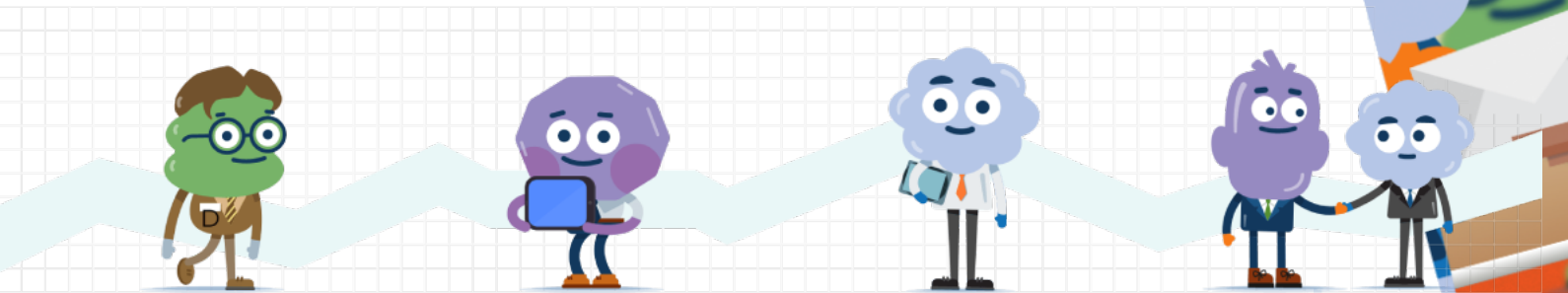




Yarket [™] Soft Skills Courses

A growing collection* of ready-made courses that cover the soft skills your teams need for **success at work**

yarket.com/courses





Adaptive Leadership

What is Adaptive Leadership?
Using Authority & Power (Taking Chances)
Overcoming Resistance to Shared Responsibility
Learning through Self-Correction
Building a Culture of Adaptability

Artificial Intelligence Essentials

What is Artificial Intelligence?
What is Machine Learning?
Deep Reinforcement Learning
Harnessing the Power of AI
Ethics & Artificial Intelligence

Business Innovation

The 7 Skills of Critical Thinking
Creative Thinking
Critical Observation
Being Adaptable
Driving Innovation
Thinking Logically
Problem-Solving
Dealing with Uncertainty
Being Resourceful
The Power of Analysis

Coaching Essentials

Introduction to Coaching
Using Coaching Models
Establishing a Coaching Culture
Building Trust & Rapport
Asking the Right Questions
The Art of Listening
The Power of Silence
The Importance of Goal Setting
Creating Accountability
Giving Effective Feedback

Compliance Essentials

Equality and Diversity
Sexual Harassment
Fire Safety Awareness
Drug and Alcohol Abuse
Anti-Bribery Practices
Anti-Money Laundering
Active Shooter
Code of Conduct
Whistleblowing
Conflict of Interest

Communication Skills

Communicating under Stress
Using Body Language
Interpreting Body Language
Tone of Voice
The Art of Storytelling
Assertive Communication
Managing Anger
Emotional Literacy
Managing Up
Email Etiquette

Customer Service Applied

Using the Right Language
Nurturing Customer Relationships
Practicing Positivity
Achieving Clarity
Maintaining Composure

Customer Service Essentials

Maintaining CS Across Channels
The Importance of Brand
Customer Relationships
Customer Loyalty
Effective Problem Solving
Handling Complaints Gracefully
Cross-selling and Up-selling
Managing Customer Expectations
Technology
Going beyond Customer Service

Customer Service Mastery

Understanding Customer Types (Personas)
Anticipating Customers' Needs
Customer Service Coaching
Managing Remote Customer Service Teams
Customer Service through Social Media
High-Touch Customer Service
Self-Service Customer Management
Empowering Customer Service
Tracking & Improving the Customer Experience
Customer Service is not a Cost Center





