

Women's Entrepreneurial Accelerator Program



COMPLETE COURSE GUIDE

6 Competency Tracks:

Business Strategy and Data-driven Decision Making

Marketing and Digital Presence

Leadership and Organizational Management

Product Management and Sales

Customer Service and Brand Reputation

Finance and Accounting

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BUSINES STRATEGY AND DATA-DRIVEN DECISION MAKING

COURSE DESCRIPTION

Preparing and Implementing a Business Plan

Overview/Description: Creating a business plan helps you clearly see the opportunities and obstacles you'll inevitably face as you pursue your business idea. By implementing a business plan, you stand a better chance of getting the support you need to succeed. In this course, you'll learn about what a business plan is, the business planning process, and the steps you need to take when creating a business case. You'll also learn how to carry out an internal analysis and about the key elements examined in any external and SWOT analyses. Finally, you'll learn about activities that can help you when implementing a business case, including developing action plans and determining how the implementation should be measured, monitored, and assessed.

Target Audience: Business leaders, professionals, and managers who want to gain or refine their skills for planning and developing strategic business plans

Course Duration: 30 minutes

Thinking Strategically as a Manager

Overview/Description: To resolve many of the threats and challenges that your organization will likely have to face, it's essential that you develop a business strategy that incorporates a clear vision, new ideas, and innovative solutions. This course explores the characteristics of strategic thinking, as well as the traits you need to plan and implement an effective strategy. It also covers how to develop your capacity for thinking strategically through creative thinking, being prepared to deal with complexity, and being aware of what's going on inside and outside your organization.

Target Audience: Functional managers, professionals, departmental leaders, and all individuals in key roles who want to develop or refine their strategic thinking skills and learn about issues relating to risk and risk management

Course Duration: 30 minutes

Using Strategic Thinking to Consider the Big Picture

Overview/Description: Big-picture thinking stretches beyond the short term and considers how an organization can succeed in the long term. By thinking strategically about a problem using the bigger picture, you can elevate your perspective and get a better idea of the forces at play within your organization. This course describes how systems thinking can help you become skillful at making sense out of opposites and contradictions and better understand cause and effect while managing your department according to the business strategy. It explains actions you can take to encourage creative thinking and come up with solutions that take into account the bigger picture. You'll also learn how understanding your organizational value chain can help you connect to the organization's strategy and implement it more effectively.

Target Audience: Functional managers, professionals, departmental leaders, and all individuals in key roles who want to develop or refine their strategic thinking skills and learn about issues relating to risk and risk management

Course Duration: 30 minutes

BUSINES STRATEGY AND DATA-DRIVEN DECISION MAKING

COURSE DESCRIPTION

Identifying Risks in Your Organization

Overview/Description: Risk is an inevitable aspect of any business. As a manager, it's important that you mitigate or avoid the potential impact of a risk if it comes to pass, to ensure the long-term survival of your organization. This course focuses on the first step in managing risk, identifying risks to your organization. You'll explore the difference between internal and external risks, and how some risks may actually present a strategic opportunity. You'll also learn how to use some techniques that can help you identify risks and calculate the probability that they will occur, including root cause identification, the Delphi technique, and brainstorming sessions.

Target Audience: Functional managers, professionals, departmental leaders, and all individuals in key roles who want to develop or refine their strategic thinking skills and learn about issues relating to risk and risk management.

Course Duration: 30 minutes

Assessing Your Organization's Risks

Overview/Description: Risk is a fact of life for businesses and one that will never just go away. But before you can start managing risk, you need to be able to assess a risk – as well as its probability – in order to create a strategic plan that will enable you to avoid or mitigate its potential negative impact. In this course, you'll learn some common techniques for assessing risk, including opportunity assessment, and threat assessment using FMEA – failure mode and effects analysis.

Target Audience: Functional managers, professionals, departmental leaders, and all individuals in key roles who want to develop or refine their strategic thinking skills and learn about issues relating to risk and risk management

Course Duration: 30 minutes

Responding Effectively to Risks

Overview/Description: The third step to take when managing risk, once you've identified and assessed risks to your organization, is to deal with them appropriately. Some risks may have a higher probability of becoming a reality than others, while others may have more of a negative impact. You'll need to treat each of these types of risks differently. This course covers how to create an effective strategy for responding to risk, such as risk exposure adjustment and contingency planning. It also outlines specific strategic plans for dealing with a risk that may be a threat or an opportunity.

Target Audience: Functional managers, professionals, departmental leaders, and all individuals in key roles who want to develop or refine their strategic thinking skills and learn about issues relating to risk and risk management

Knowing When to Take Strategic Risks

Overview/Description: Risk taking can revolutionize business, but you need to know when and how to take a strategic risk when the opportunity arises. Managing risk means effectively assessing a threat by recognizing the probability of that risk occurring and evaluating the impact of the risk should it occur.

In this course, you'll learn to define strategic risk taking, what holds individuals back, and how to make calculated leaps of faith.

Course Duration: 20 minutes

BUSINES STRATEGY AND DATA-DRIVEN DECISION MAKING

COURSE DESCRIPTION

Finding the Quality in Your Data

Overview/Description: Successful data management in the age of big data is a challenge. Applying data quality best practices while making adjustments and optimizations can help your organization meet its business goals. In this course, you'll learn about using data science in data quality management. You'll learn how to determine the quality of data, challenges and solutions for gathering quality data, and how to assess the value of data.

Course Duration: 20 minutes

Big Data Fundamentals

Overview/Description: You've probably heard of big data, but what exactly is it, and how can it be used to give your organization a competitive advantage? In this course you'll learn about the key characteristics of big data, the benefits it can provide, and the types of data it incorporates. You'll also be introduced to the different ways it can be applied, depending on your market sector. This course also covers some fundamental security challenges of big data and some best practices for managing big data through an effective information lifecycle.

