



Pregled e-learning modula



Program	Course	Length	Go
<i>Adapting your management style</i>	Identify your management style	40 '	Ok
	Recognizing various management styles	40 '	Ok
	Adapt your management style to the circumstance	40 '	Ok
<i>Appraising your staff</i>	The annual appraisal interview: a tiresome obligation or a constructive opportunity?	40 '	Ok
	The four golden rules for conducting annual appraisal interviews	30 '	Ok
	How to use the SMAC method to formulate pertinent objectives that motivate your staff	40 '	Ok
	How to conduct appraisal interviews	40 '	Ok
	How to manage difficult situations	40 '	Ok
	How to monitor objectives agreed during appraisal interviews	40 '	Ok
	How to use the SMART method to formulate pertinent objectives that motivate your staff	40 '	Ok
<i>Appraising your staff - NEW</i>	The annual appraisal interview: obligation or opportunity?	30 '	Ok
	Four golden rules for conducting successful appraisal interviews	40 '	Ok
<i>Assertiveness and self confidence</i>	What is self-confidence?	40 '	Ok

Program	Course	Length	Go
	How to ask for things and say "no"	40'	Ok
	How to be assertive in difficult situations	40'	Ok
<i>Boost your everyday effectiveness - NEW</i>	Communicating powerfully by email	40'	Ok
	Improving your memory	30'	Ok
<i>Build your "marketing mix"</i>	What is the marketing mix?	40'	Ok
	Understanding the basics of advertising	40'	Ok
	Understanding the basics of communication	40'	Ok
	Understanding the key ideas of distribution	40'	Ok
	Choosing your pricing policy	40'	Ok
	Analyzing your products	40'	Ok
<i>Building a high performance team</i>	What is a team?	40'	Ok
	The 4 stages of team development	40'	Ok
	Laying your team's foundation	40'	Ok
	Creating a united team	40'	Ok
	Encouraging team balance	40'	Ok
<i>Corporate responsibility and sustainable development</i>	Understanding the challenges of corporate responsibility and of sustainable development	40'	Ok
	Understanding a Company's Economic Responsibility	40'	Ok
	Managing in a socially responsible way	40'	Ok
	Acting in an ecologically responsible way	30'	Ok
<i>Customer loyalty</i>	Settle your customer loyalty program	40'	Ok

Program	Course	Length	Go
	Optimize your customer segmentation	40'	Ok
	How to identify the levers for establishing loyalty	40'	Ok
	Decide your loyalty development mix	40'	Ok
	Pre-test your loyalty development program	40'	Ok
	Launching your loyalty development program	40'	Ok
<i>Delegation</i>	What is delegation?	30'	Ok
	What is the best way to delegate?	30'	Ok
	Monitoring delegation	40'	Ok
	What to do when a delegated mission goes wrong	30'	Ok
<i>Develop your emotional intelligence</i>	What is emotional intelligence?	40'	Ok
	Understanding emotions to master them better	40'	Ok
	How to control your emotions	40'	Ok
<i>Developing your staff's skills</i>	What is competence ?	40'	Ok
	Choosing which skills to develop on your team	40'	Ok
	Developing skills through training	40'	Ok
	Developing skills by delegating	40'	Ok
	Developing your team's skills through individual coaching: the GROW approach	40'	Ok
	Organizing work so that it acts as training	40'	Ok
	Giving Training Feedback	40'	Ok
<i>Effective Meetings</i>	Presenting effectively by using the proper	40'	Ok

