



eLearning Plus 

Business Essentials Course Catalogue



▶ SUPPORTING IMPROVED BUSINESS RESULTS
THROUGH EFFECTIVE LEARNING

The changing nature of online learning delivery

Over time, we have seen online learning organisations try to outdo each other by creating quirky, gimmicky content they claim makes their content memorable.

This over use of animation for animation sake, “edgy” talking heads video and the prolific use of cartoon style hero characters seems to have led to poorer content, which in turn leads to poorer take up and retention, generating little by way of real business impact.

Often organisations use these approaches instead of introducing real learning creativity, because developing high quality learning content is harder, more time consuming and requires an instructional design approach as well as significant learning delivery experience. This is further compounded by many training organisations offering a large catalogue of courses that offers negligible business impact and poor training results for your team.

Learning that delivers real business impact

We aim to be different. Our approach is to support you in delivering improved business results by providing your people with high quality course content.

Organisations are more likely to invest in training that generates business impact so we focus on delivering a catalogue of course content that supports real impact in the workplace.

SO HOW DO WE DO THIS?

We create course content that:

- ✓ Works across devices, so learners can use in the office, at home or in the field
- ✓ That is self contained, so there are no folders or external resources to wade through to find the actual course content
- ✓ That is engaging by introducing interactive elements, video and activities
- ✓ That provides knowledge checks throughout the course to ensure learners are grasping new concepts
- ✓ That provides assessments where appropriate to enable a formal audit of achievement
- ✓ That provides certificates to motivate and support the learner
- ✓ That has blended resources included to aid take up, retention and the ability to apply new skills within the workplace e.g. fact sheets, memory joggers, workbooks

Determine the effectiveness of your training – the SPARC model

All training should deliver real business impact, so you have to know what training your learners really need. The challenge then is to deliver high quality training that meets these needs and then measure the results of that training on an ongoing basis.

We have developed the SPARC model as a method of helping you manage and deliver an effective training programme within your organisation. We have also developed supporting tools for each stage so that you can ensure your training delivers appropriate business impact.



SCAN - Determine the current level of learner knowledge and understanding

Knowledge Evaluation Tools
Training Needs Analysis



PERSPECTIVE - Determine what the course achieved from the learner's point of view?

Post Course Survey



ASSESS - Measure the understanding of the learner during and after the course

Knowledge Checks
Formalised Assessments



RESULTS - Determine the business impact against your training KPIs

KPI Charts
ROI Calculator



CONTINUE - Perform periodic reviews to assess the comprehension and retention levels of the learner

Knowledge Diagnostic Tools
Retention Checks

The changing nature of online learning delivery

KPIs should measure performance, be quantifiable and linked to business goals.

Do not use KPIs that offer little insight into the value of the training itself, such as:

- Amount spent on training
- The number of hours of training delivered
- Post-course evaluation scores

The above measurements are not indicators of performance as they don't provide any insights into the end goal of the training, which is improving job performance. Instead, use figures such as:

Training ROI %

Reduced error rates %

Reduced costs %

Improved output %

Increased sales %

Reduced scrap %

Time savings %

Improved quality %

The Business Essentials Catalogue

Having identified those workplace learning topics that contribute effectively to improved business performance, we have developed a Business Essentials Catalogue delivering learning modules that support improved business results.

Simple Pricing Structure

To keep things simple, we offer a low cost, cancel anytime monthly subscription – or an even lower cost annual licence

There are several simple bands with unlimited access to the resources – no confusing price per learner/per course.

We will continue to add new courses with their associated blended resources, which you can access instantly

We deliver the course catalogue via our user friendly LMS, or use LTI to link your LMS with our LMS. All prices exclude VAT to be charged at the prevailing rate.

Course duration length varies from 30 minutes to 4 hours dependent on the subject matter. Learners are able to work on a course at a suitable time and place and can return to the course picking up where they left off previously.

