

BUSINESS FUNDAMENTALS PREMIUM



February 2009 Edition

Element K's Business Skills library provides organizations with the right blend of learning assets, including e-Learning, blended support tools, instructor-led training material, and mobile learning functionality. Our courses provide learners with the necessary knowledge to perform specific activities and improve performance on the job.

Management and Leadership

What Good Managers Do: The First 100 Days (Includes Simulation)

This course covers:

- Making the Transition
- Building a Winning Team

Effective Management: Communicating Successfully (Includes Simulation)

This course covers:

- Speak Without Talking
- Manage Better by Listening
- Assert to Achieve

Effective Management: Creating Successful Solutions (Includes Simulation)

This course covers:

- Identify the Core Problem
- Solve Problems Creatively
- Implement Solutions Decisively

Effective Management: Cultivating Great Teams (Includes Simulation)

This course covers:

- Create an Invincible Team
- Inspire Team Success
- Team Briefings for Success
- Resolve Conflicts Positively

Effective Management: Developing as a Manager (Includes Simulation)

This course covers:

- The Role of an Effective Manager
- Personal Skills Development

Effective Management: Empowering Your Workgroup (Includes Simulation)

This course covers:

- Delegate for Results
- Coach for Achievement
- Evaluate Staff Performance

Assessing Change for Managers (Includes Simulation)

This course covers:

- Planning for Change
- Communicating Change

Implementing Change for Managers (Includes Simulation)

This course covers:

- Managing the Initial Impact of Change
- Implementing Change

Change Management for Employees (Includes Simulation)

This course covers:

- Understanding Change
- Analyzing Change
- Embracing Change

Conflict Intervention (Second Edition) (Includes Simulation)

This course covers:

- Assessing the Climate
- Setting the Stage
- Brokering a Resolution
- Following Up on the Resolution

Managing Conflict (Includes Simulation)

This course covers:

- Recognizing Conflict
- Responding to Conflict
- Resolving Conflict

Coaching Essentials (Includes Simulation)

This course covers:

- Establishing the Coaching Relationship
- Conducting the Initial Coaching Conversation
- Executing the Action Plan

Delegating (Second Edition) (Includes Simulation)

This course covers:

- Define the Task
- Delegate the Task
- Assure Results

Course Releases:

The following courses, which are also included in the body of this document, were recently released.

- Listening Skills
- Career Skills
- Hiring Outstanding Teams
- Marketing Essentials
- Advanced Business Writing
- Getting Results Without Authority

Blended Development Model – providing organizations with a flexible, blended approach to reach all employees across the enterprise to impact job performance and productivity.

Business Simulations – integrated into the learning process allowing the learner to apply the course concepts and practice the skills in a dynamic virtual business setting.

Be An Effective Facilitator (Includes Simulation)

This course covers:

- Planning the Meeting
- Facilitating the Meeting
- Facilitating Remote Sessions

Providing Effective Feedback (Second Edition) (Includes Simulation)

This course covers:

- Understand Effective Feedback
- Clarify Effective Feedback
- Encourage a Receptive Environment

Recognizing Employee Performance (Second Edition) (Includes Simulation)

This course covers:

- Laying the Groundwork
- Knowing Your Options
- Delivering Recognition Effectively

Applying Leadership Basics (Second Edition) (Includes Simulation)

This course covers:

- Establishing a Firm Direction
- Building Relationships
- Directing the Effort

Creating a Strong Leadership Team (Second Edition)

This course covers:

- Building a Strong Working Relationship
- Creating and Maintaining a Shared Vision
- Setting Up Clear Procedures

Working With Difficult People (Includes Simulation)

This course covers:

- Recognize Work Styles
- Respond To Changes
- Cope with Continued Conflict

Business Meeting Skills (Includes Simulation)

This course covers:

- Participate in a Meeting
- Decide to Meet
- Prepare for a Meeting
- Run a Meeting
- Conduct an Online Meeting

Get The Most Out of Your Meetings (Includes Simulation)

This course covers:

- Listen Effectively
- Take Good Notes

Leading Effective Meetings (Second Edition)

This course covers:

- Creating a Roadmap
- Conducting the Meeting
- Confirming the Results

Setting Performance Goals and Expectations (Second Edition)

This course covers:

- Establish Goals for All Employees
- Review Performance Goals Regularly
- Examine Performance and Assure Results

Managing Organizational Goals (Includes Simulation)

This course covers:

- Establishing Team Goals
- Developing a Team Plan
- Achieving the Team Plan

Managing Innovation and Creativity (Includes Simulation)

This course covers:

- Managing the Creative Environment
- Moving from Idea to Implementation

Understanding and Using Contracts (Second Edition)

This course covers:

- Creating, Changing, or Terminating a Contract
- Being Aware of Pitfalls
- Obtaining Positive Results and Avoiding Lawsuits

Managing Information Effectively (Includes Simulation)

This course covers:

- Acquiring Information
- Optimizing Information

Performance Management (Second Edition) (Includes Simulation)

This course covers:

- Becoming the Manager of Choice
- Using Performance
- Creating Performance and Development Plans

Conducting Performance Reviews (Second Edition)

This course covers:

- Preparing for the Review
- Discussing Performance
- Encouraging Achievement

Motivating Your Employees (Includes Simulation)

This course covers:

- Understanding Motivation
- Motivating Employees
- Encouraging Self Motivation in Employees

Finding Resolution Through Negotiation (Includes Simulation)

This course covers:

- Handle Conflict Rationally
- Negotiate for Resolution

Negotiating Skills In Action (Includes Simulation)

This course covers:

- Negotiating
- Following Through
- Negotiating in Special Circumstances

Preparing to Negotiate (Includes Simulation)

This course covers:

- Preparing to Negotiate
- Initiating Negotiation: Establishing the Ground Rules

Selecting Your Negotiation Strategy (Includes Simulation)

This course covers:

- Choose Your Game Plan
- Compete to Win
- Collaboration for Solutions
- Compromise to Move Forward
- Choosing to Negotiate
- Legal and Ethical Concerns

Investigating the Problem (Includes Simulation)

This course covers:

- Use Investigative Tools
- Gather Evidence
- Interpret Data

Selecting the Solution for a Problem (Includes Simulation)

This course covers:

- Solve Problems Methodically
- Group-Based Solutions
- Cost-Benefit Solutions

Solving Problems Logically (Includes Simulation)

This course covers:

- Solve Problems Together
- The Problem Solving Process

Defining the Issue of a Problem (Includes Simulation)

This course covers:

- Analyze Problems Creatively
- Determine the Real Problem

Managing a Virtual Office (Second Edition)

This course covers:

- Design a Virtual Office
- Create the Virtual Office
- Measure Your Success

Emotional Intelligence (Includes Simulation)

This course covers:

- Evaluating Emotional Intelligence
- Applying Emotional Intelligence In A Business Environment

Intercultural Business Etiquette (Second Edition)

This course covers:

- Communicate with Sensitivity
- Succeed In Business
- Socialize with Confidence

Communication

Grammar Essentials (Second Edition) (Includes Simulation)

This course covers:

- Identifying Nouns, Pronouns, and Verbs
- Identifying Adjectives and Adverbs
- Identifying Prepositions, Conjunctions, and Interjections

- Identifying Rules
- Identifying Correct Punctuation
- Identifying Sentence Fragments, Run-ons, and Comma splices
- Improving Word Choices
- Building Effective Sentences
- Editing Effectively
- Avoiding Hypercorrections

Effective Business Writing (Includes Simulation)

This course covers:

- Analyze Your Audience
- Write an Internal Announcement
- Write an Email Responding to Routine Requests
- Write an Email to Respond Positively to Customer Complaints
- Write Bad-News Messages

Advanced Business Writing: Part 1 (Includes Simulation)

This course covers:

- Determine Your Purpose
- Determine Your Audience
- Planning the Writing Project
- Using Informative and Persuasive Techniques

Persuasive Business Writing (Includes Simulation)