Program	Course	Length	Go
	media		
	How to prepare your meetings by using the CPA method	40'	Ok
	How to keep your meetings under control from the very start	40'	Ok
	How to run meetings efficiently	40'	Ok
	How to conclude your meetings	30'	Ok
	Mastering presentation supports	30'	Ok
<i>Effective public speaking-NEW</i>	Preparing your public talk	30'	Ok
	Capturing and keeping your audience's attention	30'	Ok
<i>Fixing and applying a marketing strategy</i>	Choosing the correct market positioning for your product	40'	Ok
	Determine your marketing strategy	40'	Ok
	Audit your marketing program	40'	Ok
	Create your marketing plan	40'	Ok
<i>Formulating your goals</i>	What is a good goal?	30'	Ok
	Fix your goals clearly to reach them better	40'	Ok
<i>Fundamentals of finance</i>	What is a balance sheet?	30'	Ok
	What is an income statement?	40'	Ok
	Understanding the cash flow statement	40'	Ok
	Financial statement analysis	30'	Ok
	Introduction to finance	30'	Ok
	Intermediate margins	40'	Ok
	Understanding consolidation	40'	Ok

Program	Course	Length	Go
	Corporate taxation: the broad framework	40'	Ok
<i>Fundamentals of financial management</i>	Management Control: managing performance	40'	Ok
	Transfer prices and responsibility centers	30'	Ok
	What is a cost?	30'	Ok
	Costs: from full costs to the ABC method	40'	Ok
	Understanding the principles of the forecasting process	30'	Ok
	From broad strategy to daily management with the Balanced Scorecard	30'	Ok
	Preparing your operating report	40'	Ok
	Constructing and managing a budget	40'	Ok
	Understanding the sources of value creation: ROE and EVA	40'	Ok
	Cost price: from partial costs to full costs	40'	Ok
<i>Introducing marketing</i>	Consumer behavior	30'	Ok
	What is marketing?	30'	Ok
	Understanding segmentation	30'	Ok
	Researching your market	30'	Ok
<i>Launching a new product</i>	From the idea to concept validation	30'	Ok
	How to define the marketing mix?	40'	Ok
	Launching in practice	40'	Ok
<i>Manage change</i>	Motivating your team to support a change	40'	Ok
	Ensuring success by understanding the stakeholders' position	30'	Ok
	Getting to know what your change project	40'	Ok

Program	Course	Length	Go
	really involves		
	Settling a suitable change strategy	40'	Ok
	Organizing your change project	40'	Ok
	Change projects: the crucial role of communication	40'	Ok
	Steering change day to day	40'	Ok
	Change leadership: some ethical issues	40'	Ok
	Supporting your team members through change	40'	Ok
<i>Manage your stress</i>	Analyze and assess your stress	40'	Ok
	What is stress?	40'	Ok
	Facing up to the typical stress of being a manager	40'	Ok
<i>Management Styles</i>	Adapting management to the independence of team members	30'	Ok
	Helping your staff to progress by using the correct management style	30'	Ok
	Conducting delicate interviews successfully by using different management styles	30'	Ok
<i>Managing disputes - NEW</i>	Understanding the process of conflict	30'	Ok
<i>Managing for the first time</i>	Taking stock of your role as a manager	40'	Ok
	Drawing up the identity card for your unit	30'	Ok
	Carrying out a diagnosis of your team	40'	Ok
	Taking stock of your team	30'	Ok
	The golden rules for being successful in a new managerial role	40'	Ok

Program	Course	Length	Go
	A basic grounding in effective people management	30'	Ok
<i>Managing interpersonal disputes</i>	How to deal with conflict and disagreements	30'	Ok
	Mastering rephrasing	40'	Ok
	How to say things are wrong using the DESC method	40'	Ok
<i>Mastering interpersonal communication</i>	Identify your own style of communication	40'	Ok
	Five principles of communication	30'	Ok
	Reinforce your listening skills	30'	Ok
	What is empathy?	40'	Ok
	Using empathy to resolve tense situations	40'	Ok
<i>Mastering the basics of group strategy – NEW</i>	What is corporate strategy?	40'	Ok
	The keys to the success of a corporate strategy	40'	Ok
<i>Mercuri</i>	Understanding your customers	30'	Ok
	Portfolio Analysis	30'	Ok
	Sales levels	30'	Ok
	MI Lead	30'	Ok
	RAC Concept 1: The cause-and-effect chain which leads to results	30'	Ok
	RAC Concept 2: Defining a sales policy	30'	Ok
	RAC concept 3: Analysing sales performance	30'	Ok
	RAC Concept 4: PASS: Plan of Action,	30'	Ok

