E-Learnings for Businesses

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Leadership Skills
Basics of Leadership

PINKTUM

Diversity & Inclusion – Managing and Promoting Diversity

Learning Objectives

- Understanding why diversity is becoming more and more important in companies
- recognizing diversity as a resource and success factor
- recognizing and being able to grasp different dimensions of diversity
- understanding diversity management as a holistic strategy
- recognizing and promoting existing diversity in the team, as well as the potential of individuals

Target Group

Managers who lead diverse teams; managers who want to be role models in the company; managers who want to use diversity in the company

Course Duration

Ca. 50 Minuten, zzgl. Transferaufgaben

Leadership Skills
Basics of Leadership

Leading with Empathy

Available in German

Learning Objectives

- Understanding how leadership requirements are currently changing;
- understanding what empathy means;
- recognizing the benefits of leading with empathy, but also the challenges that come with it;
- reflecting on your own leadership style and how you deal with other people;
- being more perceptive of other people, putting yourself in their shoes, and emotionally adjusting to their level;
- better understanding people and their communication, their personalities, and their motives;
- acting with greater empathy and engaging with people where they are at

Target Group

Managers who want to learn how to lead appropriately by focusing on goals even in challenging situations; managers who want to develop their emotional and social skills and use them successfully in all dealings with their employees

Course Duration

Ca. 80 Minuten, zzgl. Transferaufgaben

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Leadership Skills
Basics of Leadership

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Conducting Termination Meetings

Learning Objectives

- Preparing for and conduct termination meetings
- Be aware of the typical reactions and know how to deal with them
- Managing your own emotions during the meeting

Target Group

Managers who will eventually need to conduct termination meetings

Course Duration

Approx. 60 minutes plus transfer tasks

Available in German and English

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Leadership Skills
Basics of Leadership

PINKTUM

Conducting the Interview

Learning Objectives

- Creating the job description
- Developing the requirements profile
- Conducting the job interview
- Asking the right questions
- Drawing the right conclusions

Target Group

Team leaders; managers with HR responsibility; employees of HR departments

Course Duration

Approx. 80 minutes, plus transfer tasks

Available in German, English, French, Spanish and Chinese

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Leadership Skills
Basics of Leadership

PINKTUM

Conflict Resolution for Managers

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Recognizing when a conflict is brewing in your team
- Gauging which level of escalation the conflict has reached
- Empowering your employees to resolve conflicts on their own
- Learning about methods for mediation and decisive action
- Knowing what to do in seriously escalating conflicts

Target Group

Young executives; Experienced managers; Managers with a need for cooperative methods of team leadership

Course Duration

Approximately 70 minutes plus transfer tasks

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Leadership Skills
Basics of Leadership

PINKTUM

New To The Leadership Role

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Being able to discern between specialist and leadership tasks
- Knowing your own strengths and weaknesses
- Knowing the expectations on managers and being able to deal with them
- Avoiding management errors and being able to react properly to the wide range of demands
- Being able to perform the strategic tasks of a manager

Target Group

Young managers; Specialists who are new to management responsibility

Course Duration

Approximately 50 minutes plus transfer tasks

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Leadership Skills
Basics of Leadership

PINKTUM

Delegating Tasks

Available in German, English and Chinese

Learning Objectives

- Being able to discern between tasks that can be delegated and those that can't
- Delegating professionally by communicating properly
- Knowing the tools for monitoring delegated tasks
- Recognizing and dealing productively with people who re-delegate tasks
- Delegating in such a way that team members can develop

Target Group

Employees who are to be developed into managers; experienced managers with the need to learn sustainable delegation

Course Duration

Ca. 60 Minuten, zzgl. Transferaufgaben

Leadership Skills
Basics of Leadership

PINKTUM

Making Good Decisions

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Recognizing and being able to analyse problems
- Knowing and using methods for finding solutions
- Being able to approach decision-making processes in a structured way
- Communicating decisions well and involve the staff
- Being able to implement decisions

Target Group

Young managers and managers who need to be able to make decisions in an understandable and structured manner

Course Duration

Approximately 65 minutes plus transfer tasks

Leadership Skills
Basics of Leadership

PINKTUM

Giving Feedback

Available in German, English and Chinese

Learning Objectives

- Knowing how to use feedback as a management tool
- Using the Johari window, knowing the importance of the difference between how you perceive yourself and how others perceive you, so that you can give staff members constructive feedback
- Being able to prepare critical feedback and use it constructively
- Using positive feedback in a way that promotes the development of the staff and team

Target Group

Young managers; staff members with leadership responsibilities but without a management position; managers who have a need for cooperative team-leadership methods

Course Duration

Approximately 70 minutes plus transfer tasks

Leadership Skills
Basics of Leadership

PINKTUM

Motivating Team Members

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Understanding the basic principles of motivation
- Recognizing and being able to eliminate demotivation among staff members
  Being able to create incentives tailored to individual employees
- Making effective use of key staff-motivation tools
- Structuring job descriptions in a motivating way

