TRAININGS CALENDAR 2024

S.No	Title	Description	What will you learn?	Duration
1	Engage & Sustain: Empowering Your Workforce	Learn strategies to foster a highly engaged team in the face of burnout. Discover practical techniques to boost recognition, incorporate gamification, and eliminate barriers. Dive into advanced tactics for long-term engagement and actionable steps to enhance your leadership skills.	1. Understand the fundamentals of recognition, rewards, and gamification in fostering employee engagement. 2. Implement strategies to identify and address pain points that hinder team motivation and productivity. 3. Develop higher-level tactics to sustain elevated levels of employee engagement and create a positive work culture	1-2 Days
2	HR Evolution: Navigating the AI Landscape	Explore the transformative impact of AI on HR practices in this comprehensive course. Navigate the evolving landscape of artificial intelligence to optimize HR processes and strategies for enhanced organizational success.	1. Understand the role of AI in revolutionizing HR functions and its implications for organizational efficiency. 2. Implement AI-driven solutions to streamline recruitment, performance management, and talent development processes. 3. Develop strategies to leverage AI technologies for predictive analytics and data-driven decision-making in HR operations.	1-2 Days
3	Talent Tapestry: Mastering Inclusive Recruitment	Unlock the secrets to successful diversity hiring with this comprehensive guide. Learn how to develop a strategic approach to attract, assess, and onboard diverse talent while eliminating bias from your recruitment process. Gain insights into creating inclusive recruiting teams and implementing best practices in candidate screening and interviews.	1. Develop a strategic diversity hiring plan to expand the candidate pool and attract a diverse range of talent. 2. Implement techniques to identify and eliminate biases in the screening and interview process, fostering a fair and inclusive hiring environment. 3. Understand the motivational factors influencing candidates' decisions, enabling you to tailor recruitment efforts and enhance authenticity in hiring practices.	1-2 Days

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4	Brand Inclusivity: Magnetizing the Right Talent	Discover the importance of employer branding and how it shapes your ability to attract and retain top talent. Gain insights into integrating inclusion into your employer identity and learn strategies to create a compelling brand message that resonates with ideal candidates.	1. Understand the significance of employer branding in attracting and retaining talent, including its potential return on investment (ROI). 2. Identify key factors influencing your employer brand and recognize gaps that may hinder your ability to attract top talent. 3. Develop strategies to craft authentic brand messaging that promotes inclusivity and fosters a sense of belonging among candidates and employees.	1-2 Days
5	Think Smart, Solve Better: Nurturing Critical Skills	In this course, an expert guides learners on developing strong critical thinking skills and effective problem-solving techniques. Participants will learn to evaluate information sources, determine appropriate approaches to problem-solving, and navigate both simple and complex issues. The course covers the entire decision-making process, including guiding teams through difficult decisions. Additionally, common pitfalls in problem-solving are addressed, empowering participants to approach challenges with greater clarity and effectiveness.	1. Describe how you can avoid biases in interactions with others. 2. Explain how asking questions and analyzing information improve critical thinking. 3. Identify the approaches that teams can take to help with decision-making and problem-solving. 4. Recognize how teams can assess, problem solve, and implement solutions. 5. List pitfalls to avoid when problem-solving.	1-2 Days

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6	Inclusive Leadership: Fostering Diverse and Cohesive Teams	In today's business environment, in order to compete, it's critical to have inclusive and diverse teams. Therefore, as managers, creating inclusive teams is necessary to your success. In this course from inclusion expert Lia Garvin, learn how you can build effective and inclusive teams. Lia shows that every team member has a role, and how each role can work together to bring value. She shares how access is so important to help make decisions and give people information, and explains the importance of establishing psychological safety on your teams so that team members feel comfortable taking risks. By following Lia's training, you'll learn how to unlock the potential of your team and help them connect with their purpose.	1. Identify how each role on your team works together to bring value.2. Describe why inclusion is important to decision-making.3. Explain how to help team members feel comfortable taking risks.4. Recognize the importance of appreciation.5. Explore how belonging is important to your team's effectiveness.	1-2 Days

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7	Visualize Success: Accelerate Decision-Making	Many organizations are inundated with data but lack the ability to derive meaningful insights. Without understanding or effectively communicating data's significance, this abundance of information becomes futile. For the majority of business professionals who aren't specialized in data visualization, this course offers a solution. Explore the fundamentals of data visualization with a focus on facilitating informed and intelligent discussions about data within your organization. Topics covered include the role of data visualization in communication and persuasion, optimal use of color in charts, how visualization expedites insight generation, and the advantages and disadvantages of various chart types. By mastering the ability to interpret, understand, and leverage the value of charts and dashboards, you'll develop graphic literacy essential for success in today's data-driven environment.	1. Develop the ability to effectively communicate and persuade using data visualizations. 2. Gain proficiency in utilizing color strategically to enhance the impact of charts and visual representations. 3. Acquire techniques to expedite insight generation by selecting and creating the most appropriate visualizations. 4. Evaluate the strengths and weaknesses of various chart types to make informed decisions when presenting data.	1-2 Days