Program	Course	Length	Go
Support and Sequence (follow-up)			
<i>Motivating your staff</i>	Identifying your staff members' motivation	40'	Ok
	How to deal with demotivation	40'	Ok
	How to motivate your staff by using the V.I.E system	40'	Ok
	How to effectively praise your staff	40'	Ok
	How to recognize passivity and overcome it	40'	Ok
<i>Project Management</i>	Defining a project and everyone's role in it	40'	Ok
	Using milestones to conduct a project	40'	Ok
	Splitting up your project	40'	Ok
	Organizing a project and negotiating for resources	40'	Ok
	Launching a project, ensuring the conditions for its success	40'	Ok
	Keeping your project on track	40'	Ok
	Closing your project	40'	Ok
	Managing project risk	40'	Ok
	Managing human factors in projects	40'	Ok
	Post-project change management	40'	Ok
<i>Recruitment</i>	Techniques for interviewing new entrants	30'	Ok
	Simulation of a recruitment interview with a new entrant	40'	Ok
	How to prepare for a recruitment interview with an experienced executive	40'	Ok
	Conducting a recruitment interview with an experienced executive	40'	Ok

Program	Course	Length	Go
	Concluding a recruitment process	30'	Ok
<i>Resolving problems as a team</i>	Think differently, to think better	40'	Ok
	Use your whole mind when you think	40'	Ok
	How to get everyone in a large meeting to join in, thanks to the post-it® method	40'	Ok
	Three techniques to help you run meetings efficiently	40'	Ok
	Leading a brainstorming session	40'	Ok
<i>Selling big projects</i>	Improving your understanding of your prospect's situation	30'	Ok
	Motivate your target by raising problems that need resolving	30'	Ok
	Increase your target's motivation by asking implication questions	40'	Ok
	Master large project selling with the help of a real-world example	30'	Ok
	Asking questions about results the other side hopes for	40'	Ok
	Adapt your 'pitch' to your target's express needs	40'	Ok
<i>Selling Your Ideas</i>	How to find the arguments you need	40'	Ok
	Adding strength to your arguments	40'	Ok
	Questions that make people say yes	40'	Ok
	How to ask questions that lead to a "yes" answer	40'	Ok
	How to respond when faced with objections	40'	Ok

Program	Course	Length	Go
	Mastering ways to reply to objections	40'	Ok
	How to diagnose other people's key motivations	40'	Ok
	How to adapt effectively to other people's motivations	40'	Ok
	Closing your deals: an introduction	30'	Ok
	Some deal-closing techniques	40'	Ok
<i>Strengthen your creativity</i>	Walt Disney and the art of making ideas a reality	40'	Ok
	Analyzing a complex problem by using an issue tree	40'	Ok
	Boost your thinking power with the help of mind maps	30'	Ok
<i>Succeeding as an occasional trainer</i>	Running a training session: how to prepare for it	40'	Ok
	Building a path for your training session	40'	Ok
	Using teaching techniques effectively	30'	Ok
	Successfully running a training course	40'	Ok
	Adapting training practices to the participants' profile	40'	Ok
<i>Successful negotiation</i>	Work out your negotiating style	40'	Ok
	How to avoid haggling or positional bargaining	40'	Ok
	Maintaining a good working relationship when negotiating	40'	Ok
	Getting ready to negotiate	40'	Ok
	Understanding the mutual gains approach	40'	Ok