Target Audience: individuals who want to learn fundamental concepts and achieve a basic working knowledge of big data

Course Duration: 20 minutes

Big Data Interpretation

Overview/Description: Using big data can lead to significant gains for your organization. Managing big data effectively can lead to lower operating costs, better decision making, and innovative new product development. Dealing with big data means utilizing big data technologies to identify, gather, and analyze data sets and develop big data strategies that reap benefits for your organization. In this course, you'll learn about the data analysis process. You'll be introduced to the most common basic and advanced analytics methods, including data mining. You'll also learn about some of the most common big data tools and their associated uses, and some challenges to keep in mind when undertaking big data analysis activities in your organization.

Target Audience: individuals who want to learn fundamental concepts and achieve a basic working knowledge of big data

Course Duration: 20 minutes

Horizon Scanning: Identifying Future Opportunities

Overview/Description: The most successful organizations can spot signs of change and adapt to it - or even better - seize change as an opportunity. This capability to scan the horizon of the future is also known as environmental scanning. In this course, you'll learn what horizon scanning is and how it can benefit your business.

You'll also learn to recognize key areas of change and understand the steps involved in horizon scanning. In addition, you'll learn how to analyze the data you collect and communicate it so the best decisions can be made.

Course Duration: 30 minutes

MARKETING AND DIGITAL PRESENCE

COURSE DESCRIPTION

The Basics of Marketing

Overview/Description: Successful marketing is about optimizing the value you offer customers, as well as the value you get from them in return. Understanding its function will help you better understand the relationship that companies need to build with their customers. Knowing how to effectively advertise and use each distribution channel will help you stand out from the competition. In this course, you'll learn about the key functions of modern marketing and its link to overall corporate strategy. You'll also consider the role of advertising and distribution in digital marketing. Finally, you'll learn about the foundations for creating a marketing strategy and making the most of each advertisement in your distribution model.

Target Audience: Anyone who wants to develop or refine their marketing skills.
Course Duration: 30 minutes

The People and Planning in Marketing

Overview/Description: An effective marketing strategy takes time and money. It's vital to get things right, and this requires proper marketing planning. The elements of the traditional marketing mix form important strategic cornerstones of any marketing activity. However, this traditional marketing mix fails to address two very important aspects of marketing: planning and people. In this course, you'll learn about strategic and tactical planning and the kinds of market research that support it. You'll be introduced to the basics of budgeting for, developing, executing, and evaluating a marketing plan. And you'll learn how companies can engage all their employees in developing their own marketing roles.

Target Audience: Anyone who wants to develop or refine their marketing skills.
Course Duration: 30 minutes

Product, Pricing, and Promotion in the Marketing Mix

Overview/Description: The marketing mix is a collection of elements that uses advertising to satisfy customers' needs and meet business objectives. We all buy products - we read the advertisement and we check the competition. The company can advertise the product and then send it along the distribution channel. In this course, you'll learn about a few elements of the marketing mix: product, price, and promotion. You'll learn how marketing is involved in developing new products and about the stages of the product life cycle. You'll also learn about pricing, including how to approach product pricing. Finally, you'll learn about promotional techniques, including the importance of distribution and having a robust distribution model.

Target Audience: Anyone who wants to develop or refine their marketing skills.
Course Duration: 30 minutes

Distribution and E-Marketing Ethics in the Marketing Mix

Overview/Description: Distribution is all about managing the journey a product takes from producer to consumer, and how value travels back from the consumer to the producer. In this course, you'll learn about the importance of having an effective distribution model and the things you should consider when selecting a distribution channel. You'll also learn about key distribution strategies and systems and how to select and manage distributors. Finally, you'll learn about online distribution opportunities and the benefits and ethical concerns associated with e-marketing.

Target Audience: Anyone who wants to develop or refine their marketing skills
Course Duration: 30 minutes

MARKETING AND DIGITAL PRESENCE

COURSE DESCRIPTION

Competitive Marketing Strategies: Analyzing Your Organization

Overview/Description: It takes a certain amount of marketing innovation to win customers today. When developing a competitive marketing strategy, conducting effective research is a key step. You need to assess your organizational capabilities and advertising activities. In this course, you'll learn how to assess an organization's core capabilities and how to conduct a marketing audit. This course also describes how to conduct an internal analysis as part of the process of developing competitive marketing strategies. It explains the types of questions you may need to ask about your organizational resources and capabilities. And it describes areas to consider when doing a marketing audit and looking at innovation activities.

Target Audience: Anyone who wants to develop or refine their marketing skills.

Course Duration: 20 minutes

Reaching Customers Digitally

Overview/Description: Every company knows that to attract new customers and retain existing ones, they must be able to harness the opportunities that the internet provides. To reach this target market online, you'll need an effective digital marketing strategy. In this course, you'll learn about marketing communication strategies that will help you connect with your customers. You'll explore the digital marketing funnel, which can lead your customers from considering your product or service to actually buying it. In addition, you'll learn about digital marketing planning and the role of social media in marketing.

Target Audience: Anyone who wants to participate in planning digital marketing initiatives for organizations of any size

Course Duration: 20 minutes

Helping Customers Find You

Overview/Description: In addition to social media marketing, many companies are now using search engine marketing (SEM) to reach out to their target markets. SEM is one of the most powerful digital marketing tools available, eclipsing traditional advertising. In this course, you'll learn about the importance of SEM, and how it can help bump your site to the top of a search engine results page. You'll explore search engine optimization (SEO), as well as organic tactics for improving your website's ranking. You'll learn about offsite strategies to help you leverage external organizations. And you'll also discover paid for search tactics to help you target interested customers in your market.

Target Audience: Anyone who wants to participate in planning digital marketing initiatives for organizations of any size

Course Duration: 20 minutes

MARKETING AND DIGITAL PRESENCE

COURSE DESCRIPTION

Managing Your Corporate Reputation Online

Overview/Description: Social media pages, user review sites, and online communities are some common digital marketing tools used to connect with your target market. These tools, however, can also be used by customers to rate – and complain about – a company’s products or services. Without proper online reputation management, your relationship with your customers may be irrevocably damaged. In this course, you’ll learn how to build and maintain relationships with your online customers to protect your corporate reputation. You’ll also learn how to use digital PR, blogs, and online user communities to drive your brand.