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8	Power of Community: Harnessing Employee Networks	In this course, experts discuss strategies for equity and inclusion in the workplace, covering topics such as multicultural ERGs, workforce tools, bias mitigation, and authentic connections. Adapted from Dare to Share, a series by Living Corporate, this session highlights insights from inclusion and equity leaders associated with Living Corporate.	1. Gain an understanding of strategies for promoting equity and inclusion in the workplace, including the utilization of multicultural employee resource groups (ERGs) and tools for workforce advancement. 2. Develop skills in identifying and addressing personal biases to foster a more equitable work environment. 3. Learn techniques for building authentic connections and sustaining momentum in diversity, equity, and inclusion (DEI) efforts within an organization.	1-2 Days
9	Beyond Numbers: Developing Crucial Business Analytics Skills	Many data science training programs focus solely on technical skills. However, real-world data science roles demand more. This course equips aspiring data scientists with essential non-technical skills required for success in the workplace, such as empathy, persuasion, and leadership. Learn to navigate challenges when implementing predictive models and effectively communicate analytics to business stakeholders. Gain strategies for defending your ideas, fostering curiosity, and practicing diplomacy in professional settings.	1. Describe the inherent ambiguity in data science projects.2. Define cognitive empathy and how it can be acquired.3. Differentiate the roles of skepticism, curiosity, persuasion, and diplomacy in professional data science.4. List appropriate activities for continuing professional development.5. Describe common interactions between scientists and senior executives.6. Describe when it is appropriate to limit detail in discussions.	1-2 Days

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10	Agile Mastery: Leading with Flexibility	In this course, explore leadership in agile environments, covering definitions, objectives, techniques, and stabilization. Learn why leadership is crucial in agile settings, compare traditional and agile leadership functions, and discover essential new leadership skills. Transform yourself into an agile leader and facilitate your team's successful transition to agile methodologies. Explore key agile leadership techniques, establish team values, apply organizational strategy, define priorities, and more.	1. Understand the importance of leadership in agile environments and how it differs from traditional leadership approaches. 2. Gain insight into essential skills required to become an effective agile leader, including techniques for facilitating successful transitions to agile methodologies. 3. Learn key agile leadership techniques for establishing team values, applying organizational strategy, defining priorities, and more. 4. Develop the ability to navigate challenges and leverage opportunities presented by agile environments to lead teams effectively and drive organizational success.	1-2 Days
11	AI-Driven Leadership: Navigating the Future	If you're an organizational leader or senior executive, this course prepares you to navigate the opportunities and challenges presented by AI. Explore its impact on decision-making, strategic planning, and business leadership. Learn strategies to address structural considerations, employee retention and development, performance management, and team effectiveness. Gain practical insights for making better decisions, leveraging AI to differentiate your business, and driving innovation.	1. Understand the implications of AI on decision-making, strategic planning, and business leadership within an organizational context. 2. Gain strategies to address structural considerations, employee retention and development, performance management, and team effectiveness in the age of AI. 3. Acquire practical insights for making informed decisions, leveraging AI to differentiate their business, and driving innovation within their organization.	1-2 Days

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12	Leader's Wellness: Balancing Health and Leadership	In this course, leaders learn the importance of prioritizing their well-being for improved mental health and productivity. Gain inspiration, advice, and real-world examples to guide your journey towards better well-being, ultimately becoming a role model for your team and fostering stronger relationships for enhanced team productivity.	1. Recognize the importance of prioritizing personal well-being as a leader and its positive impact on mental health and productivity.2. Acquire strategies and practical advice from real-world examples to effectively manage well-being amidst leadership responsibilities.3. Develop the ability to cultivate stronger team relationships and serve as a role model for employees by prioritizing personal well-being, ultimately leading to improved team health and productivity outcomes.	1-2 Days
13	Navigate Change: Guiding Teams through Transformation	In this course, discover proven frameworks and strategies for guiding teams through change, regardless of its scale. Gain insights on addressing resistance, conducting pulse checks, and holding individuals accountable for driving change. Upon completion, you'll be equipped with the tools to effectively lead your organization through both large and small changes.	1. Acquire proven frameworks and strategies for guiding teams through both large and small changes within an organization. 2. Develop skills in addressing resistance to change and effectively managing both active and passive resisters within the team. 3. Learn techniques for conducting pulse checks and holding individuals accountable for driving change initiatives, enhancing your ability to lead your organization through periods of transition.	1-2 Days
14	Navigate Challenges: Mastering Employee Support	In this course, leadership consultants provide guidance for managers to address common coaching challenges. Learn how to motivate employees after demotions or promotions, effectively coach individuals with big egos or resistance to coaching, and utilize	1. Define coaching. 2. Describe the foundation for successful coaching. 3. Explain how to coach someone who is older than you. 4. Articulate how to coach someone who makes excuses. 5. Identify how to coach poor performers or bad communicators.	1-2 Days

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		supplemental resources to enhance coaching efforts.		
15	Career Advancement: Unlocking Your Potential	In this course, leadership experts discuss the skills and behaviors necessary to secure a promotion. Learn strategies for navigating challenges such as failures, organizational changes, and difficult bosses, as well as when and how to effectively ask for a promotion.	1. List three good reasons to step down from a position. 2. Name three behaviors that will help you get promoted. 3. Explain how to demonstrate active listening. 4. Recall an effective way to demonstrate leadership and promotability when speaking with subordinates. Identify a common mistake many people make when communicating with their boss. 5. Determine the best way to formally ask for a promotion.	1-2 Days
16	Metaverse HR: Leading in the Virtual Frontier	In this course, HR leaders are guided through the transformation of the future of work in the metaverse. Explore how organizations are reimagining culture and transitioning recruitment, learning and development, and remote work experiences into the metaverse. Gain insights on policy considerations regarding employee privacy, safety, and diversity, inclusion, and belonging.	1. Understand how the metaverse is transforming the future of work and the role of HR leaders in this transformation. 2. Explore strategies for reimagining organizational culture and transitioning HR processes, such as recruitment, learning and development, and remote work experiences, into the metaverse. 3. Gain insights into policy considerations specific to employee privacy, safety, and diversity, inclusion, and belonging in the context of the evolving landscape of work in the metaverse.	1-2 Days