Target Group

Managers whose teams are not performing as desired; young managers with their first management experience

Course Duration

Approximately 60 minutes plus transfer tasks

Leadership Skills
Basics of Leadership

PINKTUM

Appraisal Dialog and Other One to One Meetings

Learning Objectives

- Holding staff interviews with goals and structure
- Finding the right approach for the employee and adhere to key communication rules
- Preparing and structure professional dialogues
- Holding feedback, critical and evaluation meetings
- Holding annual, performance goal and personal development meetings

Target Group

Managers, Managing Directors, department heads, people with staff responsibility

Course Duration

Approximately 150 minutes plus transfer tasks

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Leadership Skills
Leading Teams

PINKTUM

Intercultural Communication In Teams

Available in German, English, French, Spanish and Chinese

Learning Objectives

- To learn cultural definitions according to Geert Hofstede and Edward T. Hall
- To develop sensitivity for cultural differences
- To understand the causes of misunderstandings in intercultural teams
- To apply management tools in intercultural teams
- To develop and enhance intercultural skills

Target Group

Employees and managers who work in an intercultural environment

Course Duration

Approximately 60 minutes plus transfer tasks

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Leadership Skills
Leading Teams

PINKTUM

Successfully Structuring Team Development

Learning Objectives

- To set motivational goals
- To regulate task distribution clearly
- To promote constructive communication
- To build trust and a feeling of cohesiveness

Target Group

Employees who lead teams, be it agile, virtual or project, task forces, junior managers who are new to their management roles

Course Duration

Approximately 60 minutes plus transfer tasks

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Leadership Skills
Leading Teams

Manage Team Phases Successfully

Learning Objectives

- Knowing the four team phases according to Bruce Tuckman
- Recognizing what phase the team is in
- Using the right management instruments in every phase
- Learning how to smoothly transition through the four phases: forming, storming, norming, and performing

Target Group

Employees who lead virtual and/or agile teams; project and junior managers with their first management experience

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German, English, French, Spanish and Chinese

Leadership Skills
Leading Teams

Knowing Team Roles And Making Them Productive

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Understanding the basic principles of motivation
- Recognizing and being able to eliminate demotivation among staff members
- Being able to create incentives tailored to individual employees
- Making effective use of key staff-motivation tools
- Structuring job descriptions in a motivating way

Target Group

Employees who lead agile and/or virtual project teams; junior managers who are new to their management roles

Course Duration

Approximately 60 minutes plus transfer tasks

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Leadership Skills
Leading Virtual / Hybrid Teams

PINKTUM

Leading and Motivating Employees in Home Office

Available in German and English

Learning Objectives

- Recognizing the greatest challenges in remote leadership
- Building and maintaining trust in employees while working from home
- Achieving results remotely; Resolving conflicts remotely
- Discovering options to promote the development of remote employees
- Knowing how to motivate employees working from home

Target Group

Managers who supervise employees working from home

Course Duration

Approximately 70 minutes plus transfer tasks

Leadership Skills
Leading Virtual / Hybrid Teams

PINKTUM

Virtual Teams – Communication

Learning Objectives

- To understand and use digital media
- To manage collaboration sensibly
- To avoid misunderstandings
- To lead virtual meetings efficiently

Target Group

Leaders of virtual and agile teams; junior managers; project managers

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German, English, French, Spanish and Chinese

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Leadership Skills
Leading Virtual / Hybrid Teams

PINKTUM

Virtual Teams – Motivation and Trust

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- To motivate virtual teams in a media-appropriate manner
- To build trust in virtual teams
- To promote social networking in virtual teams
- To give media-appropriate feedback

Target Group

Junior and/or project managers; Leaders of virtual and agile teams

Course Duration

Approximately 60 minutes plus transfer tasks

Leadership Skills
Leadership Styles and Roles

The Manager as a Coach

Available in German and English

Learning Objectives

- Distinguishing the most important differences between leading and coaching
- Understanding the benefits of coaching
- Using the coaching approach
- Knowing the basic prerequisites for effective coaching
- Building key coaching skills
- Structuring coaching conversations using the established GROW model

Target Group

Managers who want to support and guide their employees in the capacity of coach

Course Duration

Approximately 50 minutes plus transfer tasks

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PINKTUM

Lateral Leadership — Leading Effectively Without Being a Supervisor

Available in German and English

Learning Objectives

- Knowing the importance and relevance of lateral leadership
- Knowing the difference between lateral and disciplinary leadership
- Understanding how lateral leadership works even without disciplinary authority
- Discovering the tools of lateral leadership and the benefits they bring
- Dealing constructively with possible conflicts

Target Group

Managers who are responsible for the results of a project or assignment, without being a disciplinary superior in charge of the team.

