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DATA ANALYTICS LIBRARY

Understanding and Visualizing Data

- Visualization and Analysis
- Bring the Data into the Decision
- Gather and Quantify Data

Implementing Scientific Decision Making

- Define a Hypothesis
- Test the Hypothesis
- Testing and Conclusions

Using Predictive Data Analysis

- Discovering Relationships
- Quantifying Impact
- Assessing and Validating Your Model
- Applying the Predictive Analytics Framework

Modeling Uncertainty and Risk

- Making One-off and Repeating Decisions
- Adjusting and Accounting for Risk
- Using Monte Carlo Simulation for Nuanced Decision Making

Optimization and Modeling

Simultaneous Decisions

- Using Optimization
- Developing Nonlinear Models
- Creating Noncontinuous Models That Work

HUMAN RESOURCES LIBRARY

Aligning Employee Performance with Organizational Goals

- Assess System Needs
- Examine System Considerations
- Design a Successful System

Aligning HR Strategy with Organizational Strategy

- Customer Value and Core Competencies
- Growth Strategies for Your Organization
- HR Strategy and Key Talent Groups
- Aligning HR Across Multiple Objectives

Applied Predictive Analytics in HR

- Analyze Talent Acquisition Data
- Analyze Diversity Data
- Evaluate Employee Engagement Data
- Assess Turnover and Retention Data

Assessing the Financial, Strategic, and People-Related Return on Pay for Performance

- Assess the Financial Return, Part I
- Assess the Financial Return, Part II
- Evaluate Strategic Alignment
- Assess Improvements in Staffing

Attracting and Retaining Talent with Performance Pay

- Defining and Identifying Key Talent and Superstars
- Comparing Pay for Performance Versus Pay for Potential
- Determining Whether to Drive Behaviors or Reward Results
- Examining Intrinsic and Extrinsic Motivation, and Pay for Performance
- Delving into Internal Pay Equity

Benefits, Compensation, Safety, and Other Legal Issues

- Addressing Leave and Other Benefits Issues
- Addressing Compensation Issues
- Working with Labor Activity and Agreements
- Addressing Safety, Privacy, and Other Issues

Consulting Skills for Internal HR

- The Consulting Relationship
- Problem Diagnosis and Assessment
- Feedback and Solutions
- Implementation and the Change Process

Countering Bias in the Workplace

- The Dimensions of Diversity
- Recognize Unconscious Bias

Countering Bias in the Workplace for HR

- Identify Interventions

Creating and Sustaining Remote Work Programs

- Assess and Plan
- Implementing Policies and Support Systems
- Measure and Sustain Your Program

Designing and Implementing Effective Social Media Policies

- Assess Social Media Risk
- Make A Social Media Policy Plan

Diversity and Inclusion in Practice for HR

- Defining Diversity and Inclusion
- Inclusion at the Work-Group Level
- Aligning the Levels of Inclusion
- Evaluating Inclusion Initiatives

Driving Engagement

- Define Engagement
- Examine the Drivers of Engagement

Driving Engagement for HR

- Assess Your Organization (or Work Group)

Employee Training and Development

- Conducting a Training Needs Analysis
- Training Design and Delivery
- Facilitating Learning Transfer
- Analyzing Training Evaluation

Employment Laws Around the Globe

- Assessing the Legal Context of Workforce Requirements
- Identifying Employment Requirements in International Contexts
- Dealing with Appropriate Parties in Employment Law
- Addressing Local Variations in Workforce Restrictions

Essentials of HR Analytics

- Working with HR Data
- Interpretation and Insights
- Visualization and Communication

Equal Employment Opportunity and Employee Treatment Issues

- Exploring Core Concepts in Employee Treatment
- Addressing Issues Relating to Discrimination
- Addressing Issues Relating to Disability and Religion
- Addressing Harassment and Retaliation

Facilitating Staffing Decisions

- Staffing and Strategy
- Workforce Planning
- Candidate Sourcing
- Assessment Methods and Workforce Flow

Finding and Managing Talent Through Social Media

- Attract Talent with Social Media
- Select Employees with Social Media
- Retain Top Talent with Social Media

Fostering a Coaching Culture

- The Employee Development Landscape
- Identify and Prioritize Potential Coaching Opportunities
- Form a Hypothesis to Inform Your Coaching
- Develop a Coaching Plan

