

# BEYOND KNOWLEDGE\*



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## BEYOND KNOWLEDGE\*

TITLES  
LIST  
2021



BEYOND KNOWLEDGE\*

# About CEGOS GROUP

For decades, Cegos Group has developed into one of the world's top providers of professional and continuing training. Cegos currently employs 1,100 people and generates US\$250M+ in revenues per year. It operates in over 50 countries worldwide through its subsidiaries and partner distributors.

## AWARDS & ACCOLADES\*:

- BY SELECTING CEGOS, TRAINING INDUSTRY RECOGNIZES:
- Our industry visibility, innovation, and impact
  - Our capability to deliver multiple types of contents
  - Our global reach and growth potential



**\* PMI Certification:**  
Cegos has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).  
—  
Cegos has been approved by PMI to issue PDUs for certain courses.



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# SOFT SKILLS LEARNING

**Cegos e-Learning modules include Classic, Focus, Intensive and My Story formats.**

Each course includes core instruction to build skills and provide practice in a key soft skills subject area: Management & Leadership, Personal Development, Project Management, and Sales.

— Modules are developed in HTML5 to ensure mobile compatibility with tablets and smartphones.

— All modules feature a modern design and interactive elements to ensure that the learner is engaged with the e-learning experience, learns the new skill, and can practice the skill in real-life situations.

