - Page  
Layouts, Review

## UI/UX

Emotional Design & User  
Engagement  
Gamification in UI/UX  
Interaction & Prototypes  
Responsive Design  
Usability Testing & Research