Fostering an Inclusive Climate

- Examine an Inclusive Climate
- Examine the Dynamics of Inclusive Climates
- Take Steps Towards Inclusion

Getting Results through Talent Management

- Examine Your Talent Philosophy
- Identify Your Key Talent
- Devise Development Strategies for Engagement and Retention
- Measure the Effectiveness

HR Analytics for Business Decisions

- Align Analytics with Organizational Needs
- Work with Data
- Strategic Analytics

HR Policies in International Contexts

- Assessing Hiring and Firing Requirements
- Assessing Wage and Hour Requirements
- Assessing Leave Requirements
- Assessing Anti-Discrimination Requirements

Human Resources Leadership

- HR Leadership Competencies
- HR Leadership Relationships
- HR Leadership Coaching
- HR Leadership as Change Agents

Measuring and Compensating for Performance

- Defining and Measuring Performance
- Recognizing Competitive Advantage from Performance Pay
- Distinguishing Facilitating and Hindering Factors
- Choosing the Elements of Performance Pay

Navigating Labor Relations

- Analyzing the Labor Relations Environment
- Assessing the Current State of Labor Relations
- Preparing for Possible Labor Disruptions
- Managing Workplace Conflict

Strategic Engagement

- Define Engagement
- Get Ready to Survey
- Interpret the Results
- Take Key Steps to Success

Strategic Talent Analytics

- A Strategic Approach to People Analytics
- Sharpening Your Analytical Acumen
- Using Data and Analytics to Persuade Others

Total Rewards Compensation

- The Total Rewards Framework
- The Point Method
- Total Rewards and Employee Preferences
- Rewards and Risks
- Short-term and Long-term Incentives

Using Design Thinking for HR

- Adopting a Consumer-Driven Approach
- Solving Problems with Design Thinking

MANAGEMENT COMPLETE LIBRARY

Addressing Workplace Behavior Issues

- Assessing Behavioral Issues
- Resolving Behavior Issues
- Handling Terminations and Harassment
- Managing Special Employee Requests

Agile Project Management Approaches

- Consider Incorporating Agile into Your Work
- Compare Agile to Traditional
- Consider the “Flavors” of Agile

Aligning Employee Performance with Organizational Goals

- Implement Your System

Analyzing Segmentation and Targeting

- Exploring Bases and Descriptors
- Analyzing Data to Divide the Market

Applied Marketing Strategy and Decision-Making Tools

- Market-Oriented Frameworks for Developing Strategy
- Segmentation, Targeting, and Positioning
- Strategic Pricing

Applying a Problem-Solving Approach to Conflict

- Moving from Conflict Diagnosis to Problem Solving
- Defining the Problem, Interests, and Criteria for Successful Resolution
- Generating and Implementing Measurable Solutions

Applying Strategic Influence

- Influencing Through Heuristics
- Influencing by Changing the Environment

Assessing Opportunities in Owned Digital Media

- Preparing for Marketing on Owned Media
- Foundational Channels in Owned Media
- Newer Channels in Owned Media
- Drafting Marketing Plans for Owned Media

Assessing Opportunities in Paid Digital Media

- Preparing for Marketing on Paid Media
- Considering Opportunities in Foundational Channels
- Considering Opportunities in Newer Channels
- Drafting Marketing Plans for Paid Media

Assessing, Managing, and Mitigating Project Risk

- Assess Risk
- Manage Risk

Assessing Your System’s Performance and Value

- Performance Criteria and Measurement
- Constructing a Decision Matrix

Authenticity, Integrity, and Accountability

- Authenticity
- Integrity
- Accountability

Becoming a Powerful Leader

- Distinguishing Between Leading and Managing
- Overcoming Challenges
- Motivating People
- Evaluating Your Leadership

Becoming a Systems Leader

- Create a Systems Thinking Culture
- Using Systems Thinking with Teams
- Be a Systems Thinker

Brand Activation

- Identify Target Market and Consumer Insights
- Develop Brand Long-Term Essentials
- Strategizing for Brand Messaging

Brand Purpose

- Command a Brand Premium
- Prepare to Profit from Change
- Define Brand Purpose

Brand Strategy

- Analyze the Market
- Identify Strategies to Strengthen Brand and Prioritize Options