Course Duration

Approximately 60 minutes plus transfer tasks

Leadership Skills
Leadership Styles and Roles

PINKTUM

Using External Personnel Correctly – What Managers Need to Know

Available in German

Learning Objectives

- Knowing how external personnel can be used with legal certainty
- knowing different ways of using external personnel
- knowing the differences between work contracts, service contracts, and personnel leasing; distinguishing between work contracts, service contracts, and personnel leasing
- choosing the right type of contract and drafting it correctly to avoid illegal employment relationships
- classifying facts quickly and, if in doubt, contacting experts

Target Group

Managers with personnel responsibility; employees in HR departments

Course Duration

Approximately 60 minutes plus transfer tasks

Leadership Skills
Leadership Styles and Roles

PINKTUM

Change Management – Successfully shaping change processes

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Learning how to successfully shape change processes
- Knowing the commonalities between the most popular change models
- Becoming familiar with the steps involved in the vast majority of change processes
- Learning the specific measures and tools for the individual steps
- Understanding how to deal with resistance

Target Group

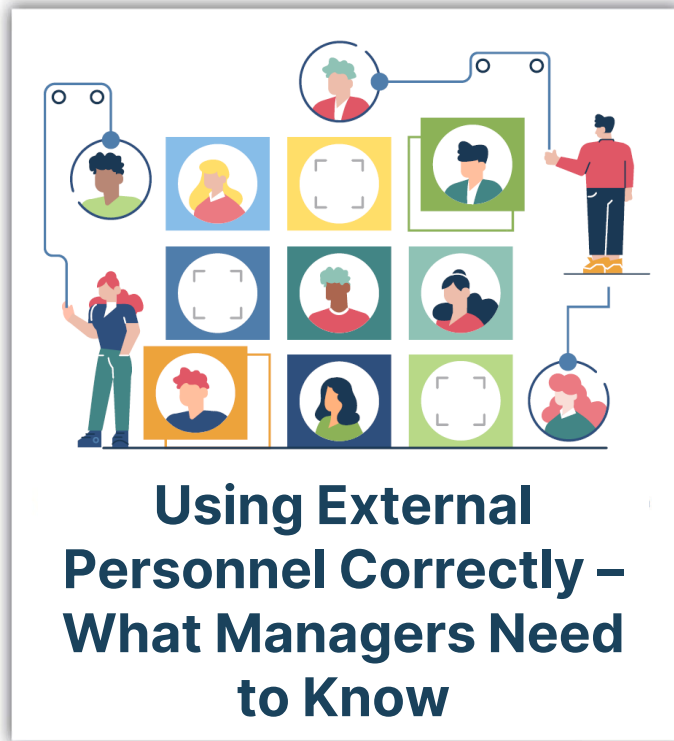Team leaders; change managers; managers with HR responsibility; employees of HR departments

Course Duration

Approximately 60 minutes plus transfer tasks

Leadership Skills
Leadership Styles and Roles

PINKTUM

Leadership in Times of Crisis

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Not seeing crises only as catastrophes
- Knowing the five phases of a crisis
- Communicating well in a crisis
- Dealing with pressure in times of crisis
- Strengthening resilience and mastering crises

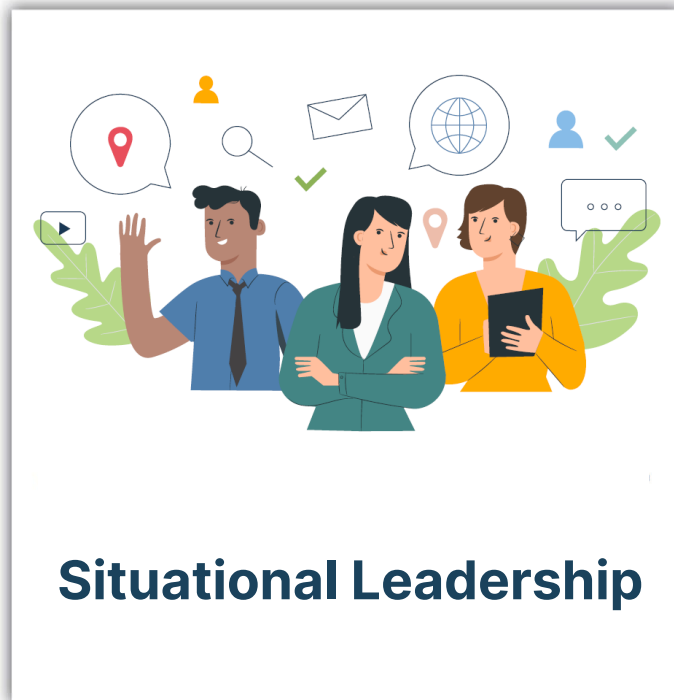## Target Group

Employees who want to be primed for digitalization; teams analyzing their working environment with digitalization in mind; employees who need to face to new challenges; managers who are looking for new techniques, customers, and markets

Course Duration

Approximately 60 minutes plus transfer tasks

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Leadership Skills
Leadership Styles and Roles

PINKTUM

Situational Leadership

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Being able to apply the model "leading by maturity level"/"situational leadership" in everyday management practice
- Recognizing what "maturity level" the employees are at
- Adjusting leadership methods to your staff's maturity level
- Getting staff members with fading motivation back on board
- Protecting motivated but inexperienced employees against excessive demands
- Giving highly motivated employees freedoms without losing sight of the goals