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17	Fair Design: Ensuring Equity in Product Development	In this course, learn how to promote equitable design practices to ensure customers and users feel seen, validated, and uplifted. Discover the basics of equitable design, steps to move from awareness to action, and strategies for implementation across various stages of product development. Explore techniques for measuring success, making customers feel more welcome, and prioritizing historically marginalized groups in product design.	1. Understand the importance of equitable design in creating inclusive and welcoming products for customers and users.2. Learn practical steps to implement equitable design practices throughout various stages of product development, including ideation, user experience, testing, and marketing.3. Gain insights into strategies for measuring the success of equitability and inclusion in design projects, and prioritize historically marginalized groups to better serve the interests of all users.	1-2 Days
18	Customer Journey Mastery: Enhancing Experience Mapping	In this course, organizations learn how to create customer journey maps to understand the customer experience thoroughly. Gain insights into identifying pain points and opportunities, setting up a successful journey mapping program, utilizing tools and techniques for execution, and testing understanding to take actionable steps.	1. Explain the characteristics of a customer journey map. 2. Identify the group of people best suited to validate the findings of a customer journey map and to get additional input. 3. Summarize the importance of touchpoints when creating a customer journey map. 4. List the steps in the process of building a customer journey map. 5. Recognize examples of "moments of truth."	1-2 Days

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19	Sales Insight: Mastering the Art of Questioning	In this course, learn strategies to shift sales calls from interrogation to customer-focused conversations. Gain insights into understanding customer business problems and objectives, asking the right questions to create connection, drive credibility, and confirm value clarity. Discover techniques for continuing the conversation to enhance sales interactions and build longer-lasting relationships.	1. Review terminology related to the sales process. 2. Explain the sales/trust matrix as a predictor of favorable sales outcomes. 3. Define various levels of question types when seeking to learn customer goals. 4. Explore the use of insights as a means to gain credibility with a customer. 5. Examine the place that clarifying questions have in establishing value with a customer.	1-2 Days
20	Excel Viz Wizardry: Crafting Custom Insights	In this course, explore advanced techniques for creating custom data visualizations in Excel. Learn how to build dynamic dashboards, apply value-based formatting, and use dynamic series selection to showcase data effectively.	1. Explain how to define the elements in a thermometer chart. 2. Review the purpose of OFFSET and COUNTA functions. 3. Relate why a guardrail is used when creating scroll bars and zoom bars. 4. Examine the reason for using value-based dynamic formatting. 5. Determine what a gauge-and-needle chart is and how to create one.	1-2 Days

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21	Career Harmony: Aligning Work and Life	In this course, learn strategies to realign your career and life during times of crisis. Gain insights into self-examination, career change, business initiation, and business transition, along with embracing change and evolution. Develop a list of aligned actions to create a more sustainable career and life.	1. Create a career and life audit to assess what matters the most to you.2. Conduct informational interviews to gain insights from your network.3. Assess your ideal working environment to identify your ideal values and work culture.4. Develop a plan to hold yourself accountable as you realign your career.5. Evaluate alternative career paths to determine if continued education or entrepreneurship may be in your path.	1-2 Days
22	Excel Economics: Unveiling Data Insights	In this course, learn how to utilize economic data for analysis and forecasting to gain insights into business operations and market conditions. Explore techniques for forecasting industry growth, GDP, unemployment rates, property prices, interest rates, and supply chain issues using Microsoft Excel. Enhance your data analytics skills with regression analysis, confidence intervals, and forecasting tools to better address your company's key performance indicators (KPIs).	1. Explore the different kinds of economics data. 2. Differentiate between forecasting methods. 3. Identify the correct regression technique for different data sets. 4. Define types of correlation. 5. Review the types of variables used in various forms of regression analysis. 6. Identify proper Stata techniques.	1-2 Days

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23	Excel BI Wizardry: Harnessing Power Pivot and DAX	In this course, learn how to leverage Data Analysis Expressions (DAX) and Power Pivot to analyze relational data models in Microsoft Excel. Explore adding calculated columns and measures, understanding the differences between them, and mastering common DAX formulas and functions. Gain insights into best practices for working with DAX and Power Pivot.	1. Examine troubleshooting options affecting Excel performance while using Power Pivot. 2. Explain the differences between Power Pivot and other Excel PivotTables. 3. Describe the functionality of calculated columns. 4. Determine the appropriate use of functions in DAX formulas. 5. Identify results returned by using the CALCULATE function. 6. Review the use of slicers with Power Pivot.	1-2 Days
24	Excel Data Management: Analyzing with Precision	In this course, learn how to efficiently clean, organize, and analyze large datasets in Microsoft Excel. Explore techniques for checking data quality, preparing data for analysis, working with multiple datasets, sorting and filtering data, and using functions to isolate and analyze information. Discover the latest features in Excel, including Power Query and dynamic arrays, to streamline your data analysis process.	1. Gain proficiency in cleaning, organizing, and analyzing large datasets in Microsoft Excel, enhancing data management skills. 2. Develop techniques for checking data quality, preparing data for analysis, and efficiently working with multiple datasets, improving data processing efficiency. 3. Learn to leverage advanced Excel features such as Power Query and dynamic arrays to streamline data extraction and analysis, enhancing productivity and effectiveness in handling large spreadsheets.	1-2 Days