Building a Resilient Services Marketing**Information Systems**

- Identifying the Components of a Services Marketing Information System
- Planning for Service Marketing Research
- Target Market Strategy

Building Analytical and Emotional Intelligence with Systems Thinking

- Bridge Knowledge Gaps
- Expand Your Thinking With New Logic
- Increase Your Metacognition and Emotional Intelligence

Building Great Teams

- Build Commitment to a Common Goal
- Instill a Commitment to Excellence in Your Team
- Create an Inclusive Environment

Building High-Performing Teams

- Diagnosing Your Team
- Cultivating Collaboration
- Utilizing Conflict to Develop Your Team
- Managing Virtual Teams
- Shifting Leadership Roles

Building High-Performing Virtual Teams

- Identifying and Addressing Key Challenges and Opportunities on Virtual Teams

Building Innovation Competencies

- Implement Lean Startup
- Build a Maker Culture
- Deploy Design Thinking

Building Leadership Character

- Choosing Your Leadership Character
- Self-Awareness, Self-Reflection, and Character Development
- Demonstrating Vulnerability

Coaching Skills for Leaders

- Explore Coaching
- Develop Your Coaching Skills
- Navigate Goals and Obstacles

Collaborative Communication for Engineering Leaders

- Leveraging Listening Skills
- Asking Powerful Questions
- Limiting Communication Interference
- Layering Communication Skills

Collaborative Communication for Technology Leaders

- Leveraging Listening Skills
- Asking Powerful Questions
- Limiting Communication Interference
- Layering Communication Skills

Communicate Well to Drive Project Outcomes

- Change Your Communication Strategy to Get Better Results
- Use Communication Best Practices
- Practice Better Strategies

Counteracting Unconscious Bias

- Examine Dimensions
- Recognize Unconscious Bias
- Identify Interventions that Can Help

Courage, Humility, and Compassion

- Courage
- Humility
- Compassion

Courageous Communication for Engineering Leaders

- Discover Courageous Communication
- Manage Emotional Reactions
- Develop a Culture of Feedback
- Use Conflict to Improve Team Outcomes

Courageous Communication for Technology Leaders

- Discover Courageous Communication
- Manage Emotional Reactions
- Develop a Culture of Feedback
- Use Conflict to Improve Team Outcomes

Creating and Sharing Interactive Data Models

- Relating Data
- Making Data More Interactive

Creating and Sustaining Remote Work Programs

- Assess and Plan
- Implementing Policies and Support Systems
- Measure and Sustain Your Program

Cross-Cultural Teams and Diversity

- Assess Diversity Challenges and Opportunities
- Compare Cultural Dimensions
- Diagnose Cultural Intelligence

Decision-Making and Accountability

- Develop a Plan for Leading Your Team through a Decision Together
- Assess and Address Bias
- Assess the Impact of Group Anomalies on Your Team

Decoding the Gender Gap in Board Membership

- Prepare Yourself for Board Membership
- Position Yourself as a Candidate
- Plan Your Strategy for Success

Defining Interfaces

- Discovering and Defining Operational Interfaces
- Managing Interface Specifications

Defining Scope

- Describing Your System in Terms of Interrelationships
- Identifying Key Scenarios
- Aligning Your Scope to Stakeholder Expectations

Descriptive Statistics for Business

- Numerically Describing One Quantitative Variable
- Visually Comparing Multiple Variables
- Numerically Comparing Two Quantitative Variables

Designing and Implementing Effective Social Media Policies

- Assess Social Media Risk
- Make a Social Media Policy Plan

Designing Organizations for Systems Thinking

- Create Your Organization's Vision and Mission
- Build Capacity and Learning Systems
- Map and Assess Your VMCL

Developing a Service Strategy and Managing the Brand

- Turning Marketing Goals into Action
- Utilizing Innovation as a Strategy to Capture New Business
- Applying a Systematic Process to the Development of New Services
- Analyzing Your Brand

- Designing the Customer's Experience
- Managing Your Brand

Developing an Integrated Marketing Communications Strategy for Services

- Identifying Marketing Communications Objectives
- Planning and Designing Creative Marketing Communications
- Selecting the Right Integrated Marketing Communications Methods and Media
- Determining the Success of Marketing Communications Campaigns