Target Group

Managers who are coming up against their limitations with regard to the motivation and performance of their team; young managers who want to and are expected to apply the concept of maturity levels in practice

Course Duration

Approximately 50 minutes plus transfer tasks

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Leadership Skills
Leadership Styles and Roles

Change Management

Learning Objectives

- Knowing the importance of change for the people involved
- Knowing the cycles of a change process
- Communicating changes professionally
- Integrating affected people into the change project
- Being able to win staff members over for the change
- Recognizing and overcoming resistance to change management
- Successfully managing changes

Target Group

Managers with responsibility for change processes

Course Duration

Approximately 120 minutes plus transfer tasks

Available in German, English and Chinese

Skills for Oneself
Self-Organizing

Overcoming the Digital Information Overload

Available in German and English

Learning Objectives

- Understanding the unwanted consequences a digital information overload
- becoming familiar with various personal information management strategies to reduce digital information overload in the future
- working efficiently despite the flood of information
- staying on top of things – with the right tools and tricks
- finding the balance between working with high levels of concentration and having sufficient time for processing digital information

Target Group

Employees with and without management roles, who use many different media in their everyday work and process a wealth of information every day

Course Duration

Approximately 60 minutes plus transfer tasks

Skills for Oneself
Self-Organizing

Becoming More Productive and Satisfied at Work

Learning Objectives

- Is it possible to work more productively with less stress?
- How do you manage to clear your head for the really important things?
- Owl or lark – what influence does our internal clock have on our performance?
- What actually is flow?
- When does it set in and what triggers it?
- How can you successfully attain higher job satisfaction that will last?

Target Group

Managers and employees who want to improve their productivity

Course Duration

Approximately 60 minutes plus transfer tasks

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Skills for Oneself
Self-Organizing

**Working Successfully
in Your Home Office**

Learning Objectives

- Understanding the greatest challenges when working from home
- Using time effectively when working from home
- Designing your workspace in your home office
- Learning about the best ways to avoid distractions
- Staying self-motivated

Target Group

Employees who work from home all or part of the time

Course Duration

Approximately 50 minutes plus transfer tasks

Available in German and English

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Skills for Oneself
Self-Organizing

Time Management

Learning Objectives

- Understanding the basics of time management
- Setting targets and deriving tasks from these
- Setting clear priorities
- Making batching more effective
- Benefiting from the advantages of timeboxing
- Using the Pomodoro method to focus on your work

Target Group

Employees and teams who work in a self-organized manner and/or have difficulties in time management; managers who need new methods of time management; junior employees who are new to leadership roles

Course Duration

Approximately 70 minutes plus transfer tasks

Available in German, English, French and Spanish

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Skills for Oneself
Self-Developing

PINKTUM

Unconscious Bias – Recognizing and Reducing Prejudices and Stereotypes

Available in German and English

Learning Objectives

- Understanding the meaning of the term "unconscious bias" and its effects
- understanding how unconscious bias is used as a "shortcut" and an integral part of a survival strategy
- recognizing the most common and most important mechanisms that underlie unconscious bias
- knowing and applying strategies against unconscious bias

Target Group

Employees with and without leadership functions who understand the causes of unconscious bias and want to develop new strategies for dealing with them

Course Duration

Approximately 50 minutes plus transfer tasks

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Skills for Oneself
Self-Developing

Workout for your Career

Available in German and English

Learning Objectives

- Acting confidently when taking responsibility at decisive moments
- Exercise focused willpower and courage for the next stage of the career
- Prepare for challenges with quantitative and qualitative practice
- Break out of routines to slow down thinking
- Recognize and use empathy and appreciation as part and parcel of good leadership

Target Group

Managers and people on their way to becoming managers who want to adapt to the demands of our increasingly fast-paced world and chart their own path in taking charge of their careers.

Course Duration

Approximately 60 minutes plus transfer tasks

Skills for Oneself
Self-Developing

Self-Organized Learning

Learning Objectives

- Knowing the key elements of a learning process
- Finding out about your own learning needs
- Developing smart learning goals and figuring out learning content
- Selecting suitable learning resources
- Creating an individual framework for learning
- Evaluating the learning process

Target Group

Employees who would like to take greater control over their own training.