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25	Analytics Essentials: Exploring Data Insights	In this course, explore the importance of business analytics. Learn about the processes, techniques, and best practices associated with each type, and gain insights into when and how to use them effectively. Follow a use case example to understand how analysis is conducted at each stage.	1. Recall the data sources utilized in business analytics.2. Explain potential problems with having an excessive number of metrics and reports when conducting descriptive analytics.3. Identify the questions each type of business analytics is intended to answer.4. Recognize the appropriate type of business analytics given a scenario.5. Describe the business analytics that can be used with various types of data.6. Determine next steps after completing an analysis.	1-2 Days
26	Tableau Discoveries: Unveiling Business Secrets	In this course, explore the effective use of Tableau for data visualization. Learn how to connect to data sources, manipulate data, build visualizations, and export and share data insights. Gain insights into Tableau concepts such as dimensions, measures, aggregations, and timeliness, and discover additional resources for continued learning.	1. Acquire proficiency in utilizing Tableau for effective data visualization, including connecting to data sources, manipulating data, and building various types of visualizations. 2. Develop a comprehensive understanding of Tableau concepts such as dimensions, measures, aggregations, and timeliness, enhancing analytical skills in data exploration and interpretation. 3. Gain practical knowledge on exporting and sharing data insights generated through Tableau, enabling effective communication of findings to stakeholders.	1-2 Days

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27	Data-Driven Strategies: Turning Insights into Action	In this course, learn how to turn hidden patterns in data into actionable insights that provide ROI to stakeholders. Gain hands-on experience in framing data to effectively address business challenges and formulate high-value suggestions for next steps. Explore a series of three-part lessons designed as a skills workshop, covering business-data use cases, challenges to solve, and transferable solutions applicable to your role.	1. Develop proficiency in identifying hidden patterns in data and transforming them into actionable insights that provide measurable ROI to stakeholders. 2. Acquire hands-on experience in framing data within the context of business challenges, enabling effective formulation of high-value suggestions for next steps based on data analysis. 3. Enhance problem-solving skills through a series of practical exercises and demonstrations, gaining the ability to apply transferable solutions to real-world scenarios in a data specialist role.	1-2 Days
28	Data Culture Mastery: Fostering Analytics Adoption	In this course, explore the importance of cultivating a data culture within organizations to leverage data as a valuable asset. Learn how to instill a culture that values, manages, and utilizes data effectively, setting your company up for success in leveraging the power and value of data.	1. Understand the significance of cultivating a data culture within organizations and its impact on leveraging data as a valuable asset. 2. Learn strategies and techniques for instilling a culture that values, manages, and utilizes data effectively across all functions of the organization. 3. Gain insights into the importance of considering data central to organizational operations and decision-making processes, and the potential difference it can make between failure and success.	1-2 Days

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29	Remote Culture Cultivation: Engaging Virtual Teams	In this course, explore strategies for integrating personalized and balanced team building activities into remote and hybrid work environments. Learn how to evaluate the success of these activities and seamlessly integrate ongoing initiatives to foster trust and collaboration within your organization.	1. Gain insight into strategies for effectively integrating personalized and balanced team building activities into remote and hybrid work environments.2. Learn techniques for creating team building experiences tailored to individual teams and team members, fostering a sense of inclusion and engagement.3. Develop skills to evaluate the success of team building activities and seamlessly integrate ongoing initiatives to cultivate a positive company culture within a remote work setting.	1-2 Days
30	Purposeful Hybrid Teams: Fostering Collaboration	In this course, explore strategies for fostering cohesion and effectiveness within virtual and hybrid teams. Learn techniques for building trust, bonding as a team, and improving partnership dynamics, with a focus on practical team-building activities designed to deliver tangible outcomes.	1. Develop strategies for fostering cohesion and trust within virtual and hybrid teams, enabling effective collaboration and partnership dynamics. 2. Gain insights into practical techniques and activities for team building in virtual and hybrid environments, focusing on tangible outcomes rather than just recreational activities. 3. Acquire skills to design and implement virtual team off-sites, meetings, and activities that contribute to team bonding and overall effectiveness in achieving shared goals.	1-2 Days

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31	Marketing Metrics Magic: Presenting Digital Insights	In this course, explore strategies for creating informative and persuasive data presentations. Learn techniques for considering your audience, crafting compelling narratives with data, implementing best practices for data visualizations, and utilizing various presentation tools effectively.	1. Develop the ability to consider audience needs and preferences when creating data presentations, enhancing communication effectiveness and engagement. 2. Acquire skills to craft compelling narratives using data, effectively conveying the meaning and implications of numerical information to stakeholders. 3.Gain proficiency in implementing best practices for data visualization techniques, enhancing clarity and comprehension in data presentations.	1-2 Days
32	Forecasting Finesse: Mastering Exponential Smoothing	"In this course, explore the concept of exponential smoothing for forecasting, including its basic principles and applications. Learn how to assemble the forecast equation and optimize forecasts using simple exponential smoothing techniques	1. Demonstrate how to evaluate a baseline using a correlogram. 2. Identify the drawbacks of using Microsoft Excel's exponential smoothing tool. 3. Explain the different ways you can initialize the first forecast. 4. Compare the average raw deviation forecast with the mean absolute deviation forecast method. 5. Break down the reasons to use R instead of Excel for exponential smoothing.	1-2 Days