Target Audience: Anyone who wants to participate in planning digital marketing initiatives for organizations of any size
Course Duration: 30 minutes

Embracing the Digital Opportunity

Overview/Description: The growth of mobile devices and social media have dramatically changed how consumers interact online. This has had a profound effect on how businesses market services and products to their customers. The facts about Digital are compelling. People prefer to interact online, mobile devices now account for over 50 percent of web page views, the current worldwide total number of Internet users is 4.5 billion, and social media users worldwide represent 3.2 billion people.

In this course, you’ll learn how digital provides opportunities for understanding the customer journey, creating sustainable business growth, and fostering more highly functioning organizations, teams, and individuals. You’ll also learn how organizations can benefit from applying digital technologies and practices to their marketing plans and strategies.

Course Duration: 40 minutes

Building a Digital Market via Websites and Email

Overview/Description: According to recent research, over 90% of business-to-business customers carry out online research before they make a purchase decision. It’s clear that it’s important for every business to have an online presence. Today, when customers have a need or a problem to solve, the first step is to search for an answer online.

In this course, you’ll learn about how customers search for solutions to their needs and how businesses can match those searches with the right online presence.

You’ll also learn how an online presence can be designed to engage and connect with customers, building strong relationships to support your business, as well as how you can increase conversion by optimizing your website content for searches.

Finally, you’ll examine the role of email marketing, which continues to provide one of the highest returns on investment of any digital channel by examining the key elements of compelling email communications, including how they align to your customer’s journey, and how they can help you to achieve your business objectives.

Course Duration: 50 minutes

MARKETING AND DIGITAL PRESENCE

COURSE DESCRIPTION

Social Media and Social Selling

Overview/Description: More than ever, people are using social media. They aren't just interacting with friends, but with businesses as well. Today, customers expect businesses to reach them on social media. As a result, social media not only gives businesses invaluable customer data, it provides an effective way to promote products and services to grow the business as well.

In this course, you'll learn the key features and benefits of social media for businesses, and become familiar with its key concepts and terminology, essential to understanding the role it can play in engaging with customers, providing support, advertising, and generating business. You'll also learn about the most popular social media tools, and how personal branding and an active community can be a real differentiator for your organization, and how it can support your overall business objectives.

Course Duration: 55 minutes

Creating Effective Social Customer Service

Overview/Description: Social media and mobile use are closely linked, which means customers are more likely to connect with businesses for customer service when it suits them. Customers prefer social media for contacting businesses because they can multi-task while waiting for a response. This gives customers more control over the communication channel, so businesses must have a plan to manage expectations and engage with customers on their terms and in the social media platforms they frequent.

In this course, you'll learn about the importance of using social media for customer service, the changes brought about by social customer services, and how companies are adapting to this new way of addressing customer issues. You'll also learn how changes in the behavior and expectations of customers have impacted customer service and become familiar with the advantages of social customer service for businesses, gaining an understanding of the importance of other digital tools to support your customers.

Finally, you'll explore the challenges of social customer care and the strategic approaches that you can implement to improve customer service.

Course Duration: 45 minutes

MARKETING AND DIGITAL PRESENCE

COURSE DESCRIPTION

Assessing Digital Challenges and Risks

Overview/Description: With the rise in Digital, businesses are challenged to carefully consider how customer and employee data are captured, stored, and retained. Because data security risks such as data breaches and cyber threats regularly affect organizations, businesses do well to plan, manage, and mitigate against these internal and external risks. Without careful management, risks can easily get out of hand, especially in a social media environment. This can cause serious damage to a business or its brand.

In this course, you'll learn about the risks that can affect organizations online, how, without careful management, they can grow beyond control, and ways to manage and mitigate against them.

You'll also review the potential impacts of various risks related to Digital, such as data breaches and cyber threats, and how proper planning can prevent them. You'll explore how the rise in social media increases the likelihood that small events can quickly become a global issue for a company, and how issues that arise must be treated with care, using pre-defined guidelines.

In addition to these risks, you'll examine various business challenges associated with Digital, such as lack of digital skills faced by many companies, the need for innovation, and difficulties related to an organization's structure. Finally, you'll review evolving regulations around the use of Digital, and how to ensure that your approach is aligned with local market requirements.

Course Duration: 45 minutes

Expanding Your Digital Mindset

Overview/Description: Digital technology brings the power to transform interactions within business, but it's imperative that organizations are agile enough to respond in an ever-changing digital landscape. Digital also enables easier review of digital metrics. By consistently measuring key metrics and performance indicators, Digital helps businesses to learn from each cycle of the process to inform the next iteration.

In this course, you'll learn that a digital mindset means understanding the power of digital technology to transform interactions within the business and you'll gain a richer set of customer insights by analyzing the way they interact with your organization through your digital assets. This in turn can help you to understand the customer journey and to improve the experience for your customers, which further increases engagement and conversion.

You'll also explore the customer and company benefits of adopting a digital mindset and how an agile approach involves frequent reviews, allowing businesses to lower their costs and to increase their market reach more efficiently.

Finally, this course shows you how to solve problems differently with Digital, and how adopting a digital culture and mindset can add value to your business, your organization, your department, and your own role. In this course,

Course Duration: 30 minutes

LEADERSHIP AND ORGANIZATIONAL MANAGEMENT

COURSE DESCRIPTION

Key Elements of Business Execution

Overview/Description: Business execution is the “how” of getting things done. As a leader, you must be skilled in driving performance and strategy in the right direction through business execution. In this course, you’ll learn about the characteristics of business execution cultures. You’ll also learn techniques for fostering a business execution culture. Finally, you’ll learn about the three elements needed to execute your business strategy: planning, people, and practice.

Target Audience: Supervisors, managers, directors, and individuals wanting to develop their leadership skills.