Cybersecurity

The Power of a Strong Password
The Danger of Viruses & Malware
Keeping Your Data Safe
Keeping Your Mobile Safe
The Risks of Ransomware
Network Security & Cloud Computing
Phishing & Anti-Spam Software
Social Engineering
Internet of Things Attacks
Security & Compliance Audits
Identity Theft
GDPR
Data Protection
Data Breaches
PCI DSS (Payment Card Compliance)
Information Security
Wi-Fi Security
Use of External Drives
Incident Management & Response
Threat Surveillance (24/7 Monitoring)
Penetration Testing
Information Security & Governance
IT Disaster Recovery & Fallback
Secure Remote Working
Coding & Cybersecurity
Responding to a Cyber Ransom

Data Analysis

Data Literacy
The Power of Big Data
Visualizing Data
Data Ownership
The 5 Cs of Report Writing
Developing Research Skills
The Basics of Business Writing
The Stages of Report Writing
Report Writing: The Power of Visuals

Digital Transformation

What is Digital Transformation?
Why do you Need a Digital Culture?
The Four Types of Digital Transformation
Digital Disruption
The Design Thinking Mindset
What is a Digital Transformation Strategy?
The Power of Data Visualization
The Impact of Training on Digital Change
Leading a Digital Transformation
Is Digital Transformation Just Change?

Diversity & Inclusion

The Key Values of Equality, Diversity and Inclusion
Unconscious Bias
Recognizing Your Privilege
Gender Inclusion
LGBT Awareness and Inclusion
Types of Discrimination
Digital Accessibility
Confronting Discrimination
Becoming an Inclusive Leader
The Value of Diversity and Inclusion in the Workplace

Emotional Intelligence

What is EQ?
Self Awareness
Self Regulation
Emotional Intelligence: Motivation
Emotional Intelligence: Empathy
Social Skills
Improving your EQ
Conflict Management using EQ
Collaboration & Developing EQ in Teams
Creativity and EQ

Employee Termination

Having Tough Conversations
Implementing a Performance Plan
The Correct Way to Dismiss an Employee
Disclosure of Dismissals
Effective Exit Meetings

Entrepreneurship

The Five Ps
The Entrepreneurial Mindset
Being Curious
The Power of Imagination
Being Self-Aware
Building Relationships & Networking
The Power of Influence
Taking Calculated Risks
Being Prepared to Fail
Turning Ideas into Action

Finance Essentials

The Basics of Financial Management
The Flow of Money
Key Financial Statements
The Importance of Cash Flow
The Value of Budgeting
Vulnerable Customers & Finance
Financial Risk Management
The Basics of Accounting
Financial Ratios
Financial KPIs - Measuring Performance





Food Safety Essentials

Food Safety Management Systems
Food Fraud Prevention
Handling Food Safely
Food Allergy Awareness
Food Safety & Cross Contamination

HR Essentials

The Importance of Training
Adapting to Innovation
Performance Management
Handling Disciplinarys
Talent Management & Development
Bullying & Violence
Employee Engagement
Flexible & Remote Working
HR for Non-HR Managers

Leadership Essentials

The Four Types of Leader
Delegation and Empowerment
Humility
Emotional & Cultural Intelligence
Being Authentic
Inspiring Others
Taking Accountability
Making Decisions
Being Confident
Being Brave

Leadership Tool Kit

Managers vs. Leaders
Conflict Management
Effective Meetings
Motivating Others
Promoting Talent
Leading by Example
Facilitating Results
Making Deals
Leading Remote Teams
Managing Change

Learning Essentials

The Psychology of Learning
Learning Styles
The Power of Micro-Learning
Defining Learning Objectives
Learning ROI
Learning Culture in the Workplace
Learning & Employee Engagement
Promoting Social Learning
Growth Mindset
Removing the Barriers to Learning

Marketing Essentials

Your Shop Window - Your Website
Do Your Research (Brand & Product)
Know Your Customers
The Power of Social Media
Curating the Right Content
The Role of Partnerships
Brand Ambassadors
The Power of Networking
Show Don't Tell
Introduction to Marketing Automation