Developing and Communicating Vision and Strategy

- Assess Your Operating Environment
- Outline a Clear Vision Statement
- Articulate Your Business Strategy

Developing Executive Presence for Women Leaders

- Define "Executive Presence" in Your Context
- Practice and Refine Your Executive Presence

Developing Innovation Strategy

- Explore Innovation Strategy
- Identify Your Company's Goals and Establish Success Metrics
- Gain Insight Into Your Customers' Wants and Needs
- Mitigate Challenges and Create a Vision for the Future

Developing System Requirements

- Developing Use Case Behavioral Diagrams (UCBD)
- Requirements That Best Serve Your Project

Diagnosing Workplace Conflict

- Recognizing Possible Conflicts within your Workplace
- Identifying the Type and Level of Conflict
- Recognizing Style Impacts
- Asking Questions to Check Your Diagnosis

Diversity and Inclusion at Work

- Distinguish Between Diversity and Inclusion
- Examine Methods of Fostering Inclusion in Work Groups
- Assess the Sources of Inclusion

Effective Hiring and Interviewing

- Define Your Target
- Preparing for the Interview
- Make and Communicate Your Decision

Embracing the Basics of Business Law

- Legal Resources and How to Find Them
- Business Structures and Their Legal Implications
- Fiduciary Duties and Why They Matter

Essentials of Marketing Strategy

- Market Orientation and Marketing Mentality
- Market Strategy Overview

Evaluating and Scaling Innovation

- Manage Your Portfolio
- Diffuse Your Innovation
- Sustain Your Innovation Strategy

Evaluating Business and Customer Factors Affecting Marketing Decisions for Services

- Performing a Situation Analysis of Micro Forces
- Performing a Situation Analysis of Macro Forces
- Analyzing Consumer Behavior

Examining Scarcity and Opportunity Cost

- Examine Scarcity and Opportunity Cost

Executive Presence

- Connect
- Be Ready
- Overcome Presentation Habits
- Take Your Space and Speak With Purpose
- Take Your Time
- Sell It
- Gesture It
- Enjoy It
- Take It Easy
- Project Energy
- Respond to the Unexpected
- Hear It
- Capture the Room

Exploring Specialty Areas of Business Law

- Employment Law and the Path to Compliance
- Real Property Law and Related Processes
- Litigation and Its Typical Stages
- Tax Law and Business Tax Reduction
- Startups and Their Legal Considerations

Exploring Your System's Architecture

- Constructing a Functional Flow Block Diagram
- Analyzing Your Functional Flow Block Diagram

Facilitating Staffing Decisions

- Staffing System Management

FinTech Disruptions

- Examine FinTech's Relevance in Your Context

Fostering a Coaching Culture

- The Employee Development Landscape
- Identify and Prioritize Potential Coaching Opportunities
- Form a Hypothesis to Inform Your Coaching
- Develop a Coaching Plan

Fostering an Inclusive Climate

- Examine an Inclusive Climate
- Examine the Dynamics of Inclusive Climates
- Take Steps Toward Inclusion

Framing Complex Problems with Systems Thinking

- Explore Mental Models
- Address the Mismatch Between Mental Models and Reality
- Recognize Systems Thinking is a Complex Adaptive System

Gender Bias and Negotiation Strategies

- Examine Gender, Status, and Power in Negotiations
- Tailor Your Style
- Apply Effective Techniques

Getting Started with Spreadsheet Modeling and Business Analytics

- Familiarize Yourself with Business Analytics
- Prepare Your Data for Analysis
- Perform Text Management and Analytics

Goal Setting in Public Sector Organizations

- Set Goals for Your Organization
- Measure and Monitor Performance
- Overcome Challenges to Goals-Based Leadership

Harvesting Spreadsheet Data

- Introduction to Big Data

How to Identify, Measure, and Incorporate Risk and Return Into Capital Budgeting Decisions

- The Risk-Return Relationship
- Factoring Risk into Capital-Budgeting Decisions
- The Capital Asset Pricing Model
- Examining the Weighted Average Cost of Capital