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33	Data-Driven Decisions: Empowering Business Professionals	In this course, explore essential data skills for business professionals, including understanding data requirements, drawing insights, and making informed decisions. Learn techniques for identifying business problems, leveraging data analysis, and presenting findings effectively.	1. Determine the best type of question to help anticipate results based on actions.2. Describe how to identify what data is missing before making decisions.3. Identify the importance of causation when making predictions.4. Explain why using storytelling to present data is effective.5. Recognize what information to provide when data is requested.	1-2 Days
34	People Data Science: Unveiling Insights in Human Resources	In this course, explore how to leverage people analytics for optimizing talent acquisition and retention strategies. Learn key concepts and techniques for data-driven human resource management, including navigating data quality, securing executive buy-in, and implementing analytics tools for employee attraction, retention, and development.	1. Gain proficiency in leveraging people analytics to optimize talent acquisition and retention strategies within an organization. 2. Develop the skills to navigate data quality, measurement approaches, and real-world applications in the context of data-driven human resource management. 3. Acquire knowledge and techniques for securing executive buy-in and implementing analytics tools to enhance employee attraction, retention, and development initiatives.	1-2 Days

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35	Competitive Edge: Crafting Marketing Strategies	Learn how to conduct a comprehensive competitive analysis to identify your business's advantages and edge in the marketplace. Explore best practices for researching competitors, evaluating strengths and weaknesses, analyzing strategies, and leveraging insights to drive growth and competitive intelligence.	1. Explain the benefits of a competitive analysis. 2. List three elements to include in a competitor profile. 3. Recognize the biggest challenge when researching your own strengths and weaknesses. 4. Recall the advantage of knowing your competitor's strategies. 5. Identify three elements included in competitor research analysis. 6. Define the elements that make up the SOAR framework.	1-2 Days
36	Content Strategy Mastery: Winning Hearts and Minds	Discover the fundamentals of content marketing, including goal-setting, audience identification, strategic planning, competitive analysis, customer journey mapping, content calendar creation, KPI development, and technology optimization to implement successful content marketing strategies efficiently and effectively.	1. Gain a comprehensive understanding of content marketing fundamentals, including goal-setting, audience identification, and strategic planning. 2. Learn how to conduct a competitive analysis, map out customer journeys, and create effective content calendars to support your marketing strategy. 3. Develop key performance indicators (KPIs) and optimize available technologies to scale content marketing programs successfully and efficiently.	1-2 Days
37	Storytelling Supercharge: Captivating Audiences	Learn how to leverage storytelling to increase the impact of your marketing content by tailoring it to be more compelling, credible, valuable, and visible to your customers.	1. Understand the importance of storytelling in marketing and how it can significantly increase the impact of your content.2. Learn four key characteristics of high-impact content and how to ensure your marketing content meets these standards.3. Gain practical strategies for tailoring your marketing content to be more compelling,	1-2 Days

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			credible, valuable, and visible to your target audience through effective storytelling techniques.	
38	Data-Driven Decisions: Mastering Digital Marketing Metrics	Learn how to create informative and persuasive data presentations by considering your audience, crafting a narrative with your data, implementing best practices for data visualizations, and utilizing unique presentation tools for effective communication.	1. Understand the importance of considering the audience when creating data presentations to ensure effective communication. 2. Learn techniques for crafting a compelling narrative with data to engage and persuade the audience. 3. Acquire best practices for designing data visualizations that enhance understanding and convey key insights effectively.	1-2 Days

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39	AI-Powered Marketing: Navigating the Digital Landscape	In the rapidly evolving digital landscape, AI-powered marketing has become a crucial tool for businesses seeking to stay competitive. This course delves into the intersection of artificial intelligence and marketing, exploring how AI technologies can revolutionize various aspects of digital marketing strategies. From personalized content recommendations to predictive analytics and automated customer interactions, participants will gain insights into how AI is reshaping the way marketers engage with audiences online. Through case studies, practical examples, and discussions, learners will explore the latest AI-powered marketing techniques and learn how to leverage them effectively to drive business growth in the digital age.	1. Understand the role of artificial intelligence in modern marketing and its potential impact on digital strategies. 2. Learn practical AI-powered marketing techniques, such as personalized content recommendations and predictive analytics, to enhance audience engagement and conversion rates. 3. Gain insights into best practices for implementing AI technologies in marketing campaigns and optimizing them for business success in the digital landscape	1-2 Days
40	Overcoming Hurdles: Small Business Marketing Strategies	This course covers essential strategies and tactics for effectively marketing products or services for small businesses. Participants will learn how to identify target markets, craft brand messages, select appropriate marketing channels, explore advertising options, measure campaign performance, and make informed decisions about handling	1. Identify target markets and develop brand messages tailored to engage specific audience segments. 2. Evaluate and select appropriate marketing channels for reaching target audiences efficiently and effectively. 3. Understand advertising options, including social media campaigns, and learn how to measure and analyze campaign performance to optimize results.	1-2 Days

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		marketing efforts in-house or outsourcing them to professionals.		
41	Cultivating Growth: Embracing a Mindset for Success	This course introduces essential tools and strategies for effective leadership during times of change or crisis. Participants will learn how to build self-awareness, maintain clarity and focus, foster innovation, develop resilient teams, implement cost-cutting measures, and reframe challenges as opportunities.	1. Develop self-awareness and clarity to stay focused and inspired during difficult times. 2. Foster innovation and adaptability within the team to navigate volatility and uncertainty. 3. Build resilience and commitment among team members to effectively manage change and crisis situations.	1-2 Days
42	Social Sphere Mastery: Crafting Effective Marketing Plans	This short course offers a three-step recipe for optimizing your social media marketing mix. It provides insights into analyzing your current strategy, creating engaging content across different platforms, and turning strategy into action to engage your audience effectively.	1. Learn to analyze your current social media strategy using SWOT analysis.2. Explore various types of social media content and how they align with your brand's goals.3. Understand how to create both paid and organic posts and stories that effectively engage your customers.	1-2 Days