Marketing Skills Applied

Developing your Marketing Strategy
Planning Campaigns
SEO & PPC
Digital Marketing: LinkedIn & Social Media
Customer Insights & Analysis
Digital Optimization
Content Marketing
Email Marketing
Influencer and Affiliate Marketing
Viral Marketing

Mastering Happiness

Finding your Purpose & Passion
Finding Happiness Within Yourself
Self-Limiting Beliefs
Changing Negative Habits
The Power of Self-Reflection

Mindfulness

Mindfulness
Relaxation through Meditation
Learning to Let Go
Breathing Techniques to Relax
Learning to Stay Calm
Living in the Moment
Raising Low Self-Esteem
Dealing with Grief
Stress, Fear & Panic
Feeling Lonely

Networking

What is Networking?
Key Traits of a Successful Networker
Common Networking Pitfalls
Preparing to Network (Research & Prep)
Overcoming Shyness
Your Personal Elevator Pitch
Approaching People & Introductions
Carrying & Ending a Conversation
Following up with your Connections
Virtual Networking





Nurturing Talent

Encouraging Employee Stretch
Don't Avoid Low Performance
Identifying Employees' Personal Goals
Fostering Peak Performance
Learning to Let your Best People Leave

Online Social Presence

The Right way to use Social Media
Building your Personal Brand
LinkedIn - Using your Best Profile to Promote your Business
LinkedIn & Social Media Networking
Social Media - Hints & Tips (on What to Avoid)

Personal Finances

Good Money Habits Personal Budget Management
Setting Financial Goals
Tackling Debt
Learning to Save
The Importance of Pensions

Presentation Skills

Presentations & The Magic of Stories
What makes a good Presentation?
Presenting with Power: Hints & Tips
Structuring your Presentations
Setting up for Successful Presentations
Dealing with Nerves
Using Positive Visualization
Power Posing
The Art of Breathing
Becoming a Master Orator

Project Management Applied

Project Management Methodologies 1
Project Management Methodologies 2
Activity & Resource Planning
Organizing & Motivating a Team
Time Management in Projects
Developing a Budget (Cost Estimating)
Ensuring Customer Satisfaction
Managing Project Risk
Monitoring Progress
Producing Reports

Project Management Essentials

Initiating a Project
Planning a Project
Executing a Project
Monitoring a Project
Closing a Project

Project Management Mastery

Agile in Practice
Kanban in Practice
Scrum in Practice
Waterfall in Practice
Choosing the Right Project Methodology

Recruitment 101 Essentials

Interview Skills
First Impressions
Career Planning
Hiring Right, First Time
Importance of Onboarding

Remote Leadership

The Remote Leadership Model
Building Trust at a Distance
Remote Goal Setting
Engaging Remote Workers
Remote Team Communication

Retail Essentials

Greeting Customers
Service at the Cash Register
Connecting with Customers
Giving Advice (Confidently)
Dealing with Stressful Situations
The Importance of Procedures
The Basics of Commercial Awareness
Developing Product Knowledge
The Desire to Help Others
Service with a Smile (Even When Tired)

Risk & Uncertainty

Embracing Risk & Uncertainty
Risk & Decision-Making
Managing your own Decisions
Obstacles to Decision-Making
The Reward of Taking Risks

Safety Leadership

What is Safety Leadership?
What is Behavioral Safety?
Building a Proactive Safety Culture
Understanding H&S Responsibilities
The Consequences of poor H&S practices

Sales Skills Applied

Researching Your Prospect
How to Build Rapport
Questioning Skills
Prioritizing Prospects
Obtaining Commitment





Sales Essentials

- Sales Listening Skills
- Creating your Pipeline
- Managing your Pipeline
- The Sales Pitch
- Effective Presentations
- Selling the Proposed Solution
- Building Benefits
- Keeping Prospects Engaged
- Closing Difficult Deals
- Importance of Sharing Sales Feedback

Sales Mastery

- Shortening your Sales Cycle
- Sales Strategies - The Power of Resellers
- Sales Methodologies
- Understand why Deals are Lost
- How to sell ethically
- Emotional Intelligence for Sales Success
- Virtual Selling
- Mastering Cold Calling
- Dealing with Sales Fear
- Resilience in Sales
- Mastering Cold Emailing