Identifying and Evaluating Risk

- Quantifying Risk
- Managing Risk

Identifying and Managing Emotions

- Identify Microexpressions of Emotions
- Why Should You Manage Emotions?
- Understand Your Emotional Profile
- Manage Your Emotional Reactions
- Recover from Repeated Negative Events

Implementing an Integrated Digital Marketing Plan

- Creating an Integrated Digital Marketing Plan
- Allocating Resources and Measuring Success
- Preparing for a Successful Implementation
- Adjusting Your Approach for Maximum Reach

Implementing Innovation

- Identifying Stakeholders to Develop an Organizational Plan
- Enable Innovation with Processes and Pathways
- Develop Policies that Support Innovation
- Develop and Leverage Infrastructure and Resources

Implementing the Quality Function

Deployment Method

- Relate System Performance to Design
- Define and Refine Design Targets

Improving Engagement

- Define Engagement
- Examine the Drivers of Engagement
- Assess Your Organization Or Work Group

Inferential Statistics

- Estimating Population Parameters
- Identifying a Framework for Hypothesis Testing
- Testing for Averages Using P-values

Influence and Motivation for Engineering Leaders

- Getting Clear on What You Want and Why
- Choosing an Effective Influence Approach
- Creating and Delivering Persuasive Messaging
- Shaping Environmental and Situational Factors

Influence and Motivation for Technology Leaders

- Getting Clear on What You Want and Why
- Choosing an Effective Influence Approach
- Creating and Delivering Persuasive Messaging
- Shaping Environmental and Situational Factors

Innovation Tools

- Explore the Innovation Tools Spectrum
- Identify Tools for Your Innovation Strategy

Integrative Negotiation

- Separating Positions From Interests

Interpersonal Communication Skills

- Exploring and Developing Confidence
- Exhibiting and Developing Presence
- Using Social and Emotional Intelligence
- Displaying and Planning Mindful Communication

Interpreting the Behavior of Others

- Understanding Behavior in Limited Interactions
- Understanding Behavior in Extended Interactions

Introduction to Negotiation

- How to Split the Pie
- How to Grow the Pie
- Balance Cooperation and Competition

Launching Virtual Team Projects

- Creating a Shared Vision and Defining Roles and Responsibilities
- Building and Sustaining Trust, Motivation and Engagement

Leadership Skills and Traits in Public Sector Organizations

- Assess Leadership Traits
- Evaluate Your Organization and Your Leadership Readiness

Leading Across Cultures

- Explore Culture's Impact on the Way We Think
- Refine Your Thoughts on Leadership Using Culture
- Develop Skills to Lead Cross-Cultural Teams
- Explore Culture's Impact on our Relationships with Others

Leading Challenging Conversations

- Identify and Prepare for a Challenging Conversation
- Have a Challenging Conversation
- Determine Appropriate Next Steps After the Conversation

Leading Collaborative Teams

- Diagnosing Your Team
- Managing Your Team
- Growing Your Team
- Letting Go of Your Team

Leading for Creativity and Innovation

- Exploring Innovation
- Managing Innovative Teams
- Generating New Ideas

Leading in a VUCA World

- Identify and Reduce the Impacts of VUCA on Your Organization
- Match Your Strengths/Weaknesses with Key Leadership Skills for a VUCA World
- Build a Plan to Improve Your Vision, Courage, and Character Skills and Lead More Effectively

Leading in Public Sector Organizations

- Build an Effective Team
- Lead Teams Successfully
- Manage Conflict on Your Team

Leading Organizational Change

- Consider What It Means to Be a "Change Agent"
- Develop Your Agenda for Change

Leading Project Teams

- Assess Three Key Leadership Styles
- Assess Motivational and Participative Leadership Styles

Leading Strategic Change Initiatives

- Strategically Approaching Change
- Developing a Plan for Change

Leading with Credibility

- Establish a Credibility Baseline
- Optimize Follow-through
- Enact Espoused Values
- Foster a Credibility Culture

Leverage Emotional Intelligence for Project Results

- Identify Emotions Affecting Project Leadership
- Analyze and Choose Emotions to Yield Better Results

Make a Convincing Case for Your Solution

- Summarize Your Analysis of the Problem
- Use Evidence to Prove Your Analysis and Prepare to Defend Your Proposal