More information on **Youtube**



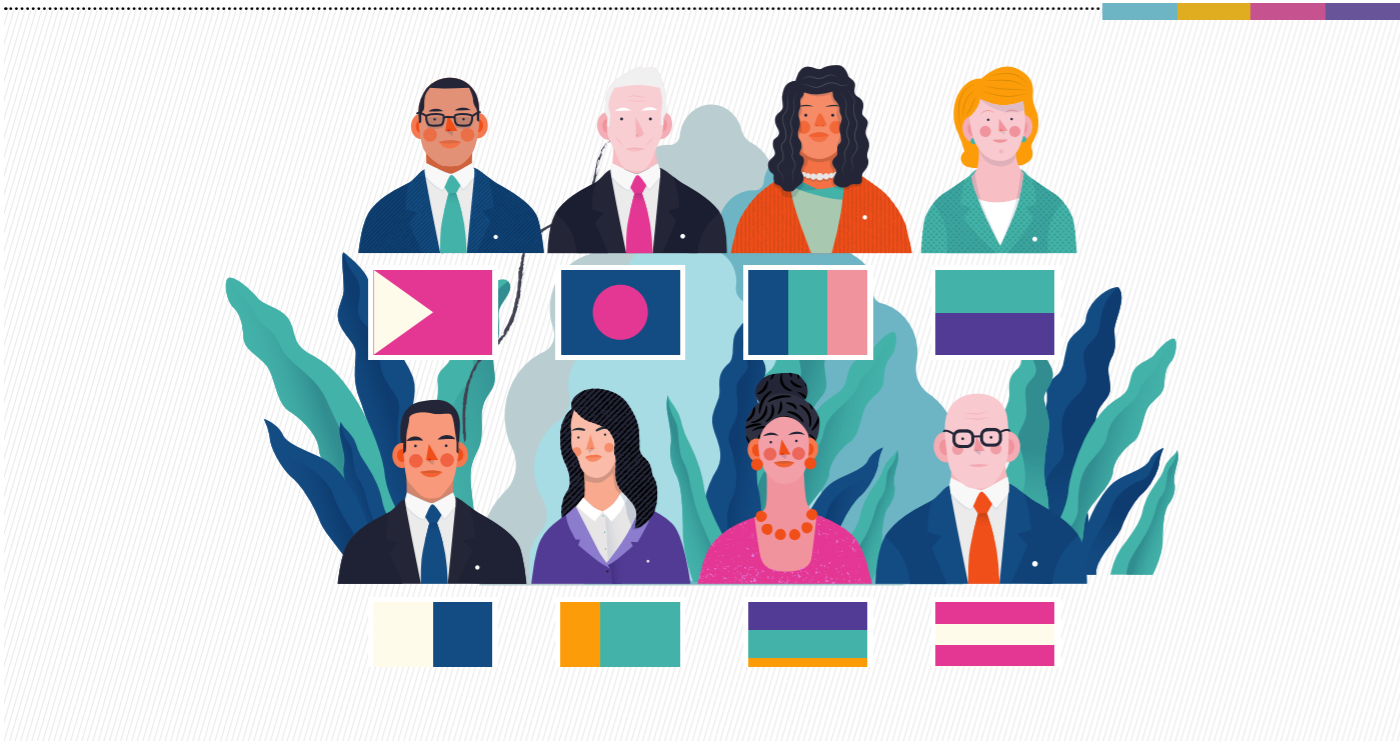
### Soft skills essentials

- Management and Leadership
- Time Management
- Personal Development
- Interpersonal Effectiveness
- Communication Skills
- Project Management
- Decision Making
- Cooperation and Team Work
- Inspire and Motivate Teams
- Customer Relationship and Sales
- Change and Agility
- Digital Transformation
- Remote Work and Management
- On the Job Training

### User friendly

- + 1200 modules
- On demand, self-paced, engaging e-learning courses
- Mobile compatible (HTML5)
- Extensive use of video animation and interactive exercises

# \* TRUE LOCALIZATION



## Up to 19 languages

True localization ensures that cultural considerations are respected, and the courses are impactful for local populations. Cegos content is always localized using local language and culture experts.



ENGLISH (US + UK) | FRENCH | SPANISH | ITALIAN | GERMAN | CHINESE | ARABIC | JAPANESE | PORTUGUESE | BRAZILIAN PORTUGUESE | LATIN AMERICAN SPANISH | FRENCH CANADIAN | DUTCH | SLOVAK | VIETNAMESE | BAHASA MALAY | HUNGARIAN | INDONESIAN



# \* OUR 4 FORMATS



## Classic modules

Give the core instruction

🕒 15 minutes /// average duration

Our classic courses are the basis of a solid e-learning program. On their own, each course provides an engaging, interactive learning experience on a key business skill set.



## Intensive modules

Refresh and consolidate

🕒 7 minutes /// average duration

Learners can practice new skills based on various situations with Intensive modules. These short and mobile modules are an ideal way to provide reinforcement in the moment.



## Focus modules

Decision making scenarios

🕒 10 minutes /// average duration

Real-life interactive scenarios of common situations learners are likely to encounter in the workplace. Focus modules are designed to help make learning stick through practice.



## MyStory modules

Observe and improve

🕒 10 minutes /// average duration

Learners follow a person on a daily basis in his/her new professional role, get feedback on what goes right and what goes wrong and learn to identify good practices and points of vigilance associated with the situation.



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## \* CLASSIC COURSES

The Classic courses: They last 15 to 20 minutes and offer a user friendly interactive experience on much-needed key business basics.



### Project management

- ♦ Project management essentials (A&B)\*
- ♦ The project framework (A&B)
- ♦ Project planning (A&B)
- ♦ Drawing up a project budget (A&B)
- ♦ Anticipating project risks (A&B)
- ♦ From needs to project (A&B)
- ♦ Managing your project with a hybrid approach
- ♦ The keys to getting your project off to a flying start
- ♦ The key tools for adopting an agile approach in project management



### Advanced management skills

- ♦ Guiding team and individual actions (A&B)
- ♦ Becoming a Coaching Manager (A&B)
- ♦ Effective decision-making (A&B)
- ♦ Being persuasive in management situations (A&B)
- ♦ Preparing and structuring the annual performance review (A&B)
- ♦ Balancing the dual roles of people manager and technical expert \*\*
- ♦ Handling emotions within your team (A&B)



### Fundamentals of management

- ♦ Making your new management position successful (A&B)
- ♦ The management styles
- ♦ Fostering and maintaining motivation
- ♦ The situational skills of the manager
- ♦ The relational skills of the manager (A&B)
- ♦ The emotional skills of the manager
- ♦ Strategic vision and activity management (A&B)\*\*
- ♦ Evaluating and strategically aligning objectives (A&B)\*\*
- ♦ Dealing with annual reviews' difficult situations (A&B)\*\*
- ♦ 8 tools for leading more collaborative meetings



### Time management

- ♦ Dealing with time-consuming tasks (A&B)
- ♦ Managing your time strategically
- ♦ Clarifying and managing your priorities (A&B)
- ♦ Harnessing different perceptions of time to boost effectiveness
- ♦ Increasing your productivity in a fast-paced world
- ♦ Considering how you spend your time
- ♦ Focusing on your priorities
- ♦ The 12 guidelines of effective time management