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43	Inbox Impact: Optimizing Email Marketing Strategies	This course covers essential aspects of email marketing strategy, including refining email types, optimizing content, and monitoring performance. Participants will learn to enhance various elements of email campaigns, such as timing, subject lines, personalization, copywriting, imagery, and calls-to-action (CTAs).	1. Refine essential types of emails and align them with marketing objectives. 2. Optimize email content, including copy, images, footers, and CTAs. 3. Monitor email campaign performance and make necessary adjustments to achieve marketing goals.	1-2 Days
44	Campaign Crafting: Mastering Digital Marketing Tools	This beginner-friendly course guides participants through creating a digital marketing campaign, covering strategy formation, content creation, campaign execution, and performance analysis. Participants will gain practical insights into utilizing essential tools such as Airtable, Google Analytics, Hootsuite, Canva, HubSpot, and WordPress.	1. Develop a comprehensive digital marketing strategy from start to finish. 2. Utilize essential digital marketing tools effectively for campaign execution. 3. Analyze campaign performance and conduct post-launch reviews to optimize future strategies.	1-2 Days
45	AI Insights: Unveiling Deeper Market Analysis	This course explores the impact of AI on business strategy, covering its deployment, importance of data, machine learning concepts, and applications such as market intelligence, product recommendations, and HR tasks optimization. Participants will also learn about the ethics of strategic AI initiatives.	1. Understand the deployment of AI tools and their impact on competitive advantage. 2. Gain insights into the importance of data and machine learning concepts in AI development. 3. Explore various applications of AI in improving business processes and services. 4. Consider the ethical implications of strategic AI initiatives.	1-2 Days

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46	Leadership Evolution: Harnessing Generative AI	This course explores the transformative impact of generative AI on various industries, including its potential to reshape economies and society. Participants will learn about the workings of generative AI, its disruptive potential, and its limitations, empowering them to leverage this technology for business innovation.	1. Understand the concept and workings of generative AI. 2. Recognize the disruptive potential of generative AI for businesses and industries. 3. Explore key tools and insights for leveraging generative AI to drive business innovation. 4. Consider the limitations and ethical implications of using generative AI in business contexts.	1-2 Days
47	Strategic AI: Shaping Business Plans for Success	This course explores the impact of AI on business strategy, demonstrating how deploying AI tools can enhance competitive advantage and facilitate organizational transformation. Participants will learn about the deployment of AI in products and services, the significance of data for AI algorithms, machine learning concepts, and various applications of AI in business operations, including market intelligence, product recommendations, and supply chain management. Additionally, ethical considerations surrounding strategic AI initiatives will be discussed.	1. Gain an understanding of AI's role in business strategy and transformation. 2. Explore the deployment of AI in products, services, and business operations. 3. Learn how AI can enhance market intelligence, product recommendations, and supply chain management. 4. Consider ethical implications related to strategic AI initiatives.	1-2 Days