Course Duration

Approximately 80 minutes plus transfer tasks

Available in German and English

PINKTUM

Learning Strategies—Method Toolbox

Learning Objectives

- Taking in learning content using mnemonics, committing it to memory, and recalling it later with confidence
- Consolidating new and existing knowledge using elaboration strategies
- Boiling down your knowledge and structuring it around the essentials
- Working efficiently in reading and processing texts that convey knowledge
- Making helpful notes

Target Group

Employees who want to acquire knowledge on their own

Course Duration

Approximately 70 minutes plus transfer tasks

Skills for Oneself
Self-Developing

Self-motivation

Learning Objectives

- Finding motivators
- Staying motivated long term
- Feeling satisfied at the end of the day
- Staying focused, even when work isn't particularly exciting

Target Group

All employees who would like to work in a more concentrated and focused manner; employees in home offices; employees who want to reach their goals; employees who want to achieve their goals.
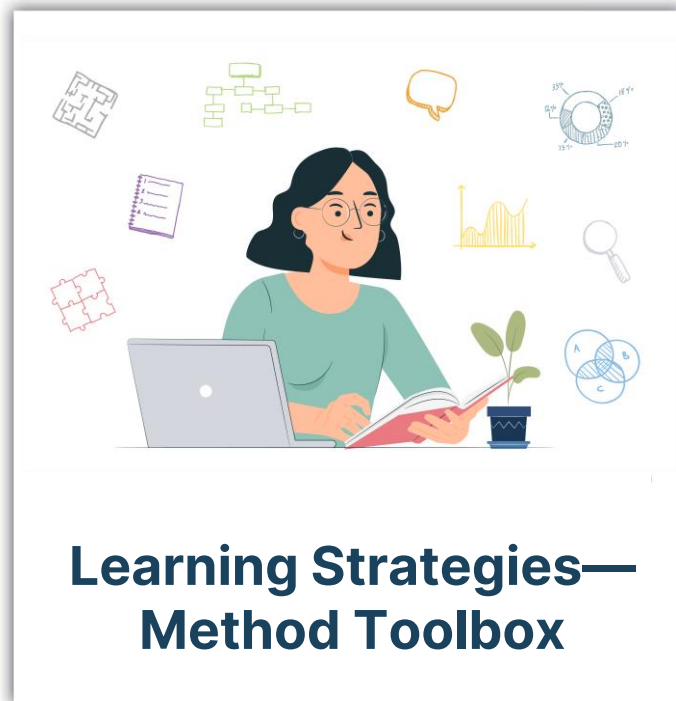
Course Duration

Approximately 70 minutes plus transfer tasks

Available in German and English

Skills for Oneself
Self-Developing

More Energy, More Productivity, More Success

Learning Objectives

- Knowing your own potential
- Knowing the basic rules of self-motivation
- Using systematic endurance and muscle training
- Knowing the basics of healthy nutrition
- Using self-management methods
- Being able to prevent burnout
- Applying mental training

Target Group

High-performance employees who tend to take on too much and lose sight of a holistic lifestyle

Course Duration

Approximately 110 minutes plus transfer tasks

Available in German and English

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Skills for Oneself
Self-Developing

Smart Stress Management

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Knowing the connection between stress and burnout
- Compiling a personal stress profile
- Being able to discern between stress, stressors and stress reactions
- Reducing stressors and managing stress
- Recognizing and preventing burnout

Target Group

Employees showing signs of stress and overload; employees looking for methods to help them deal with stress

Course Duration

Approximately 110 minutes plus transfer tasks

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Communication and Interaction Skills
Communication

PINKTUM

Storytelling within the Company

Available in German and English

Learning Objectives

- Understanding the advantages of stories in comparison to facts
- Perceiving the usefulness of storytelling in almost every area of work
- Using storytelling in the leadership of employees and teams
- Finding "stories" for your own company
- Realizing the fundamental principles behind every story
- Applying the five steps to create suspense in a great story

Target Group

For all managers, team leaders, members of development teams, and product owners who want to motivate their team members and get buy-in for specific ideas; Account managers and sales managers who want get their ideas across to their audiences better and be genuinely convincing.

Course Duration

Approximately 80 minutes plus transfer tasks

Communication and Interaction Skills
Communication

PINKTUM

Feedback between Colleagues

Learning Objectives

- To be able to give constructive feedback
- To learn to accept feedback from colleagues
- To comprehend feedback rules on the giving and the receiving end
- To know and be able to use peer feedback
- To be able to ask for and implement personal feedback

Target Group

Employees of all hierarchical levels who work in teams

Course Duration

Approximately 50 minutes plus transfer tasks

Available in German, English, French and Spanish

Communication and Interaction Skills
Communication

PINKTUM

How to Use Questioning Techniques

Learning Objectives

- Being able to guide discussions with the right questions to ensure the right information is communicated
- Knowing and mastering the various questioning techniques
- Accomplishing good results by asking the right questions, even in unclear discussion situations
- Knowing the effect of various question types on others, and use them for more effective discussions

Target Group

Management staff at all levels

Course Duration

Approximately 50 minutes plus transfer tasks

Communication and Interaction Skills
Communication

The Eight Types Of Communicators

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Knowing and recognizing the different styles of communication
- Knowing your own style of communication
- Being able to vary your communication styles for more effective discussions
- Taking discussions with difficult partners to a successful conclusion
- Knowing the psychological backgrounds of the different communication styles and hold effective discussions using that knowledge

Target Group

Managers and staff whose performance is closely linked to good communication

Course Duration

Approximately 80 minutes plus transfer tasks

Communication and Interaction Skills
Communication

PINKTUM

Communicating with Respect and Appreciation

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Understanding yourself and your communication behaviour better
- Being able to communicate with respect and appreciation by preparing properly
- Being able to communicate your view in an understandable way
- Knowing the various types of I-statement, giving you a better understanding of communicative acts