Up to 10 learners	Up to 50 learners	Up to 100 learners
£100 per month	£250 per month	£350 per month
£1,100 per annum	£2,750 per annum	£3,850 per annum

NB. For larger numbers please get in touch to discuss. All prices exclude VAT to be charged at the prevailing rate.

THE CATALOGUE

There are some courses that are a fundamental part of making sure your workplace is both safe and legally compliant. Our Health and Safety Courses are designed to help you and your staff gain the knowledge and skills needed to carry out your everyday tasks confidently and safely.

Health and Safety

Ensure that employees know how to work safely and without risk to health. Develop a positive health and safety culture, where safe and healthy working becomes second nature to everyone. Meet your legal duty to protect the health and safety of your employees.

COURSES

1	Health and Safety
2	Slips, Trips and Falls
3	Control of Substances Hazardous to Health (COSHH)
4	Fire Safety
5	Basic First Aid in the Workplace
6	Manual Handling
7	Working at Height
8	Personal Protective Equipment (PPE)
9	Reporting of Injuries, Diseases and Dangerous Occurrences - RIDDOR
10	Display Screen Equipment (DSE)

THE CATALOGUE

No matter the size of your organisation, you need simple and straightforward HR training to help address legal compliance and effective people management.

Human Resources

We understand that every business is different yet there are a number of key areas that will affect all businesses and our HR essential training helps you understand your obligations from a HR perspective and helps ensure that you are consistent in your approach to people management.

COURSES

1	New Employee On-boarding
2	Harassment and Bullying at Work
3	Termination of Employment
4	Discipline and Grievance
5	Effective Absence Management
6	Whistleblowing
7	Right to Work
8	Performance Reviews
9	HR for Non-HR Managers
10	Effective Recruitment

THE CATALOGUE

Compliance training is often a necessary obligation and organisations need to prove that employees have taken appropriate training.

Policy & Compliance

Because compliance training is often seen as a “tick-box” activity, companies often do not spend a lot of time designing engaging course content which is a big mistake. We create policy and compliance training that’s not just “press play and go for coffee”, but contextual and meaningful, using a variety of techniques and formats. Getting this right helps you avoid legal problems that may result from non-compliance.

COURSES

1	Anti-Money Laundering
2	Anti-Bribery
3	Security and Privacy Controls
4	Subject Access Requests
5	IT Security for the Remote Worker and Business Traveller
6	Mobile and Portable Device Security
7	Cyber Security Risks and Social Media
8	Freedom of Information Act
9	Prevent - Preventing Radicalisation & Extremism
10	Know Your Customer

THE CATALOGUE

Help your leaders and managers develop the skills, knowledge and abilities they need to be successful in their roles.

Leadership & Management

Our essential mix of courses present the different skills needed, techniques for motivating, support on developing and coaching your team, and how to develop your emotional skills and resilience to deal with the challenges that will arise.

Working through the modules will help leaders and managers generate positive business results by getting the most out of both themselves and their team.

COURSES

1	Transitioning to Management - The First Year
2	Team Working Excellence
3	Managing Change
4	Delegation Skills
5	SMART Objectives
6	Implementing the Strategic Plan
7	Performance - Coaching & Goal Setting
8	Decision-Making Excellence
9	Embedding Organisational Culture
10	Coaching Rising Stars

THE CATALOGUE

The range of Personal Development courses we offer improves the effectiveness and performance of your team.

Personal Development

Many personal development courses focus on the individual's non-professional life, but our courses have been developed to contribute positively to your organisation's business results as well as developing the individual.

A more effective and performant workforce drives improvements across the business, aids employee motivation and gives you an advantage over your competitors.

COURSES

1	Productivity and Time Management
2	Effective Communication
3	Conflict Management
4	Negotiation and Influencing People
5	Be Assertive the Right Way
6	Managing Stress
7	Developing Resilience
8	Coaching Skills
9	Emotional Intelligence
10	Business Writing Tips

THE CATALOGUE

Beware! Many of the “GDPR providers” who are selling training do not have the relevant professional skills, experience or knowledge to properly advise or support in the area of GDPR.