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48	Copilot Unveiled: Exploring Microsoft's AI Companion	This short course provides an overview of Microsoft's AI-powered tools under the Copilot umbrella, offering clarity on their functionalities and subscription requirements. Learners will gain insights into accessing Copilot across various platforms, including the web, mobile app, and Microsoft 365 tools such as Word, Excel, Outlook, and Teams.	1. Understand the range of AI-powered tools offered by Microsoft under the Copilot umbrella. 2. Clarify the subscription options required for accessing different Copilot products. 3. Learn how to utilize Copilot across various platforms for streamlined work processes.	1-2 Days
49	AI-Driven Leadership: Pioneering Product Innovation	Discover how artificial intelligence (AI) is reshaping industries and impacting product leadership roles in this primer. Explore current AI use cases, understand its influence on popular products, and delve into the three key components of AI: algorithms, data, and objectives. Learn to adopt AI product principles and anticipate the future of AI's impact on product leadership.	1. Identify current AI use cases and their implications for product leadership. 2. Understand the key components of AI: algorithms, data, and objectives. 3. Learn to adopt AI product principles and prepare for the future of AI in product leadership roles.	1-2 Days
50	Productivity Revolution: AI-Powered Career Strategies	Discover how generative AI tools can revolutionize your workday, automating routine tasks and enabling smarter thinking, seamless collaboration, and better decision-making. Learn key hacks to reimagine your workflow and develop a roadmap for continuous learning in the evolving AI landscape.	1. Understand the potential of generative AI tools to automate routine tasks and enhance productivity in the workplace. 2. Learn practical strategies and hacks for reimagining your workday to prioritize meaningful tasks and optimize workflow efficiency. 3. Develop a roadmap for continuous learning to stay updated and adapt to the evolving landscape of AI technology in your professional endeavors.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
51	Project Evolution: Streamlining Operations with AI	In this course, learn how to integrate generative AI technology into project management, understand its potential applications, manage AI projects effectively, address ethical considerations, and prepare for the increasing role of AI in the future of project management.	1. Understand the potential applications of generative AI in project management, including its role in streamlining tasks and improving decision-making processes.2. Gain insights into the competencies required to successfully manage AI projects, including skills related to data analysis, collaboration, and project oversight.3. Learn about the ethical considerations associated with the use of AI in project management and develop strategies for addressing these concerns while leveraging AI technologies effectively.	1-2 Days
52	Creative Frontiers: Navigating Ethics in Generative AI	Explore the benefits, considerations, and ethical implications of using various generative AI tools for creative professionals, covering text, images, video, audio, and more.	1. Understand the capabilities and potential benefits of different generative AI tools for creative professionals across various media formats, including text, images, video, and audio. 2. Identify and evaluate the ethical considerations and ramifications associated with the use of generative AI technology in creative work. 3. Gain insights into the broader impact and implications of generative AI on the creative industry, enabling informed decision-making and responsible usage of AI tools.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
53	Service Transformation: Enhancing Customer Support with AI	Gain insights into effectively implementing and managing AI-powered solutions in customer service to enhance satisfaction, streamline operations, and drive business growth. Learn about the design, development, and deployment of AI customer service solutions, as well as ethical and legal considerations and strategies for mitigating risks.	1. Understand the foundational principles and best practices for leveraging AI in customer service to enhance customer satisfaction and streamline operations. 2. Learn the process of designing, developing, and deploying AI-powered solutions in customer service, including integration with existing processes and systems. 3. Gain awareness of the ethical and legal considerations associated with implementing AI in customer service, along with strategies for mitigating risks and ensuring compliance for long-term business transformation.	1-2 Days
54	Governance Frameworks: Shaping Corporate Practices	In this course, explore common ethical frameworks for accountants and the role of ethics in business finances. Learn about ethics in accounting, professional competency, accountability, internal controls, corporate governance, and practical advice for ethical practice.	1. Understand common ethical frameworks relevant to accountants and their role in ensuring ethical business practices. 2. Learn about the importance of professional competency, accountability, and internal controls in maintaining public trust in financial reporting. 3. Gain insights into corporate governance principles and practical advice for implementing ethical practices in accounting and finance.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
55	Strategic Balance: Implementing the Balanced Scorecard	Discover how to use Excel to create a balanced scorecard to measure business performance based on data available throughout your organization. This course shows intermediate Excel users how to capture metrics related to the financial, process, customer, and learning and growth aspects of their business and display them in an easy-to-understand visualization built entirely in Excel. Instructor Curt Frye provides an overview of balanced scorecards, including the four perspectives and related key performance indicators (KPIs). He then shows how to ingest data from various sources and levels of the organization into dashboards that summarize overall performance, using popular Excel features such as PivotTables and conditional formatting.	1. Understand the concept of a balanced scorecard and its four perspectives: financial, process, customer, and learning.2. Learn how to capture relevant metrics from different sources within the organization.3. Gain proficiency in creating visual dashboards in Excel using PivotTables and conditional formatting to summarize overall performance.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
56	Coaching Evolution: Navigating Leadership Transitions	Learn to use Excel for creating a balanced scorecard to assess business performance using data from across the organization. This course guides intermediate Excel users in capturing metrics related to financial, process, customer, and learning aspects, presenting them in easy-to-understand visualizations within Excel. Gain an understanding of balanced scorecards, including the four perspectives and associated key performance indicators (KPIs). Explore how to gather data from multiple sources and levels of the organization, then build dashboards summarizing overall performance using Excel features like PivotTables and conditional formatting.	1. Understand the concept of balanced scorecards and how they can be utilized to measure various aspects of business performance, including financial, process, customer, and learning and growth metrics. 2. Learn techniques to capture and organize relevant metrics from different sources within an organization using Excel, including leveraging features like PivotTables. 3. Develop skills in creating visually appealing and informative dashboards in Excel to present summarized performance data, enhancing decision-making and strategic planning processes.	1-2 Days
57	Engagement Mastery: Empowering Teams as a Manager	In this course, learn practical strategies to engage and retain employees effectively, including diagnosing individual engagement concerns, reassessing leadership behaviors, adjusting team culture, building connections, tailoring responses, and addressing poor job fit situations.	1. Learn how to diagnose and address individual team member engagement concerns, distinguishing between healthy and concerning disengagement drivers. 2. Gain insights into reassessing your own leadership expectations and behaviors to foster a more engaged workforce. 3. Discover strategies for building connections proactively within your team to encourage openness, collaboration, and a willingness to share among employees.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