Making Capital Investment Decisions

- Introduction to Capital Budgeting Rules
- Net Present Value
- Internal Rate of Return
- Payback Period
- Profitability Index and Equivalent Annual Cost

Making Predictions and Forecasts with Data

- Complete a Loan Analysis and Inform with Analytics
- Make Predictions with Data Tables and Simulations

Making Predictions Using Statistical Probability

- Determining Expected Value
- Understanding the Normal Curve

Managing Conflict on Project Teams

- When to Avoid
- When to Meet in the Middle
- When to Force a Solution

Managing Service Demand through Pricing and Distribution Strategies

- Estimating Market Demand for a Service Business
- Applying a Strategic Approach to Pricing
- Identifying Pricing Methods and Tactics
- Selecting Distribution Channels
- Reducing Channel Conflict

Managing Team Performance

- Establishing Performance Standards
- Individual and Team Performance
- Managing for Performance
- Addressing Performance Barriers

Managing Time and Priorities

- Aligning Time to Priorities
- Auditing Priorities to Assess Fit
- Audit Actions to Assess Time
- Evaluation for Performance Improvement
- Strategic Work Distribution

Market Response Modeling

- Conceptual Views of Market Response Models
- Steps in Building a Market Response Model

Mastering the Essentials of Influence

- Changing Your Beliefs
- Changing Your Behaviors

Mastering the Time Value of Money

- Build Your TVM Toolbox
- Perpetuities
- Annuities
- Future Values

Measuring and Improving Efficiency

- The Budget as a Baseline for Efficiency

Measuring Customer Preferences

- Exploring Conjoint Analysis
- Collecting Conjoint Data
- Simulating Business Decisions

Monitoring and Controlling Projects

- Exceed Standard Practices
- Manage Scope and Effort
- Use Monitoring Strategies

Motivating People for High Performance

- Resolving a Suspected Motivation Problem
- Using the Drivers of Motivation

Motivating Public Sector Employees

- Assess the Motivations of Public Sector Employees
- Apply Motivational Tools Effectively
- Motivate Employees With Your Behavior

Multivariable Comparisons

- Comparing Two Population Means
- Comparing More than Two Population Means
- Testing for Proportions—Qualitative Data
- Testing Two Qualitative Variables

Navigating Labor Relations

- Managing Workplace Conflict
- Negotiating Effectively

Navigating Power Relationships

- Power Situations
- Networks
- Responsible Use of Power

Negotiation Skills

- Elements of Negotiation
- Preparing for the Negotiation
- Defining the Negotiation Interaction

Optimizing Digital Advertising with Analytics

- Digital Advertising Trends and How They Are Changing
- Managing Sponsored Search Advertising
- Measuring Advertising Success
- Attributing Sales Outcomes and Using Randomized Controlled Trials

Organizing the Project and Its Components

- Identify the Project Scope and Complexity
- Create the Project Network
- Identify Sources of Uncertainty

Photography Fundamentals

- What Makes a Good Photograph
- Organize and Share Your Photos
- Analyze Photographs

Planning and Delivering Effective Presentations

- Taking Command of Your Delivery
- Evaluating Your Audience and Its Needs
- Formulating Your Message

Planning and Managing Resources

- Flex Schedules and Resources to Your Advantage
- Use Critical Project Management Tools
- Manage Scope, Creep, and the Unknown

Power and Gender Dynamics

- Assess Your Organization in Terms of Power and Gender Dynamics
- Assess Yourself as a Leader in Terms of Power

and Gender Dynamics

- Create an Action Plan to Enhance Your Status and Power

Practical Applications of Statistics

- Exploring the Role of Statistics in Quality Control
- Introducing Strategic Decision Making
- Introducing Multivariate Analysis

Predicting and Managing Customers' Lifetime Value

- Customer Relationship Management
- Customer Lifetime Value

Preparing for Digital Transformation

- Map the Builder Process
- Locate Gaps in Your Builder Process
- Assess Readiness for Digital Transformation

Preparing for the Future

- Develop an Assessment Plan
- Address a Specific Challenge
- Build a Plan to Sustain Momentum
- Apply the REST Model in Your Daily Life

Presenting Quantitative Data

- Exploring Foundational Concepts in Statistics
- Describing One Qualitative Variable
- Visualizing One Quantitative Variable