Course Duration: 30 minutes

Building Innovation Cultures and Leaders

Overview/Description: Innovating is the only way to adapt and keep speed with the pace of change in today’s business world. Building and supporting an innovative culture is the responsibility of leaders and employees across organizational hierarchies and is aided by an effective change management process. In this course, you’ll learn about business innovation cultures and types of innovation leadership. You’ll also learn about the importance of experimenting, managing change, and executing a project. Finally, you’ll learn how to attract and nurture innovation in your organization

Target Audience: Supervisors, managers, directors, and individuals wanting to develop their leadership skills

Course Duration: 30 minutes

Leading Your Team through Change

Overview/Description: Change is always happening. Effective team leadership means managing teams through the ongoing transition processes that facilitate change. Removing obstacles that can hinder the productive teamwork required to make these transition processes smooth is essential. In this course, you’ll learn about types of resistance and obstacles to change and how to overcome them in a collaboration. You’ll also learn about how to overcome barriers to introducing change at your organization. Finally, you’ll learn effective approaches for communicating change when working on a team.

Target Audience: Supervisors, managers, directors, and individuals wanting to develop their leadership skills

Course Duration: 30 minutes

Building a Leadership Development Plan

Overview/Description: Creating your own leadership development plan is a significant part of any successful and valuable leadership development strategy. This plan will help ensure you remain focused on what is required to continually grow and develop as a leader. In this course, you’ll learn about how to assess yourself as a leader, establish a vision for the future, and identify obstacles to that vision. You’ll also learn about practical approaches for setting objectives, identifying appropriate actions, and sustaining your leadership development plan. Finally, you’ll learn how to evaluate your plan.

Target Audience: Supervisors, managers, directors, and individuals wanting to develop their leadership skills

Course Duration: 30 minutes

LEADERSHIP AND ORGANIZATIONAL MANAGEMENT

COURSE DESCRIPTION

Aligning Unit Goals and Imperatives

Overview/Description: Getting your priorities straight, no matter what your role is in your organization, is about keeping a focus on your goals. It requires you to think about the bigger picture, to ensure your department's work effectively supports the vision and strategic objectives of your organization. In this course, you'll learn about the importance of setting strategic, tactical, and operational goals to meet an organizational vision. You'll also learn how to create effective unit goals and align them with your company's goals and strategy. Finally, you'll learn how to identify imperatives for action that keep you focused on meeting your objectives.

Target Audience: Supervisors, managers, directors, and individuals wanting to develop their leadership skills
Course Duration: 20 minutes

Developing Your Business Acumen

Overview/Description: Business acumen is a difficult to define combination of forethought, creativity, and agility that is a key factor in setting successful business professionals apart from their less accomplished peers. But it doesn't just come from experience. It has to be cultivated and nurtured.

In this course, you'll learn how developing professional acumen enhances your leadership, communication, and decision-making skills. And further, you'll learn that influences your company's competitive advantage and explore methods for developing an operational perspective to uncover opportunities for change or innovation.

Course Duration: 18 minutes

Gaining Insight through Organizational Awareness

Overview/Description: The best leaders have a clear picture of their organizations' people and systems, and what drives them in their chosen career. Effective leaders are also aware of each employee's career plan, their motivations, how they interact with one another, as well as the power dynamics between staff members.

In this course, you'll learn about organizational awareness and how it relates to career management. You'll also explore how you can develop organizational awareness when managing your career to advance your professional goals.

Course Duration: 18 minutes

Writing Effective E-mails and Instant Messages

Overview/Description: Email has become an indispensable communication tool for organizations, and plays a vital role in how they conduct business and maintain their operations. As a result, one of the most important communication skills to have in the workplace today is email etiquette. It can help ensure you get messages across quickly, appropriately, and concisely. In this course, you'll learn some tried and tested guidelines for writing emails. You'll explore the fundamental elements of written communication that every email should contain, and the importance of keeping emails concise. The course also covers the etiquette associated with using instant messaging programs as an extension of email.

Target Audience: All levels of employees, and any individual who wishes to refresh and refine their e-mail skills
Course Duration: 30 minutes

LEADERSHIP AND ORGANIZATIONAL MANAGEMENT

COURSE DESCRIPTION

Sending E-mails to the Right People

Overview/Description: Sending an email to the wrong person, or excluding the right person, hinders effective communication and is a sign of poor email etiquette. Because email is so central to how organizations do business today, writing emails effectively – and getting them to the right people – is one of the most important communication skills to have. In this course, you'll learn a vital facet of written communication: how to address and distribute emails. You'll be introduced to best practices for deciding who to send emails to and how to flag emails appropriately. The course also covers proper etiquette for forwarding emails and using reply and reply all. In addition, it highlights some poor copying practices to avoid.

Target Audience: All levels of employees, and any individual who wishes to refresh and refine their e-mail skills

Course Duration: 30 minutes

Developing an Effective Business Case

Overview/Description: Presenting a business case to the executives of your company is a daunting task. You need to put time and effort into business planning, writing, and presenting to be successful. This course prepares learners interested in the development of effective business cases. You'll learn what a business case is and when one is used, how to align it with your company's goals, what research you need to do, and what information should be included in your business case. Finally, you'll learn how to present your business case to decision makers.

Target Audience: Anyone involved with a business case, whether planning, writing, presenting a new case, or making decisions based on a complete case

Course Duration: 30 minutes

Personal Power and Credibility

Overview/Description: Authority carries a certain type of power – typically position power. A person is granted the power and authority to meet goals and get results through a responsible job definition and accountability. The police officer that cites you for speeding. The financial manager that calls for an audit. The company manager that decides how to allocate the budget. People may comply, rebel, resist, or gripe about those in authority, but there is a reason and purpose for such positional power. On the other hand, most of the results that get accomplished in organizations come from the use of personal power and not solely reliant on direct authority. This is especially true in our work environments today, where information sources and networking contacts are accessible to all as means to results. But ultimately it comes down to personal credibility, influence, and political savvy. This course focuses on the power that comes with being credible and trustworthy.

Target Audience: Anyone who wants to develop or refine their skills for getting results using personal power.