58	Cultural Integrity: Navigating Ethics in Corporate Settings	In this course, explore the ethical challenges faced by accountants and financial controllers in creating timely and accurate financial reports. Learn about common ethical frameworks and the role of ethics in business finances, including professional competency, accountability, and internal controls. Gain insights into the importance of corporate governance and receive practical advice on navigating ethical dilemmas in practice.	1. Understand the ethical frameworks relevant to accountants and financial controllers in creating financial reports.2. Learn about the role of ethics in business finances, including professional competency, accountability, and internal controls.3. Gain insights into corporate governance principles and receive practical advice on navigating ethical dilemmas in financial practices.	1-2 Days
59	Power BI Mastery: Advanced Formulas and Calculations	Unlock advanced capabilities of Microsoft Power BI for comprehensive data analysis. Learn to work with calculations, leverage DAX and M languages, and create advanced queries. Gain practical insights into loading data, modeling with DAX, and creating financial models for loans.	1. Master advanced techniques in Microsoft Power BI for comprehensive data analysis. 2. Develop proficiency in working with calculations, DAX, and M languages to enhance data querying and modeling. 3. Gain practical skills in loading data, creating financial models, and leveraging Power BI's advanced capabilities for insightful analytics.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
60	Tableau Insights: Crafting Impactful Data Visualizations	In this course, a business intelligence architect provides insights into the choice between using dashboards or data storytelling for communicating data and insights. Learners will gain an understanding of the fundamentals of decision-making with data, explore data science dashboards and data storytelling, and learn to assess the pros and cons of each approach to make informed decisions.	1. Gain a comprehensive understanding of decision-making processes with data, empowering you to effectively communicate insights in the field of data analytics. 2. Explore the nuances and characteristics of data science dashboards and data storytelling, enabling you to assess their respective advantages and limitations. 3. Develop the ability to make informed decisions on whether to utilize dashboards or data storytelling for communicating data and insights, based on a thorough understanding of each approach.	1-2 Days
61	Python Primer: Hands-On Introduction	If you're an early-stage Python user aiming to enhance your professional skills, this course offers practical guidance and hands-on coding challenges. Learn advanced Python techniques, including scope, strings, loops, data manipulation, and web servers. Integrated with GitHub Codespaces, it provides a seamless environment for practice, enabling you to sharpen your expertise effectively.	1. Gain practical expertise in Python through hands-on coding challenges. 2. Enhance problem-solving skills with interactive exercises. 3. Experience seamless learning with GitHub Codespaces, simulating real-world development environments.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
62	Python Proficiency: Advancing Beyond the Basics	Are you ready to advance your Python skills? This intermediate-level course builds on foundational knowledge and includes three practice projects: a weather forecaster, web scraper, and to-do list. Explore advanced concepts like classes in object-oriented programming and functional programming tools, along with file management techniques. Gain tips for efficient Python coding across different operating systems, enhancing your proficiency as a developer.	1. Enhance Python skills: Learn advanced concepts such as classes in object-oriented programming and functional programming tools, building upon foundational knowledge.2. Practical project experience: Complete three practice projects, including a weather forecaster, web scraper, and to-do list, to reinforce learning and apply concepts in real-world scenarios.3. Efficient coding techniques: Gain tips for running Python effectively across different operating systems, improving coding proficiency and versatility as a developer.	1-2 Days
63	Finance Focus: Python Applications in Financial Analysis	Python has become essential in financial analysis due to its versatility and powerful analytic capabilities. In this course, learn how to apply Python to load data, visualize it effectively, perform calculations, prepare financial data, and code technical analysis signals. Through hands-on challenges and coding exercises, gain practical experience to optimize your financial analysis workflow.	1. Gain proficiency in loading and preparing financial data using Python, implementing best practices for data ingestion and preprocessing. 2. Learn advanced visualization techniques to create insightful visualizations for analyzing financial data, facilitating effective communication of complex information and trend identification. 3. Acquire the skills to code technical analysis signals in Python, enabling sophisticated financial analysis and informed investment decision-making based on market trends and indicators.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
64	Text Transformation: Mastering Python for Text Analysis	In the realm of big data, text data analysis is increasingly crucial. In this course, learn essential text mining techniques in Python from an expert instructor. Explore concepts like tokenization, stemming, and converting text into analytics-ready form using examples and Python with NLTK library.	1. Interpret the relationship of documents inside a corpus. 2. Distinguish between the different text processing capabilities that the NLTK provides. 3. Explain why text cleansing and extraction occur when processing text with Python. 4. Apply advanced text processing steps to find and create TF-IDF and the TF-IDF array. 5. Explain best practices when processing text with Python.	1-2 Days
65	SQL Simplified: Introduction for Non-Programmers	Unlock the power of data analysis with SQL, regardless of your background. Learn fundamental SQL commands to access and analyze data independently. Explore key commands, functions, and joins like SELECT, ORDER BY, WHERE, GROUP BY, HAVING, CASE, wildcards, and UNION. Test your skills with exercise challenges throughout the course.	1. Gain proficiency in fundamental SQL commands essential for data analysis, such as SELECT, ORDER BY, WHERE, GROUP BY, and HAVING. 2. Develop confidence in independently accessing and analyzing data using SQL, regardless of technical background or prior programming experience. 3. Acquire practical skills in utilizing advanced SQL functionalities including CASE statements, wildcards, and UNION operations to manipulate and extract valuable insights from datasets.	1-2 Days
66	Finance SQL Fundamentals: Analyzing Financial Data	In the financial sector, SQL (Structured Query Language) is a valuable tool for handling vast amounts of data efficiently. In this course, explore SQL's background, data types, querying methods, and finance-specific applications. Learn how to utilize SQL alongside Excel	1. Understand the background and fundamentals of SQL, including its data types and querying capabilities.2. Learn how to apply SQL techniques to perform calculations and manipulate financial data effectively.3. Gain insight into finance-specific applications of SQL, and discover how to integrate SQL with Excel for enhanced data analysis in financial contexts.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
		for enhanced data analysis and management in finance.		
67	SQL Analysis Mastery: Exploring Data with SQL	Become proficient in SQL, the essential language for managing relational databases, and gain valuable skills for data analysis in today's business environment. Explore relational database structures, learn key SQL queries like the WHERE clause and operators, and master techniques for efficient data analysis. By the course's end, you'll be equipped to access, warehouse, and analyze data effectively, enabling better decision-making and valuable insights in your professional endeavors.	1. Gain proficiency in SQL, a vital language for managing relational databases, enhancing your ability to navigate and analyze data efficiently. 2. Master essential SQL queries, including the WHERE clause and operators like IN, BETWEEN, AND, and OR, enabling you to perform targeted and efficient data analysis. 3. Acquire the knowledge and skills to access, warehouse, and analyze data effectively, empowering you to make informed decisions and extract valuable insights from datasets in various business contexts.	1-2 Days
68	What is Corporat Governance?	Curious about the financial details of major corporations but feel intimidated by numbers? This series breaks down essential accounting and finance concepts into manageable chunks. Learn about balance sheets, debits and credits, company operating cycles, and more, making it easier to understand	1. Gain a foundational understanding of essential accounting and finance concepts. 2. Develop confidence in interpreting financial statements and understanding company financial data. 3. Learn practical skills for accessing and analyzing accounting information to make informed decisions.	1-2 Days

S.No	Title	Description	What will you learn?	Duration
		and analyze accounting information in the real world.		