15'

More information on Youtube



\*(A&B): courses in two parts. | \*\*available in UK English only

# \* CLASSIC COURSES



## Sales & Customer relationship

- ♦ The challenges of customer relations
- ♦ Customer relationship: building trust
- ♦ Customer relationship: practicing active listening
- ♦ Customer relationship: creating commitment
- ♦ Developing loyalty through customer relationships
- ♦ The art of persuading through listening (A&B)
- ♦ Convincing customers with a winning offer
- ♦ Prepare for a win-win negotiation
- ♦ Creating a Win-Win sales approach
- ♦ Establishing the right sales commitments
- ♦ Keys to BtoC sales cycle
- ♦ Keys to BtoB sales cycle
- ♦ Managing clients requests by email and chat
- ♦ How to map your customer journey
- ♦ Providing sales support by telephone



## Professional efficiency

- ♦ Plan and keep to your priorities of the week
- ♦ Effortlessly produce high value added files
- ♦ Writing techniques: how to build solid arguments
- ♦ Problem-solving: tools and methods (A&B)
- ♦ Improving your memory (A&B)
- ♦ On-the-job training: building an effective program
- ♦ On-the-job training: how to support learners in the workplace



## Remote work & management

- ♦ Keys to set up a remote team
- ♦ How to succeed at remote work



## Supporting change

- ♦ Leading change: using allies (A&B)\*\*
- ♦ Managing change: identifying your profile (A&B)\*\*
- ♦ Managing change: process and tools (A&B)\*\*
- ♦ Creating a vision of the future (A&B)\*\*
- ♦ Triggering the dynamics for change



## Oral communication

- ♦ Identify your communication styles
- ♦ Successfully adapting your message
- ♦ Evade trick questions at meetings
- ♦ Preparing yourself to get on stage
- ♦ Creating compelling visuals for a successful presentation
- ♦ The keys to communicating by telephone (A&B)



## Personal development

- ♦ Adapting to other people to communicate more effectively (A&B)
- ♦ Understand how you deal with stress
- ♦ Handling stress
- ♦ Assertiveness : know your profile (A&B)
- ♦ Assertiveness : toolkit (A&B)



## Dealing with emotions and conflict

- ♦ Impact of emotions in the workplace (A&B)
- ♦ Controlling your emotions
- ♦ Emotional intelligence fundamentals (A&B)
- ♦ Developing your emotional conscience (A&B)
- ♦ Understanding emotional dysfunction (A&B)
- ♦ Understanding and expressing your anger positively
- ♦ Using emotions to build trust (A&B)



## Interpersonal effectiveness

- ♦ The three pillars of interpersonal excellence
- ♦ Developing an interpersonal communication strategy
- ♦ Knowing yourself better to communicate better (A&B)
- ♦ Three routes to good communication
- ♦ Three levers for building winning cooperation
- ♦ Six keys to succeed as a digital learner

### ANNOUNCED **NEW TITLES**

- ♦ Techniques to engage your virtual audience
- ♦ Delivering engaging & confident online presentations
- ♦ Developing mental toughness and resilience
- ♦ Keeping your brain focused, positive and with energy when working alone
- ♦ Wellbeing: getting the balance while working remotely
- ♦ Creative problem solving
- ♦ Tools for effective decision-making process

- ♦ How to create a persuasive pitch
- ♦ Using social media for prospecting and selling
- ♦ Promoting diversity, inclusion and belonging inside my team
- ♦ Intercultural awareness: Understanding unconscious bias and how to deal with it
- ♦ Succeeding in your new role

**NEW!**

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\*(A&B): courses in two parts. | \*\*available in UK english only





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## \* FOCUS COURSES

The Focus courses: They last 10 minutes. They are video based and put the learner in very operational situations where they have to make decisions.