This course covers:

- Persuade Your Audience
- Write an Executive Summary
- Use Visuals

Basics of Effective Communication (Second Edition) (Includes Simulation)

This course covers:

- Understand the Communication Process
- Send Clear Messages (Simulation occurs here)
- Actively Seek to Understand
- Include Feedback Loop
- Realize Perception Filters
- Realize the Presence of Noise
- Confirm the Message

Using Data to Communicate (Includes Simulation)

This course covers:

- Interpret Your Data
- Build Your Case with Data
- Persuade Your Audience

Communicating Clearly (Includes Simulation)

This course covers:

- Write to be Understood
- Speak to be Heard

Dynamic Business Presentations (Includes Simulation)

This course covers:

- Organize Material
- Write a Presentation
- Prepare Visuals
- Deliver a Presentation
- Respond to Questions

Presentation Skills (Second Edition)

This course covers:

- Create Your Plan
- Write Your Presentation
- Prepare Yourself
- Deliver a Polished Presentation

Presenting Your Ideas Effectively (Includes Simulation)

This course covers:

- Plan for High Impact
- Captivate Your Audience

Writing Effective Emails (Includes Simulation)

This course covers:

- Organize Your Materials
- Write an Email
- Email Etiquette
- Write Instant Messages

Writing for a Global Audience (Includes Simulation)

This course covers:

- Prepare to Localize Content
- Identifying Cultural Language Patterns
- Write for Localization

Communicating Across Cultures (Includes Simulation)

This course covers:

- Communicating Across Cultures
- Working with other Cultures

Team Building

Developing and Leading an Effective Team (Includes Simulation)

This course covers:

- Transitioning from Individual Contributor to Leader
- Developing an Effective Team

Leading Your Team to Business Results (Includes Simulation)

This course covers:

- Leading Different Types of Teams
- Aligning Your Strategy for Business Results

Leading Effective Teams (Second Edition)

This course covers:

- Focus on Results
- Provide Structure
- Build Teamwork

Building Dynamic Business Teams (Includes Simulation)

This course covers:

- Building Dynamic Teams
- Drive To a Mission
- Strive for Effectiveness
- Thrive on Teamwork
- Arrive at Peak Performance

Measuring Team Performance (Includes Simulation)

This course covers:

- Measure for Success
- Select the Right Metrics
- Survey for Accurate Data
- Focus on Perceptions
- Learn from Results

Making Group Decisions (Includes Simulation)

This course covers:

- Working Together
- The Nature of Groups
- Ensure Group Success

Making Team Decisions (Includes Simulation)

This course covers:

- Brainstorm as a Team
- Prioritize by Consensus
- Merge Team Opinions
- Organize Team Consensus
- Choose Between Alternatives
- Rank Choices by Criteria

Succeeding Through Teamwork in Business (Includes Simulation)

This course covers:

- Tune Into Team Communication
- Resolve Team Conflict
- Differences Make Great Teams
- Motivate Teams to Excel

Solving Problems As A Team (Second Edition)

This course covers:

- Promote Collaboration
- Follow a Standard Process
- Confirm a Solution

Human Resources

Hiring Outstanding Teams: Attracting the Right Candidates (Includes Simulation)

This course covers:

- Assess Team Capabilities and Needs
- Initiate the Hiring Process
- Screen Candidates

Hiring Outstanding Teams: Behavioral Interviews and Other Techniques (Includes Simulation)

This course covers:

- Prepare for a Behavioral Interview
- Conduct the Interview

Hiring Outstanding Teams: Integrating New Team Members (Includes Simulation)

This course covers:

- Integrate the New Associate Into Your Team
- Evaluate the Hire

Preparing to Interview Job Candidates (Includes Simulation)

This course covers:

- Define the Position Requirements
- Select a Strategy
- Choose Candidates for Interviews

Interviewing Job Candidates (Second Edition)

This course covers:

- Select the Candidates
- Establish a Framework for the Interviews
- Open the Interview
- Conduct the Interview
- Evaluate the Candidates