Course Duration: 30 minutes

LEADERSHIP AND ORGANIZATIONAL MANAGEMENT

COURSE DESCRIPTION

Building Personal Power through Influence

Overview/Description: Along with being credible and trustworthy, you can get results without direct authority by using your influence. Effective influence skills are probably the biggest differentiator when getting results without authority. When you influence, you engage and enlist others in getting results – without necessarily having formal power. Influence is not about forcing or exerting – it’s about getting people on your side for good reasons. Three ways to promote influence are through language/effective communication, reciprocity/exchanging ‘currencies’, and persevering through resistance.

Target Audience: Anyone who wants to develop or refine their skills for getting results using personal power.

Course Duration: 30 minutes

PRODUCT MANAGEMENT AND SALES

COURSE DESCRIPTION

Product Management: Building a Product Strategy

Overview/Description: Building a solid product strategy is a crucial first step in creating a product that will enjoy a smooth development, meet your user’s most pressing needs, and successfully find its place in the market.

In this course, you will learn the key components of a successful product strategy, crucial questions to ask in defining your product strategy, the steps to creating a product strategy, how to build a data-driven product roadmap, and common mistakes in building a product strategy and how to avoid them.

Course Duration: 51 minutes

Product Management: Metrics for Product Managers

Overview/Description: Metrics are a vital tool for achieving your product strategy. Using the proper metrics will let you build the right goals into your product strategy and let you know how well you are achieving those goals.

In this course, you will learn how to use metrics to achieve your product strategy goals, how to build a metric-driven product strategy, key concepts for getting the most value from your metrics, how to choose metrics to help you shape your product strategy, and how to measure how successfully customer needs are being met.

Course Duration: 30 minutes

Product Management: An Overview

Overview/Description: The product manager is a “mini-CEO,” responsible for overseeing a product through its entire lifecycle—from ideation to development to market introduction to retirement.

In this course, you will learn the difference in roles between a product manager and a project manager, the key responsibilities and attributes of a product manager, the four stages of product development, and how to support a product management model in your organization.

Course Duration: 30 minutes

Product Management: Competitive and Market Analytics for Product Managers

Overview/Description: Succeeding in product management requires not only knowing how to design a viable product, but how to position it in the marketplace so that it sells better than your competitors’ products. Competitive and market analytics lets product managers benchmark their efforts against those of their rivals to see whose market strategies are winning the battle for customers hearts and minds.

In this course, you will learn how to leverage competitive and market analytics to become an industry leader, how to use competitive analytics to gain insight on your competition, how to use market analytics to better understand changes in the marketplace, how to use price-benefit positional maps to position your product in the marketplace, and how to create and sustain an analytics advantage.

PRODUCT MANAGEMENT AND SALES

COURSE DESCRIPTION

Product Management: Building a Product Roadmap and Agile Product Management

Overview/Description: Organizations adopt Agile business practices in order to provide their customers with better products more quickly. Building a product roadmap helps support an organization's Agile practices by clearly identifying the "why" behind their product development activities.

In this course, you will learn the purposes of an Agile product roadmap, the advantages for building an Agile product roadmap, the steps for building an Agile product roadmap, the best practices for building an Agile product roadmap, and the different types of Agile product roadmaps you can build.

Course Duration: 45 minutes

Product Management: Create a Go-to-Market Plan

Overview/Description: Successfully launching a product can be pivotal to a company's continued success. A Go-to-Market plan will guide you to the right customers and the right markets with the most efficient use of time and resources.

In this course, you will learn when to use a Go-to-Market plan, the contents of a Go-to-Market plan, how to prepare to build a Go-to-Market plan, the elements top define in a Go-to-Market plan, and the steps to take when building a Go-to-Market plan.

Course Duration: 50 minutes

Product Management: Communication for Product Managers

Overview/Description: Making sure the right people have the right information at the right time can make or break a company. Since product managers are at the hub of a company's activities, they bear much of the communication burden in the organization. It's their responsibility to make sure everyone has a shared understanding of what's going on.

In this course, you will learn how product managers serve as a communication hub within their organization, how to get the most mileage out of your communication channels, how to polish your public speaking skills, how to keep everyone in your company on the same page, how to foster cross-team, communications, and how to map out your communication strategy.

Course Duration: 45 minutes

Product Management: Market Research Basics

Overview/Description: Whether you're entering a new market, looking for new customers, launching a new product, or trying to identify new opportunities to generate business with existing customers. conducting market research can give you valuable insights.

In this course, you will learn the uses for market research, the different things you can learn from primary and secondary research, the different methods of market research, the stages of a market research project, and the different types of market research projects.

Course Duration: 45 minutes

PRODUCT MANAGEMENT AND SALES

COURSE DESCRIPTION

Product Management: Customer Development for Product Managers

Overview/Description: To create a successful product, you need to build something that the customer would need, want, and buy. Customer development is a process for learning everything you need to about the customer's behaviors, motivations, and pain points in order to create and optimize product development ideas. In this course, you will learn how to create a customer-centric business approach using the customer development process, how to master the customer development process, how to effectively gather customer feedback, how to conduct productive customer development interviews, and the elements of the customer buying process.

Course Duration: 55 minutes

Product Management: Design and Run Experiments for Product Managers

Overview/Description: Product managers have many ideas on how to design their product to meet the customers' needs. The challenge is to determine which of those ideas have the best chance of working. Increasingly, product managers are using large-scale randomized experiments to test the effectiveness of their ideas.

In this course, you will learn how to use experimentation to make the best product management decisions, best practices for conducting effective experiments, the stages of conducting an experiment, how to optimize your product process with the design of experiments approach, and how to increase customer satisfaction with the user-experience-based design approach.

Course Duration: 45 minutes

Planning an Effective Presentation

Overview/Description: Concern about the impact of a presentation can inspire presenters to improve their verbal communication skills, enabling them to get the desired results. Public speaking and business presentations can be immeasurably improved if the presenter devotes sufficient time and attention to planning. In this course, you'll learn how to define and understand your audience's characteristics, knowledge, needs, and responses. You'll also learn how to organize your presentation's timing, purpose, key points, and approach so that it is engaging, focused, and relevant. Finally, you'll learn about different presentation methods, such as PowerPoint presentations, and when they're most effectively used.