### Project management

- ♦ Project management: mobilizing team members
- ♦ Facilitating a project steering committee meeting
- ♦ Facilitating a brainstorming session
- ♦ Develop and implement an action plan
- ♦ Agile project management: building self-managing teams
- ♦ Agile project management: forging a lasting customer relationship



### Management & leadership

- ♦ GROW\* to empower your team members
- ♦ Managers: how to give positive and constructive feedback
- ♦ Manage transformation with Test and Learn approach
- ♦ Building and sharing a strong vision
- ♦ How to conduct an effective team meeting



### Professional efficiency

- ♦ Time management: dealing with urgent Requests
- ♦ Facilitate effective meetings
- ♦ Public speaking: managing the Q&A



### Sales & Customer relationship

- ♦ Giving bad news in a positive way
- ♦ Handling angry customers
- ♦ Managing customer incivility
- ♦ Conduct a commercial negotiation
- ♦ Delivering a powerful & winning online sales pitch | **NEW!**



### Remote work & management

- ♦ Lead meetings remotely
- ♦ Remote management: effective ways to communicate with team members
- ♦ Remote management : handle poor performing employees

More information on **Youtube**



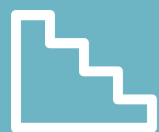
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GERMAN | CHINESE | PORTUGUESE



\*GROW: Goal, Reality, Options, Will



10'



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## \* INTENSIVE COURSES

The Intensive courses: They last 7 minutes and are used to consolidate a previously learned skill.



### Sales & Customer relationship

- ◆ Conducting the negotiation process – Level 1
- ◆ Conducting the negotiation process – Level 2
- ◆ Conducting the negotiation process – Level 3
- ◆ Managing objections – Level 1
- ◆ Managing objections – Level 2
- ◆ Managing objections – Level 3
- ◆ Learn how to practice active listening
- ◆ Ask the right questions to sell
- ◆ Argue according to the customer profile
- ◆ Managing urgent client requests



### Interpersonal effectiveness

- ◆ Asking for feedback
- ◆ Obtaining the support of your stakeholders
- ◆ Giving positive and constructive feedback
- ◆ Welcome well-formulated or awkward criticism
- ◆ On-the-job training: seven pitfalls to avoid
- ◆ Digital transformation: overcoming resistance



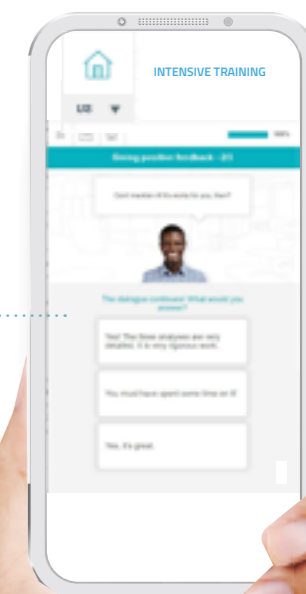
### Time Management

- ◆ Curing work overload



### Personal development

- ◆ Develop your assertiveness - Level 1
- ◆ Develop your assertiveness - Level 2
- ◆ Develop your assertiveness - Level 3



More information on **Youtube**



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## \* MYSTORY COURSES

The MyStory courses: They last 10 minutes. These are full screen interactive videos that present real life professional situations using a diary approach.



### First steps in the new role

- ♦ MyStory as a manager: I am building relationships with each team member
- ♦ MyStory as a manager: I am running my first team meeting
- ♦ MyStory as a manager: I am clarifying my most important priorities
- ♦ MyStory as a manager: I am sharing my vision with the team



### Mastering key/critical conversations

- ♦ MyStory as a manager: I am assigning a task to a team member
- ♦ MyStory as a manager: I am giving feedback
- ♦ MyStory as a manager: I hold my team member accountable



### Performance management

- ♦ MyStory as a manager: I am setting objectives and key results to be achieved
- ♦ MyStory as a manager: I am conducting one-on-ones
- ♦ MyStory as a manager: I am leading a reflection meeting



### Adapting to different employee profiles

- ♦ MyStory as a manager: I am dealing with an expert team member
- ♦ MyStory as a manager: I am keeping my team member motivated
- ♦ MyStory as a manager: I am encouraging autonomy

10'



More information on **Youtube**



ENGLISH (US) | FRENCH





THANK YOU | MERCI | GRACIAS | DANKE | GRAZIE |  
OBRIGADO | 谢谢 | شكرًا | DANK U



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## Key Skills

### for the future?

—  
What do European HR Directors  
see as the Top 3 behavioural  
skills their employees should  
start acquiring?\*



01

🔑 *Agility and adaptability*

02

🔑 *Learning to learn*

03

🔑 *Efficient work organisation*

\*Data source: *Future of Soft Skills* →

Read/Download the **PDF file**