Situational Leadership

- Situational Leadership - Telling Leaders
- Situational Leadership - Selling Leaders
- Situational Leadership - Participating Leaders
- Situational Leadership - Delegating Leaders
- Practicing Situational Leadership

Teamworking Essentials

- The Power of Teamworking
- Setting Common Goals
- Collaboration
- Celebrating Differences & Diversity
- Building Trust & Respect
- Roles & Responsibilities
- Communicating Openly
- Encouraging Different Opinions
- Dealing with Difficult Personalities
- Celebrating Success
- What is a Millennial
- Communicating with a Millennial
- Millennials and Technology
- Training Millennials

The Leadership Role Model

- Using Humor
- The Power of Patience
- Recognizing & Rewarding Others
- Leading with Empathy
- Knowing when you're wrong
- A Healthy Manager is a Good Manager

- Being Positive
- Leading with Commitment
- Leading with Respect
- Leading with Energy

Wellbeing Essentials

- Eating Healthily
- Understanding Emotions
- The Importance of Sleep
- Work / Life Balance
- The Importance of Exercise
- Dealing with Stress
- Wellbeing & Productivity
- Kicking Bad Habits
- The Dangers of Sitting Down!
- Promoting Health & Wellbeing at Work

Work Ethic

- Being Punctual
- Meeting Deadlines
- Multi-tasking & Being Organized
- Self-Management
- Time Management
- Working Under Pressure
- Persistence & Resilience
- Avoiding Distractions
- Staying Motivated
- The Importance of Planning

Workplace Safety Essentials

- Slips, Trips & Falls
- Use the Handrail
- Cable Management
- Reporting a Hazard
- Manual Handling
- Workstation Ergonomics
- Don't Speed on Site
- Driving & Using Your Phone
- Don't Walk & Text
- Going Remote

Workplace Health

- The Importance of Housekeeping
- Workplace Inspections
- Near Misses and Workplace Safety
- The Role of Hygiene in the Workplace
- Washing your Hands





Business Continuity Essentials

Introduction to B. Emergency Preparedness Planning
Developing a Contingency Plan
Managing Business Resilience
Dealing With B. Continuity and Disaster Recovery
The Incident Manager's Tool Kit

Career Management

Unlocking Your Potential
Setting your Career Goals
Discovering Your Strengths & Weaknesses
The Importance of a Mentor
Your Personal Brand Story
Internal Interview Preparation & Competencies
The Value of Hard Work
Personal Development Plans & Sticking to Them
Setting Stretch Goals

Coding for Everyone

What is Coding?
Understanding APIs
HTML Development for Everyone
PHP for Everyone
JavaScript for Everyone

Compliance Essentials

Sexual Harrassment - Employer Version

Hybrid Working

What is Hybrid Working?
Hybrid Working: The Role of Leadership
Managing Employee Experiences
Inclusive Environment for the Hybrid Workforce
The Perfect Hybrid Working Policy

Marketing Skills Mastery

The Marketing Funnel - From the Top to the Bottom
The Power of Pillar Pages
Campaign Management
Inbound vs. Outbound Marketing
Content Marketing
Content Management Systems
Content Communities
AI-Powered Copy
The Power of User-Generated Content
The Different Content Marketing Strategies

OSHA

OSHA Worker Rights & Protection
Fall Prevention
PPE (Personal Protective Equipment)
OSHA Severe Injury Reporting & Record Keeping
Trenching & Excavation

Retail Applied

Adopting a 'Customer First' Mindset
Commercial & Product Awareness
Coaching Retail Skills
The Importance of Store Windows
GDPR in a Retail Environment

Sales Mastery

Value-Based Selling
Reducing Sales Friction
Automating Sales Processes
Designing your Sales Dashboard
Cross-Selling, Upselling & Account Growth

*The content and projected timeline of the scheduled courses are subject to change at any time, without prior notice, may vary and should not be construed as binding.