Target Audience: Individuals who want to improve their presentation skills

Course Duration: 30 minutes

PRODUCT MANAGEMENT AND SALES

COURSE DESCRIPTION

Building Your Presentation

Overview/Description: Effective business presentations need to have a sound structure. To ensure that your presentation has this structure, you need to consider its overall purpose, your audience, and the key points you'll be presenting, and then put them all together into a plan of action to guide you. In this course, you'll learn how to write the key parts of a presentation so they're memorable and effective. You'll also learn how to select and use eye-catching visual aids to bring your PowerPoint presentations to life. Finally, you'll learn how to rehearse your presentation – a key step for public speaking that will improve your verbal communication skills and build confidence for the real thing.

Target Audience: Individuals who want to improve their presentation skills
Course Duration: 30 minutes

Ensuring Successful Presentation Delivery

Overview/Description: Whether your job includes delivering sales pitches, making PowerPoint presentations, or leading team trainings, presentation excellence can only be achieved when the standard of your public speaking matches the quality of your content. Having diligently prepared your presentation, you need to make sure that your delivery is engaging, enthusiastic, composed, and confident. In this course, you'll learn how to set up the right environment for your business presentations. You'll also learn techniques for managing stage fright and using your verbal communication skills and body language to deliver your message clearly and effectively. Finally, you'll learn about how to deal with audience questions in a Q&A session and the impact this has on your credibility.

Target Audience: Individuals who want to improve their presentation skills.
Course Duration: 30 minutes

The First Steps in Negotiating

Overview/Description: In the business environment, one of the most prized skills is the art of negotiation. Whether it's agreeing prices with suppliers, setting deadlines with clients, or getting a raise from a manager, strong negotiation skills are a must, and are often the deciding factor between success and failure. In this course, you'll learn how to sharpen your negotiating skills through effective preparation and by focusing on the important issues at hand. You'll explore the tools that will help you communicate for success. You'll also learn common best practices for countering ineffective negotiation techniques, and for overcoming negotiation challenges.

Target Audience: Individuals who want to develop their negotiation skills
Course Duration: 18 minutes

PRODUCT MANAGEMENT AND SALES

COURSE DESCRIPTION

Negotiating the Best Solution

Overview/Description: Negotiation is not a game where the “winner takes it all” - it’s a relationship-building process where those involved try to understand each other’s needs and think creatively about solutions. Central to this process are effective negotiating skills. In this course, you’ll learn how to build and maintain trust so you can find common ground with the other party. You’ll hone your negotiation skills by exploring how people with different personality types may react during negotiations. You’ll also learn how to manage emotions and interests, facilitate agreements, and overcome continued resistance. Finally, you’ll learn how to close a negotiation so that all parties involved are satisfied.

Target Audience: Individuals who want to develop their negotiation skills

Course Duration: 30 minutes

Telling a Business Story

Overview/Description: As humans, we’ve been using narratives to share our knowledge and experiences with others since the beginning. But effective storytelling, specifically within a business context, requires thoughtful preparation and effective delivery. With practice, using storytelling can improve the way you communicate with key players inside – and outside – your organization.

In this course, you’ll learn how to plan and deliver effective stories that engage your target audience and help you accomplish your objectives.

Course Duration: 30 minutes

Learning from Failure

Overview/Description: From the minor slip up to a full-blown catastrophe, failure is a part of life and business. It’s part of your self-development, and it’s part of developing talent. It should be embraced as an opportunity for continuous learning and growth. If you encourage organizational learning, you can start developing employees. And then those who embrace failure are more likely to achieve their goals.

In this course, you’ll learn how to embrace failure by developing an attitude of learning from setbacks. You’ll learn about the cycle of success when developing people, and you’ll also explore failure in greater detail, its potential benefits, as well as key strategies for embracing it.

Course Duration: 30 minutes

Getting Your Pitch Heard

Overview/Description: Innovation, disruption, and revolutionary ideas are the stuff of business success. But unless you can get those ideas across to the people in your organization how matter, they’re destined to remain pipedreams. Bland business presentations aren’t doing your ideas justice and boring PowerPoint presentations are blunting your message. But effective verbal communication, public speaking and presentation skills can be cultivated and improved.

This course looks at methods for presenting your ideas in a convincing, succinct, and confident manner that will get them heard and given the attention they deserve.

Course Duration: 20 minutes

PRODUCT MANAGEMENT AND SALES

COURSE DESCRIPTION

The Value Proposition: Getting Your Pitch Right

Overview/Description: Effectively expressing the value your company offers is one of the selling essentials of all sales methods. Successful sales pitches require a thorough knowledge and understanding of your company's strategies, operations, and solutions. In this course, you'll learn how to identify and articulate your company's value when selling and making pitches. You'll also learn how pitching its value to best fit your prospects' needs is part of a winning sales process.

Target Audience: Individuals who want to gain a foundation in basic sales techniques and anyone who wants to develop or refine their existing sales skills

Course Duration: 25 minutes

CUSTOMER SERVICE AND BRAND REPUTATION

COURSE DESCRIPTION

Interacting with Customers

Overview/Description: Effectively communicating with customers increases customer satisfaction and projects service excellence. This course provides valuable advice on how to improve client service (CS) by building customer relationships with better customer conversations. It covers how to improve conversations with customers by speaking effectively, using vocal cues, listening actively, and using paraphrasing to convey your understanding of the customer's needs.

Target Audience: Individuals who want to develop or refresh their customer service skills.

Course Duration: 30 minutes

Communicating Effectively with Customers

Overview/Description: Effectively communicating with customers is essential to the success of any customer-oriented business. Adapting to the different communication styles and emotions of customers will help you build customer relationships through better customer conversations. Improving conversations with customers enables an efficient, high quality client service (CS). This course explains how to adapt to the different communication types and identify the common emotions that customers experience when contacting a support center. It also explains how to adapt your writing skills to communicate through e-mail and to document incidents.