GDPR & Cyber Security

As specialists in online learning delivery, we have developed training content alongside legal industry experts to deliver informative online learning courses for your organisation. Providing a certificate and audit trail, these are a powerful way to show you have met the obligation to train your employees in this increasingly important area.

COURSES

1	An introduction to GDPR
2	Preparing for GDPR
3	GDPR Roles and Responsibilities
4	GDPR Rights of the Data Subject
5	GDPR Data Breach Management
6	GDPR Consent for the Use of Personal Data
7	GDPR Lawful Basis for Processing
8	Information Security Awareness
9	GDPR Scenarios
10	Cyber Security

THE CATALOGUE

Our overriding focus is on helping employers, employees, suppliers and customers come together in a true spirit of co-operation and acceptance when addressing diversity.

Diversity & Inclusion

With an eye on enabling effective Corporate Social Responsibility and Social Values, we also consider the commercial context to support positive action and real buy-in, underpinning an effective business approach that is truly inclusive.

Our courses take away the emphasis on compliance, fault finding and confrontation to engender a true spirit of co-operation that delivers positive understanding throughout your organisation.

COURSES

1	Diversity - A Manager's Guide
2	Unconscious Bias
3	Introduction to Disability Awareness
4	Introduction to Equality & Diversity
5	Introduction to Mental Health Awareness
6	Mental Health First Aid in the Workplace
7	Language & Terminology Snapshot
8	Visual Impairment Snapshot
9	Modern Slavery
10	Managing Stress & Anxiety in the Workplace

THE CATALOGUE

Are you consistently delivering exceptional service? Do your team members understand what you mean when you talk about great Customer Service? Do they have their own interpretation of what this means and if so, have you helped them understand what great Customer Service actually looks like?

Customer Service

Help key team members to deliver appropriate service when interacting with customers and colleagues whether on the phone, face to face or via written communications.

COURSES

1	Telephone Etiquette
2	Complaint Handling
3	Customer Service Success
4	Customer Loyalty
5	Vulnerable Customers
6	How to Say "NO" in the Right Way
7	Assertive vs Aggressive
8	Develop a Simple Process for Escalation
9	Dealing with Angry People
10	Supporting Your Front Line Employees

THE CATALOGUE

Your marketing team need to generate awareness of your brand, products and services to support your sales activities. You also want to see a healthy return on your marketing budget so doing the right things is important.

Marketing Insights

Your team needs an overall understanding of the marketing process to develop an approach that works for your particular business. This will entail developing your proposition (why someone would buy from you) and looking at a variety of channels to ensure your messages are seen by your potential customers.

COURSES

1	Email Marketing
2	Social Media Marketing
3	Customer Marketing
4	Marketing Strategy
5	Know Your USPs
6	Marketing Essentials
7	Your 1 Page Marketing Plan
8	Your Detailed Marketing Plan
9	Getting the Most out of Exhibitions
10	Networking - Friend or Foe?

THE CATALOGUE

To support a critical part of your business, our sales courses focus on providing your team with the skills, techniques and behaviours that deliver real impact on your sales results.

Sales Skills

We keep the training focused around the essential sales skills that actually help develop and deliver sales success:

- Establishing Needs • Building Relationships • Negotiating • Closing • Follow up.

It may be beneficial for team members to take the marketing courses in order to gain a rounded view of the complete sales and marketing process.

COURSES

1	Qualify Your Lead
2	FAB - Features, Advantages and Benefits
3	Objection Handling
4	Asking Questions
5	Always Be Closing
6	How to Influence
7	Do Your Research
8	Follow Up
9	Keeping in touch
10	The Sales Pipeline

CONTACT US

If you would like to find out more about our Business Essentials Course Catalogue or to try one of our courses, then please get in touch and we will set you up.

Why not tell us the courses you would like to see within our Business Essentials Catalogue and we will add these onto our development roadmap?

Remember you are not tied into any lengthy, complicated contracts – just let us know in writing that you wish to cancel your subscription – it is as simple as that!