Pricing Strategy

- Determine What Your Customer Is Willing to Pay
- Consider Behavioral Factors Affecting WTP
- Consider Other Pricing Strategies

Public Sector Leadership Strategies

- Apply the Situational Model of Leadership
- Explore the Contingency Leadership Model
- Assess the Path-Goal Model of Leadership

Quality and Service Excellence

- Defining Quality
- Fostering Customer Focus
- Supporting Employee Focus
- Promoting Process Focus
- Analyzing Outcomes and Thinking Strategically

Rapid Ideation

- Up-level the State of Digitization
- Shift When Business Activities Occur
- Create New Marketplaces

Services Marketing Planning and Management

- Assessing the Role of Marketing in Your Organization
- Determining How Your Organization Uses the Service Marketing Process
- Explaining How Your Organization Succeeds in the Marketplace
- Assessing How Your Organization Counters the Dimensions of Services
- Focusing on the Customer's Experience

Setting Internal and External Conditions for Success

- Determine Your Most Important Internal Priorities
- Determine Your Most Important External Priorities
- Create a Plan to Prepare for What You Cannot Control

Solve Problems Using Evidence and Critical Thinking

- Assess the Context of the Problem
- Bridge the Gap
- Determine Root Causes

Statistical Forecasting

- Introducing Time Series
- Forecasting No-Trend (Stationary) Data
- Forecasting Linear Data
- Forecasting Seasonal Data

Strategic Decision Making

- Assess Your Decision
- Account for Biases
- Gather and Weigh Information
- Follow-Through

Strengths-Based Engineering Leadership

- Manage Your Inner Critic

Strengths-Based Technology Leadership

- Manage Your Inner Critic

Structuring Business Agreements for Success

- The Fundamentals of Contracts
- Introduction to Transactional Agreements
- Working with Representations and Warranties
- Working with Covenants
- Working with Post-Closing Price Adjustments

The Network Effect

- Evaluate Your Network
- Identify Barriers to Building a Network
- Identify and Attract Potential Sponsors and Protégés

The Process, the Players, and Strategic Considerations of Raising Capital

- Financing Choices and the Debt-Irrelevance Proposition
- Factoring Taxes into the Financing Decision
- Financial Distress Costs
- Factoring Transaction Costs into the Financing Decision

The Psychology of Getting Things Done

- Know Where You're Going
- Align Your Network
- Make Starting Effortless
- Managing Your Beliefs and Decisions

Total Rewards Compensation

- The Total Rewards Framework
- The Point Method
- Total Rewards and Employee Preferences
- Rewards and Risks
- Short-term and Long-term Incentives

Turning Groups into Teams

- Distinguish Between Groups and Teams
- Analyze a Team's Stage of Performance
- Identify Possible Gaps

Understanding Financial Statements

- Reading the Income Statement
- Reading the Balance Sheet
- Reading the Cash Flow Statement

Understanding the Digital Marketing Landscape and the Customer Funnel

- A Tour of the Digital Marketing Landscape
- Using Frameworks to Identify Objectives and Strategies
- The Customer Funnel and the Customer Journey
- Evaluating Success and Preparing for Change

Using Data for Positioning Brands

- Positioning
- Perceptual Maps

Using Earned Value Management for Project Managers

- Implement Project Controls through Meetings
- Calculate Planned Cost, Actual Cost, and Earned Value
- Forecast Project Cost

Using Prescriptive Analytics in Excel

- Prescriptive Modeling Using Solver
- Reporting and Managing Solver for Prescriptive Modeling

Using Ratio Analysis to Evaluate Financial Performance

- Asset Management Ratios
- Solvency and Capital Structure Ratios
- Profitability Ratios and DuPont Analysis
- Cash Conversion Cycle
- Fixed Asset Ratios

Using the Four Simple Rules of Systems Thinking

- Make Distinctions
- Organize Part-Whole Systems
- Identify Relationships
- Explore Perspectives

Value-Based Engineering Leadership

- Manage Your Inner Critic
- Checking Value Alignment
- Applying Personal Values to Leadership
- Creating a Values Roadmap

Value-Based Technology Leadership

- Discovering Values
- Checking Value Alignment
- Applying Personal Values to Leadership
- Creating a Values Roadmap