Target Group

Managers at all executive levels who are open to the topic of appreciative communication and who want to be able to communicate with respect and appreciation
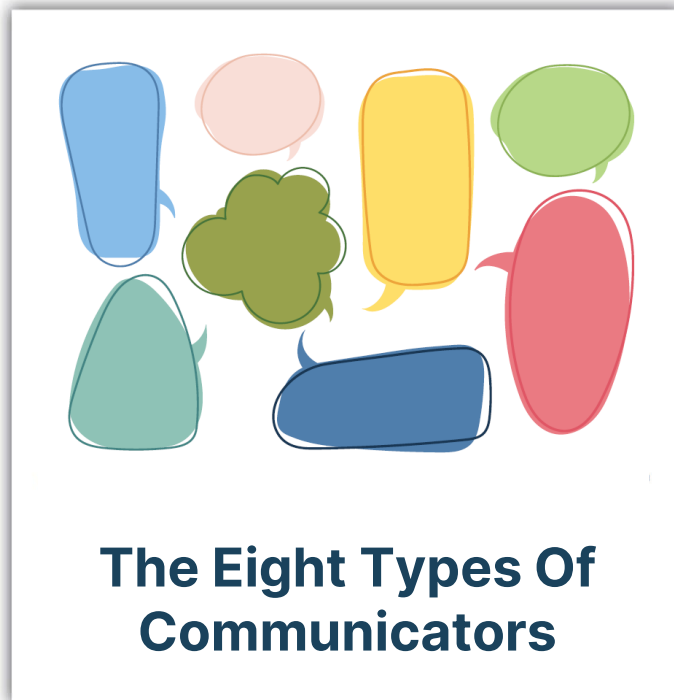
Course Duration

Approximately 60 minutes plus transfer tasks

Communication and Interaction Skills
Communication

How Communication Works

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Knowing Paul Watzlawick's five axioms of communication, on the basis of which you can communicate more successfully
- Preventing or at least reducing misunderstandings by knowing the axioms
- Being able to take a productive posture with more understanding, even in difficult communication situations
- Communicating more effectively and with more awareness

Target Group

Staff and management employees who have to communicate well; employees at all levels who want to improve their communication and understand the concept of communication better

Course Duration

Approximately 50 minutes plus transfer tasks

Communication and Interaction Skills
Communication

Justification and Persuasion Techniques

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Being able to argue your point professionally, even in difficult situations
- Mastering the key techniques for structuring statements
- Arguing your position confidently and persuasively
- Having a strong and convincing manner way of expressing yourself
- Applying strategies for difficult negotiations
- Knowing the rules of conduct and conversation, so that you always stay cool when arguing a point

Target Group

Staff in Marketing; sales and procurement; managers and supervisors

Course Duration

Approximately 140 minutes plus transfer tasks

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Communication and Interaction Skills
Communication

Body Language in the Workplace With Stefan Verra

Available in German

Learning Objectives

- Mastering body language in everyday working life
- interpreting the body language of other people
- radiating sympathy, openness and appreciation
- creating a feeling of security with the right handshake and maintaining the right distance
- appearing competent during negotiations, meetings and presentations

Target Group

Employees in direct contact with customers and the public

Course Duration

Approximately 120 minutes plus transfer tasks

Communication and Interaction Skills
Communication

Active Listening

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Intently taking in information
- signaling interest and attention
- using verbal control techniques for gathering information
- noticing and discussing unspoken communication

Target Group

Staff who need an excellent flow of information; managers; team workers; young managers who wish to communicate more effectively

Course Duration

Approximately 60 minutes plus transfer tasks

Communication and Interaction Skills
Communication

Basics of Communication

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Knowing the different levels of communication and make use of them to communicate successfully
- Recognizing which messages are being conveyed below the factual level of the communication, using Friedemann Schulz von Thun's "Four Sides Model"
- Knowing your own listening and speaking behavior
- Being able to communicate effectively and reduce inefficiencies caused by unclear speaking and inattentive listening

Target Group

Employees who work in fields with communicative demands; young management employees who you wish to prepare for their future tasks; experienced managers who want to gain a better understanding of communication

Course Duration

Approximately 80 minutes plus transfer tasks

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Communication and Interaction Skills
Conflict Management

PINKTUM

Conflict Resolution between Colleagues

Learning Objectives

- Knowing the types of conflict
- Learning how to manage conflict in the workplace
- Conducting conflict resolution with colleagues
- Understanding the six strategies of conflict resolution

Target Group

Employees of all hierarchical levels who work in teams

Course Duration

Approximately 60 minutes plus transfer tasks

Available in English, French, Spanish and Chinese

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Communication and Interaction Skills
Conflict Management