Program	Course	Length	Go
	Congratulate a colleague	30'	Ok
	Carry out a successful professional development meeting	30'	Ok
	Dealing with a colleague who isn't following the rules	30'	Ok
	Responding to poor performance	30'	Ok
<i>The basic communication tools</i>	Showing empathy	30'	Ok
	Asking questions	30'	Ok
	What is a "perception filter"?	40'	Ok
	Practicing active listening	30'	Ok
	Become aware of the different registers of communication	30'	Ok
<i>The basics of supply chain management</i>	What is the supply chain?	40'	Ok
	The best ways to guide flows in the supply chain	40'	Ok
	The supply chain and client satisfaction	40'	Ok
	The supply chain and the relationship with suppliers	40'	Ok
	The supply chain and decisions about industrial structure	40'	Ok
<i>The brand</i>	What is a brand?	40'	Ok
	How to build a brand identity	40'	Ok
	How to measure the intangible asset value of a brand	40'	Ok
	The ideal positioning of a brand	40'	Ok

Program	Course	Length	Go
<i>The building blocks of financial analysis</i>	What is the scissors effect?	40 '	Ok
	How to calculate a company's breakeven point	40 '	Ok
	What are breakeven analysis and operating leverage?	40 '	Ok
	What is working capital?	40 '	Ok
	Financial analysis of working capital	40 '	Ok
	How to analyze a cash flow statement	40 '	Ok
	How to analyze an income statement	40 '	Ok
<i>The fundamentals of a company's strategy</i>	What is a company's strategy?	30 '	Ok
	Guidelines for drawing up a strategic project	40 '	Ok
	Mastering SWOT analysis	30 '	Ok
	Building your strategy at the business level	40 '	Ok
	The value chain and competitive advantage	30 '	Ok
	What is a cost strategy?	30 '	Ok
	Conducting a cost strategy successfully	30 '	Ok
	What is a differentiation strategy?	30 '	Ok
	A successful differentiation strategy	30 '	Ok
	Analyzing your competitive position	30 '	Ok
	Value creation and strategy	30 '	Ok
	Analyzing market dynamics	30 '	Ok
	<i>The manager-coach</i>	Psychology in management	40 '
How to improve your coaching by		40 '	Ok

Program	Course	Length	Go
	understanding people better		
	Fundamental coaching tools	30'	Ok
	When should you coach? When should you manage?	40'	Ok
<i>Time management</i>	How to manage trouble-makers	40'	Ok
	Analyze the organization of your work and your priorities	40'	Ok
	Recognize the factors in time-wasting	40'	Ok
	Use the tools for planning and remembering	40'	Ok
	How to deal with everyday interruptions	30'	Ok
<i>Time Management - NEW</i>	How to manage troublemakers	30'	Ok
<i>Transverse management</i>	What is transverse management?	40'	Ok
	Developing Cooperative Behavior	40'	Ok
	Asserting your leadership in a non-hierarchical relationship	40'	Ok
	Networking	40'	Ok
	Preparing a convincing presentation	40'	Ok
<i>Understanding change</i>	The psychological process of change	30'	Ok
	Understanding resistance to change	40'	Ok
	How to cope more effectively with personal change	40'	Ok
<i>Understanding financial instruments</i>	What is a bond?	40'	Ok
	How bonds are valued	40'	Ok
	What is a share?	40'	Ok

Program	Course	Length	Go
	How shares are valued	40'	Ok
	What is an option?	40'	Ok
	How options are valued	40'	Ok
<i>Understanding the theory of resources</i>	Theory of competitive advantage by Michael Porter	40'	Ok
	The limits of Porter's model	40'	Ok
	Redefining strategy through the theory of resources	40'	Ok
<i>Working across cultures - NEW</i>	Recognising cultural difference	30'	Ok
	The influence of culture upon people	30'	Ok
	The influence of culture upon organisations and working approach	30'	Ok
	Building trust across cultures	30'	Ok
	Six key competencies for working across cultures	30'	Ok
	Remote Communication across cultures	30'	Ok

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