Target Audience: Individuals who want to develop or refresh their customer service skills.

Course Duration: 30 minutes

Controlling Conflict, Stress, and Time in a Customer Service Environment

Overview/Description: Working at a customer support center or help desk environment can be challenging. Customers can sometimes be demanding and unreasonable, leading to conflict and stress. The customer service representative (CSR) who aims for service excellence can improve customer relationships by understanding the emotional needs of each customer and adapting to how they communicate. In this course, you'll learn how to identify and resolve conflict, negotiate with customers, and develop strategies to better manage time and stress, and you'll explore how a positive approach and attitude can benefit client service (CS).

Target Audience: Individuals who want to develop or refresh their customer service skills

Course Duration: 30 minutes

Dealing with Customer Service Incidents and Complaints

Overview/Description: Failing to realize the importance of customer service and effective complaint handling leads to increasingly dissatisfied customers. Organizations must be able to address the needs of customers in an effective manner to succeed. This course is intended to show the proper procedures and processes needed to provide an efficient client service (CS). It covers how to improve customer relationships to reduce conflict and enable service excellence. You'll also learn how to provide accurate documentation for incident reporting.

Target Audience: Individuals who want to develop or refresh their customer service skills

Course Duration: 30 minutes

CUSTOMER SERVICE AND BRAND REPUTATION

COURSE DESCRIPTION

Polishing Your Skills for Excellent Customer Service

Overview/Description: As a customer service representative (CSR), creating a support culture that focuses on your customers' needs is key. In this course, you'll learn how to enhance your interactions with customers to project service excellence. You'll explore how to establish effective customer relationships that involve customers in problem solving. Finally, you'll discover how to improve communication for a better client service (CS) in a cross-cultural customer support center or help desk environment.

Target Audience: Individuals who want to develop or refresh their customer service skills

Course Duration: 20 minutes

Rapport Building in Customer Service

Overview/Description: Strong customer relationships are key to projecting service excellence. Building rapport is essential and requires knowing your customers, understanding their situations, and providing an empathetic ear for them to voice their concerns. In this course, you'll learn how to improve client service (CS) by building rapport with customers. It covers paying close attention to customer needs, connecting with the customer, and being positive. You'll also learn how to empathize with customers by relating your own experiences, reflecting their emotions back to them, and normalizing their difficulties.

Target Audience: Anyone who wants to develop or refresh their customer service skills.

Course Duration: 30 minutes

Providing On-site Customer Service

Overview/Description: When you meet customers on their turf, your initial meeting forms the basis of their overall impression of you, your abilities, and your company. You can enhance customer relationships by improving the impressions you make in the field using a few tried-and-true techniques. In this course, you'll learn about guidelines and techniques for each stage of an on-site client service (CS) visit: preparation, arrival, service, wrap up, and follow up. You'll also learn how to project service excellence by making a good impression in the field, through starting on a positive note, setting clear expectations, listening actively, and working to improve customer understanding.

Target Audience: Anyone who wants to develop or refresh their customer service skills.

Course Duration: 30 minutes

CUSTOMER SERVICE AND BRAND REPUTATION

COURSE DESCRIPTION

Providing Telephone Customer Service

Overview/Description: When you're providing customer service over the phone, without face-to-face interaction, it can be challenging to establish the right customer relationships. There are many techniques that can help you consistently deliver service excellence over the telephone. In this course, you'll learn basic etiquette tips for answering, managing, and ending client service (CS) calls. You'll also learn how to make a good impression by listening, using questions to probe for more information, minding your tone, and empathizing with the customer. Finally, you'll learn ways of reflecting or adapting to your customer's style.

Target Audience: Anyone who wants to develop or refresh their customer service skills.

Course Duration: 30 minutes

Providing Effective Internal Customer Service

Overview/Description: When you do things to help other people within your company do their jobs better, you are providing internal customer service. The quality of that service often has a huge impact on the overall quality of client service (CS) delivered to external customers. In this course, you'll learn about types of internal customers and how to identify internal customer relationships. You'll also learn about the importance of getting to know your internal customers, identifying their expectations of you, and taking action on those expectations. Finally, you'll learn guidelines for providing internal customer service excellence.

Target Audience: Anyone who wants to develop or refresh their customer service skills

Course Duration: 30 minutes

Facing Confrontation in Customer Service

Overview/Description: Achieving service excellence is very challenging when dealing with angry customers. By following a few simple techniques to avoid confrontation, you can manage difficult customer relationships and project a high-quality client service (CS). In this course, you'll learn about typical trouble spots in dealing with angry customers and guidelines for avoiding conflict. You'll also learn how to handle a customer complaint by diffusing the tension, investigating the problem, and coming to an agreement on a solution.

Target Audience: Anyone who wants to develop or refresh their customer service skills.

Course Duration: 20 minutes

CUSTOMER SERVICE AND BRAND REPUTATION

COURSE DESCRIPTION

Designing a Customer Service Strategy

Overview/Description: There are several defining moments, or moments of truth, that can make or break every service transaction. To successfully navigate these moments of truth in customer relationships, it's important for service organizations to add value to a customer's experience by creating and implementing strong, clearly defined client service (CS) standards. In this course, you'll learn about techniques used to shape the direction of customer service in an organization, including mapping, researching, taking action on, and evaluating moments of truth. You'll also learn how to develop and implement a customer service strategy to achieve service excellence.

Target Audience: Anyone who wants to develop or refresh their customer service skills.

Course Duration: 30 minutes

FINANCE AND ACCOUNTING

COURSE DESCRIPTION

Basic Accounting Concepts for Non-Financial Professionals

Overview/Description: Finance and accounting are at the heart of every business. Even if your role isn't directly related to finance, your activities may still have financial implications. This course explains the basics of finance for non-finance professionals, and covers key accounting and finance essentials and concepts: the basic accounting equation, accrual-based accounting, and basic accounting principles. It explores business finance, including how business transactions affect financial statements and the bottom line. You'll walk through the four-step accounting process, and you'll learn the fundamental principles of cash flow management and the four types of financial risk.