Talking through Conflict

Learning Objectives

- Knowing how to talk through conflict
- Learning about respectful behavior during a conflict resolution
- Getting to know what conflict resolution looks like
- Learning how to structure the phases of a conflict resolution discussion: preparation, execution and follow-up work
- Learning how to communicate with a cooperative and conversational style

Target Group

Employees who frequently work in teams or have an urgent need for the training; junior managers

Course Duration

Approximately 50 minutes plus transfer tasks

Available in English, French, Spanish and Chinese

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Business Skills
Agility & Innovation

PINKTUM

Understanding Digitalization

Learning Objectives

- Recognizing the essential drivers of digitalization
- Becoming familiar with the term VUCA and the associated diagnosis of time
- Understanding the impact of digitalization on traditional business models
- Recognizing that successes from the past are not automatically perpetuated
- Understanding customer centricity as a consequence of digitalization

Target Group

Employees who want to be primed for digitalization; teams analyzing their working environment with digitalization in mind; employees who need to face to new challenges; managers who are looking for new techniques, customers, and markets

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German, English, French and Spanish

Business Skills
Agility & Innovation

Agile Leadership

Learning Objectives

- Understanding the importance of an agile mindset in the workplace
- Distinguishing between mindset, skillset and toolset
- Learning the most important skills for agile working
- Getting comfortable using the key tools for agile working

Target Group

Experienced leaders; Leaders who want to review their methods; Junior managers

Course Duration

Approximately 50 minutes plus transfer tasks

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Business Skills
Agility & Innovation

Fostering Creativity – Methods für your Toolbox

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Getting to know different creativity methods for finding ideas
- Knowing the necessary framework for the implementation of creative methods
- Practical use of certain techniques in certain situations

Target Group

Employees who collaborate in creative teams; prospective as well as experienced managers and everyone who is interested in refreshing their skills with methods in the area of creativity techniques

Course Duration

Approximately 50 minutes plus transfer tasks

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Business Skills
Agility & Innovation

Developing an Agile Mindset

Learning Objectives

- To know what a mindset is
- To know the difference between "fixed mindset" and "growth mindset"
- To understand what an agile mindset means and what effect it has
- To know the values that makeup an agile mindset
- To learn how to develop an agile mindset

Target Group

Team members on the way to agile working; Employees of all hierarchy levels who are interested in the topic and want to identify and broaden their mindset

Course Duration

Approximately 80 minutes plus transfer tasks

Business Skills
Agility & Innovation

Working with the Kanban Board

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Understanding the ideas which Kanban is based on
- Implementing Kanban for team work
- Adapting Kanban boards to my needs
- Improving the work organization of my team with the Kanban principles
- Using the pull principle to create the basis for self-organized work in a team

Target Group

Teams that are looking for more productive ways to collaborate and use Kanban; project managers; executives; team leaders who want to use the Kanban board in a meaningful way and who are interested in and want to use agile methods

Course Duration

Approximately 50 minutes plus transfer tasks

Business Skills
Agility & Innovation

Scrum – The Overview

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Understanding the idea behind Scrum
- Knowing how Scrum works
- Understanding what roles are important in Scrum
- Knowing how a Scrum board is organized
- Learning how to implement a project based on Scrum

Target Group

Employees of all hierarchical levels who will work in Scrum teams in the future; employees who are interested in Scrum and/or who are preparing for further education to become a Product Owner or Scrum Master

Course Duration

Approximately 80 minutes plus transfer tasks

Business Skills
Agility & Innovation

Design Thinking

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Recognizing the need for innovation and new creative methods
- Creating the right conditions for design thinking
- Understanding the design thinking process
- Becoming an immediate expert and understanding users' needs
- Implementing the process of finding solutions
- Being able to use prototyping, personas and learning journeys

Target Group

Teams that intend to initiate a Design Thinking process; employees who are interested in the topic; employees and teams who are looking for new methods for creative problem solving

Course Duration

Approximately 70 minutes plus transfer tasks

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Business Skills
Moderating & Presentation

PINKTUM

Moderating Meetings

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Understanding the importance of effective meetings
- Understanding meeting formats
- Understanding the stages of a meeting
- Preparing properly for meetings

Target Group

Managers and members of agile teams; employees in partly self-organized projects, and assistants

Course Duration

Approximately 60 minutes plus transfer tasks

Business Skills
Moderating & Presentation

PINKTUM

Moderating Online Meetings

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- To understand the advantages and disadvantages of virtual meetings
- To understand the specific challenges of virtual meetings
- To prepare, plan and manage virtual meetings well
- To learn the rules of verbal communication in virtual meetings
- To use methods for visualization and interactive design

Target Group

Members of cross-locational and/or virtual teams; employees who are in contact with online meetings and/or moderate them themselves

Course Duration

Approximately 50 minutes plus transfer tasks

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Business Skills
Moderating & Presentation

PINKTUM

How to Give a Presentation

Available in German, English, French, Spanish, Chinese and Portuguese

Learning Objectives

- Presenting professionally in a business-related context
- Defining the key message
- Preparing information in an excellent way
- Tailoring to the target group
- Addressing different types of people in the audience
- Knowing how to visualize effectively
- Knowing how to react in challenging situations

Target Group

Everyone who wants to learn the basics of a professional and effective presentation in front of their team members, supervisors or in other corporate contexts; experienced managers who want to refresh their presentation skills.