Conducting Interviews for Successful Results (Includes Simulation)

This course covers:

- Interviewing the Candidate
- Completing the Interview Process

Disciplining and Redirecting Employees (Second Edition)

This course covers:

- Identifying the Problem
- Communicating Expectations
- Taking Further Action if Necessary

Discharging Employees (Second Edition)

This course covers:

- Identifying When Discharge is Appropriate
- Preparing for the Discharge
- Communicating the Decision

Financial Acumen

Financial Basics for Non-Financial Managers (Second Edition) (Includes Simulation)

This course covers:

- Understand Basic Financial Terms
- Apply Reporting Principles
- Manage the Financial Position

Financial Performance Essentials (Includes Simulation)

This course covers:

- The Ground Rules
- The Financial Statements
- Evaluating Performance

Planning and Controlling Budgets (Includes Simulation)

This course covers:

- Budgeting Matters
- How to Budget

Business Strategy

Developing and Implementing a Strategic Plan (Includes Simulation)

This course covers:

- Prioritize What the Strategic Plan Will Address
- Set Goals and Objectives
- Develop a Strategy for Achieving Goals
- Draft the Strategic Plan

First Steps Towards Strategic Planning (Includes Simulation)

This course covers:

- Set the Parameters for the Strategic Planning Process
- Establish a Committee
- Gather Operational Data

Developing a Strategic Plan (Second Edition)

This course covers:

- Form a Mission Statement
- Craft a Plan
- Implement the Plan
- Evaluate Performance

Organizational Development

Developing Successful Training for Non-Training Professionals (Includes Simulation)

This course covers:

- Identifying the Training Needs
- Creating Content

Presenting Successful Training for Non-Training Professionals (Includes Simulation)

This course covers:

- Assess Your Strengths as a Trainer
- Present Your Classroom Training
- Manage Your Classroom Training
- Present Your Remote Training
- Improve Your Training

Personal Development

Getting The Results Without The Authority: Creating a Strategy (Includes Simulation)

This course covers:

- Building Relationships
- Creating a Strategy to Get Results

Getting The Results Without The Authority: Completing the Project (Includes Simulation)

This course covers:

- What You Need from Others
- Completing the Project by Yourself

Effective Listening (Includes Simulation)

This course covers:

- Identify Effective Listening Skills
- Strive to Achieve a Shared Meaning

Managing Company Change (Second Edition)

This course covers:

- Starting with a Plan
- Focusing on Transition Factors
- Ensuring Results

Making Wise Investment Decisions (Includes Simulation)

This course covers:

- Making Investment Decisions

Personal Financial Planning (Second Edition)

This course covers:

- Knowing Your Financial Situation
- Planning for the Future
- Implementing Your Plan

Accepting a Decision (Includes Simulation)

This course covers:

- Sell Your Solution
- Implement Decisions

Creating and Maintaining Life Balance (Includes Simulation)

This course covers:

Measuring Stress

- Simple Solutions for Stress
- Stress Relieving Habits
- Devise a Stress Control Plan

Getting the Most Out of Your Day (Includes Simulation)

This course covers:

- Develop SMART Goals
- Break Time Barriers
- Focus on What is Important

Career Skills (Includes Simulation)

This course covers:

- Create a Results-Oriented Resume
- Use Interviewing Skills to Your Advantage

Balancing Work and Family (Second Edition)

This course covers:

- Understand the Need for Balance
- Identifying the Conflicts
- Implement a Plan for Achieving Balance

Managing Personal Stress (Second Edition)

This course covers:

- Understanding Stress
- Developing a Systemic Approach
- Implementing a Plan of Action

Recognizing and Avoiding Burnout (Second Edition) (Includes Simulation)

This course covers:

- Map the Emotional Progression
- Identify the Burnout Signs
- Get Back on Track

Recognizing and Managing Anger (Second Edition)

This course covers:

- Identifying Sources of Anger
- Recognizing How Anger Manifests Itself
- Managing the Anger

Effective Time Management for You (Includes Simulation)

This course covers:

- Identifying Personal Style
- Assembling the Toolbox
- Creating an Action Plan

Realistic Time Management Goals (Includes Simulation)

This course covers:

- Defining Goals
- Analyzing Energy Allocation

Time Management (Second Edition)

This course covers:

- Determine the Payoff
- Plan Your Activities
- Control Time Wasters

Project Management

Project Management Skills for Non-Project Managers (Includes Simulation)

This course covers:

- Planning the Project
- Implementing the Project Plan

Managing Projects (Second Edition) (Includes Simulation)

This course covers:

- Organize the Project
- Implement the Work Plan
- Assess and Adjust Performance

Scoping Your Internet Project (Includes Simulation)

This course covers:

- Evaluate Statistics
- Research Accurate Data
- Select Your Web Team
- Create an eMarketing Budget

Managing Project Teams (Second Edition) (Includes Simulation)

This course covers:

- Know Your Team
- Managing Your Team

Sales and Marketing

Basics of Effective Selling (Second Edition) (Includes Simulation)

This course covers:

- Understand the Communication Process
- Send Clear Messages
- Actively Seek to Understand
- Include Feedback Loop
- Realize Perception Filters
- Realize the Presence of Noise
- Confirm the Message

Building Strong Customer Relationships (Second Edition) (Includes Simulation)

This course covers:

- Know Your Customer
- Develop Customer Focus
- Implement a Customer Service Program
- Maintain a Customer-Friendly Culture

Mastering Cold Calls (Second Edition)

This course covers:

- Understand Successful Cold Calling
- Develop Your Technique
- Activate Your Plan

Qualifying Sales Prospects (Second Edition)

This course covers:

- Find the Right Pool of Prospects
- Make the Qualifying Call
- Transition into Requesting an Appointment

Negotiating for the Sales Professional (Second Edition)

This course covers:

- Plan for Success
- Build Rapport
- Gain Commitment
- Create Winning Results

Telephone Sales Skills (Second Edition)

This course covers:

- Preparing to Make the Call
- Moving from Preparing to Doing
- Closing the Sale

Marketing Essentials: Analyzing Your Market (Includes Simulation)

This course covers:

- Determine Your Sales Objectives
- Analyze the Market
- Isolate Your Market Segment
- Analyze Your Product

Marketing Essentials: Positioning Your Product (Includes Simulation)

This course covers:

- Position Your Product
- Price Your Product
- Brand Your Product
- Develop Your Advertising Tactics
- Organize Your Marketing Efforts
- Conduct a Marketing Audit

Branding Your Internet Identity (Includes Simulation)

This course covers:

- eMarketing Overview
- Define Your Core Business
- Develop an Online Identity
- Form Strategic Alliances

Customer Service

Building Strong Customer Relationships (Second Edition) (Includes Simulation)

This course covers:

- Know Your Customer
- Develop Customer Focus
- Implement a Customer Service Program
- Maintain a Customer-Friendly Culture

Customer Service Via Phone and Email (Includes Simulation)

This course covers:

- Managing the Customer's Initial Contact
- Addressing Customer Issues
- Closing Communications

Excellence in Technical Customer Service (Includes Simulation)

This course covers:

- Meeting the Customer
- Diagnosing Issues
- Delivering Solutions

Courses in Development

Title	Release Date
Managing Multi-Generational Teams: Part 1	02/09
Managing Multi-Generational Teams: Part 2	03/09
Global Marketing: Analyzing Your Audience	03/09
Global Marketing: Positioning Your Product	03/09
Mentoring: Identifying Your Goals	03/09
Mentoring: Developing Relationships	03/09
Mentoring: Closing the Mentoring Relationship	03/09
Leading Virtual Teams: Part 1	04/09
Harnessing Innovation: Part 1	04/09
Harnessing Innovation: Part 2	05/09
Leading Virtual Teams: Part 2	06/09

Each title includes the following learning assets: e-Learning, blended support tools, instructor-led training material, and mobile learning. Courses in development subject to change.

To find out more: Visit www.elementk.com Call 1.800.434.3466

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