Virtual Communication, Constructive Conflict, and Collaboration

- Assess Your Team
- Overcome Threats to Communication
- Using Negotiation Techniques to Manage Conflict

Visualizing and Communicating Insights in Excel

- Use Pivot Tables to Communicate Data Clearly and Accurately
- Visualizing with Charts and Graphs

Visualizing and Modeling Complex Problems

- Visualizing the Information and Structure of Your Thinking
- Increase the Efficiency of Your Thinking
- Build and Analyze Visual Maps

Women in Leadership, Giving and Receiving Feedback

- Plan to Give Feedback that Matters
- Find the Sweet Spot of Effective Feedback
- Address Problems in Feedback

Women in Leadership, Navigating the Double Bind

- Explore Your Myers-Briggs Type
- Examine the Gender Dimension
- Handle Conflict

Women in Leadership, Negotiation Skills

- Outmaneuver Common Negotiation Traps
- Use a Negotiation Style that Fits You
- Practice Proven Negotiation Techniques

Women in Leadership, Outsmart the Work-Life Balance

- Take Personal Inventory
- Make the Most of Flexible Options
- Perform a Systems Check

Women in Leadership, Using Emotional Intelligence to Drive Results

- Examine Emotional Intelligence
- Develop the Self-Related Competencies
- Develop the Social-Related Competencies

Working with Legal Professionals

- Establishing an Attorney Relationship
- Collaborating on Litigation Matters
- Working with Lawyers on Transactions
- Working with In-House Counsel

SALES GROWTH LIBRARY

Discovering Sales Growth Opportunities

- Segment Your Customers to Focus Your Search
- Find Pockets of Growth in Your Market
- Identify Your Top Opportunities
- Manage Your Sales Funnel

Getting the Most From Your Sales Efforts

- Prioritize Your Accounts
- Align Your Efforts Against Your Highest Value Opportunities
- Maximize Your Time Spent Selling

Managing Sales Performance for Growth

- Establish Clear Sales Metrics, Accountabilities, and Targets

- Track and Manage Sales Performance
- Coach to the Sales Metrics

Sales Negotiation to Maximize Value

- Conduct an Effective Sales Call
- Drive Value Beyond Price
- Negotiate to Maximize Value

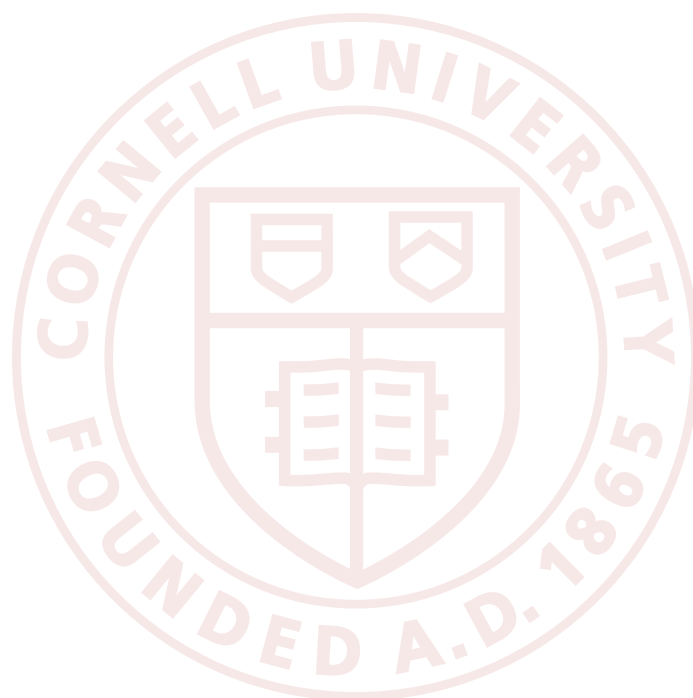
Winning with Your Key Accounts

- Assess Your Key Accounts
- Tailor Your Value Proposition to Specific Customers
- Drive Growth through Account Planning

SERVICE EXCELLENCE LIBRARY

Service Excellence

- The Service Experience Cycle
- The PERC Toolkit
- Contextual Sensitivity
- Anticipating Needs
- Communication
- Listen, Observe, Ask
- Conflict Resolution
- Service Recovery
- Service Excellence for Senior Living



2.3.2020