Target Audience: Non-financial professionals who wish to gain understanding or refresh their knowledge of finance and accounting

Course Duration: 30 minutes

Comprehending Financials: A Guide to Financial Statements

Overview/Description: The focus of any business is to make a profit, generate enough cash to operate effectively, and be financially viable. Financial statements are used to track a business's financial information. There are three basic financial statements used for this purpose: the Income Statement, the Cash Flow Statement, and the Balance Sheet. In this course, you will learn about each of the three financial statements, their reporting requirements, and how information is arranged within them. You will also examine a few examples of financial statements and explore how each financial statement relates to the others.

Target Audience: Non-financial professionals who wish to gain an understanding or refresh their knowledge of finance and accounting

Course Duration: 30 minutes

Basic Budgeting for Non-financial Professionals

Overview/Description: It's not only the Finance department that needs to understand budgeting and finance essentials. Given the importance of finance for non-finance professionals, it's in everyone's best interest to have some basic knowledge of one of the most important aspects of business finance - budgeting. In this course, you'll learn to identify the characteristics of an effective budget, the stages in planning one, and how to distinguish between budget types. You'll also explore budgeting concepts and techniques such as historical and zero-based budgeting, variance analysis, capital budgeting, and performing budgeting calculations.

Target Audience: Non-financial professionals who wish to gain an understanding or refresh their knowledge of finance and accounting

Course Duration: 30 minutes

FINANCE AND ACCOUNTING

COURSE DESCRIPTION

Financial Statement Analysis for Non-financial Professionals

Overview/Description: In today's business world, financial acumen is expected at every organizational level. A general knowledge of financial analysis is essential for understanding the financial implications of any activities. Financial analysis helps you understand your organization's financial standing, how it got there, and its strengths and weaknesses. This course covers some of the methods for analyzing financial statements from the perspective of a non-financial professional. In this course, you'll learn about using common financial ratios for profitability, efficiency, liquidity, and solvency in your analysis. In addition to ratios, the course covers percentage calculations specifically for Horizontal Analysis and Vertical Analysis.

Target Audience: Non-financial professionals who wish to gain an understanding or refresh their knowledge of finance and accounting

Course Duration: 30 minutes

Key Accounting Concepts and Principles

Overview/Description: How do organizations communicate vital business and finance information? Achieving the utmost clarity in communication requires knowledge of financial management and a strong understanding of accounting basics. Accounting is an internal function that involves identifying, recording, summarizing, and reporting business transactions and financial events in an organization. In this course, you'll learn the core concepts and financial essentials of accounting, such as the accounting equation and its components, as well as the rule of debits and credits. You'll also develop your financial acumen by exploring the accounting cycle, and the effect of cash and accrual-based accounting systems.

Target Audience: Anyone either serving in an accounting role, or who just wants to have a working understanding of the accounting and bookkeeping functions

Course Duration: 25 minutes

Recording, Posting, and Balancing the Books

Overview/Description: If your organizational role is related to accounting or finance, you'll most likely need solid financial acumen and a strong grasp of the accounting basics of recording, posting, and balancing your organization's books. In this course, you'll learn financial essentials related to bookkeeping, such as the steps in the accounting cycle that happen after transactions have been identified and analyzed. You'll learn how to carry out vital financial management activities, including how to make general and special journal entries, and how to post those transactions to accounts in the general and subsidiary ledgers. You'll also learn how to prepare trial balances and make adjusting entries.

Target Audience: Anyone either serving in an accounting role, or who just wants to have a working understanding of the accounting and bookkeeping functions

Course Duration: 25 minutes

FINANCE AND ACCOUNTING

COURSE DESCRIPTION

Preparing Financial statements and Closing Accounts

Overview/Description: Developing your financial acumen is a must in today's economy, and improving your knowledge of accounting basics and financial management is a good first step. In this course, you'll explore the financial essentials that will enable you to understand key steps in the management of finance within the accounting cycle. You'll learn how, once you've worked your way through recording transactions and posting to ledgers, you're ready to start preparing financial statements. You'll learn about Income Statements, Balance Sheets, Cash Flow Statements, and how they're interrelated. You'll also learn about the steps involved in closing accounts.

Target Audience: Anyone either serving in an accounting role, or who just wants to have a working understanding of the accounting and bookkeeping functions

Course Duration: 25 minutes

Accounting for Stock Transactions

Overview/Description: One of the great advantages of a corporate form of organization is it allows otherwise unaffiliated people to join in mutual ownership of a business. Therefore, everyone involved needs an understanding of the financial essentials and how they influence the company's overall financial management. Strengthening your own financial acumen with a knowledge of accounting basics is the first step. In this course, you'll learn about the key characteristics of finance within incorporated organizations. You'll explore how common financial transactions affect the corporations' financial position. You'll also learn concepts and accounting processes for corporate transactions, including those involving common and preferred stocks, treasury stocks, and dividends.

Target Audience: Anyone either serving in an accounting role, or who just wants to have a working understanding of the accounting and bookkeeping functions

Course Duration: 20 minutes

Focusing on the Bottom Line as an Employee

Overview/Description: Workplace cost consciousness enables a company's financial success. Cost control is every team member's responsibility and requires planning and effort. In this course, you'll learn how employees can contribute to cost-control efforts by making cost changes, including to travel, supply, and facility costs.

Target Audience: Employees and managers who want to contribute to managing organizational costs

Course Duration: 25 minutes

FINANCE AND ACCOUNTING

COURSE DESCRIPTION

Managing with a Cost-control Mindset

Overview/Description: Managing costs effectively is critical to the financial success of a business and can help you avoid painful cuts. Cost control is a team effort that requires careful cost management. In this course, you'll learn how to identify cost management opportunities, get your team involved in cost-control efforts, and use tools like cost splitting and Lean.

Target Audience: Employees and managers who want to contribute to managing organizational costs

Course Duration: 30 minutes