Course Duration

Approximately 150 minutes plus transfer tasks

PINKTUM

Classic Project Management – Planning Projects Successfully

Available in German

Learning Objectives

- Check a task for project attributes with the aid of project characteristics
- Analyze the suitability of classic project management as a management method for a project
- Understand the importance of project planning in classic project management
- Recognize the importance of clear responsibilities during the course of the project
- Define the different roles in classic project management
- Consider the project assignment as the most important planning document
- Make the transition from project planning to implementation successful

Target Group

Project managers who want to prepare themselves for a new project.
Project managers who want to learn from bad experiences with the management of a previous project and want to prepare themselves for their next project.
Members of a project team, the client, the steering committee, and stakeholders of a project who want to deal comprehensively with goal-oriented project planning.

Course Duration

Approximately 90 minutes plus transfer tasks

PINKTUM

Agile Project Management / Basics

Learning Objectives

- Understanding the difference between classic and agile project management
- Understanding the benefits of agile project management and its fields of application
- Defining your own values and principles for the agile approach
- Understanding and being able to apply the typical processes of agile project management
- Understanding and using the key features of agile project management

Target Group

Teams that intend to tackle an agile project; employees who are interested in the topic; employees and teams who are looking for new methods for project management

Course Duration

Approximately 60 minutes plus transfer tasks

Business Skills
Strategy

PINKTUM

Customer Centricity – Understanding, Exciting, and Retaining Customers

Available in German

Learning Objectives

- Why are customers and their requirements playing an increasingly important role in product development?
- Why are customers' wishes and requirements, as opposed to products and services, now the focus of a future-oriented company?
- How can each employee make their own contribution to customer centricity?
- Why is the customer's experience with a company decisive when it comes to the purchase?
- What can you do to understand, excite, and retain your customers?
- How can you influence the customer journey in a targeted way?
- How can complainants become loyal customers?

Target Group

Employees who want to put the customer first and excite them.

Course Duration

Approximately 65 minutes plus transfer tasks

Business Skills
Train the Trainers

PINKTUM

Principles for Effective Knowledge Transfer

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Knowing and applying the basic didactic models and their importance for effective knowledge transfer
- Knowing the tasks and requirements of a trainer in order to perform confidently
- Being able to develop well-constructed trainings along the MASTER model
- Being able to "take participants with you" from the very beginning

Target Group

Professionals who pass on their knowledge to employees and colleagues; employees who are tasked with internal training

Course Duration

Approximately 40 minutes plus transfer tasks

Business Skills
Train the Trainers

PINKTUM

Managing Groups in a Training

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Knowing methods for staying cool in difficult situations
- Knowing how to deal with people who talk a lot, troublemakers, people who don't talk at all, criticisers and other challenging participant types
- Knowing the five training phases and being prepared for the various dynamics
- Mastering disturbances and conflicts in the group, from whispering to fighting

Target Group

Specialists who want to pass on their know-how to employees and colleagues; people who are moving into the field of internal training

Course Duration

Approximately 50 minutes plus transfer tasks

Business Skills
Train the Trainers

PINKTUM

Methods and Tools for Online Knowledge Transfer

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Knowing the specifics to consider when conducting trainings in an online context
- Getting to know helpful digital tools to assist with the transfer of knowledge
- Learning how to prepare the knowledge development of the seminar participants in a systematic way
- Learning strategies for winning over participants, engaging them and steering them in a virtual context

Target Group

Professionals who need to share their knowledge online with employees and colleagues; trainers without online experience; career changers in the field of continuing vocational training; members of cross-locational and/or virtual teams; employees who are in contact with online meetings and/or moderate them themselves

Course Duration

Approximately 50 minutes plus transfer tasks

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Business Skills
Train the Trainers

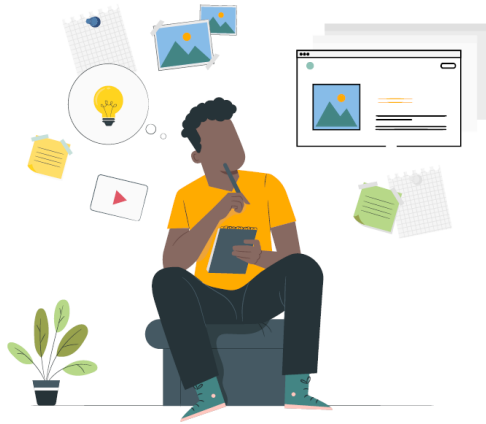## Methods of Training

Learning Objectives

- Being able to integrate and activate participants with the right methods from the very start of the training course
- Knowing and applying methods that go beyond the customary presentation
- Being able to animate the participants to collaborate creatively
- Being able to apply methods for consolidating lessons learned

Target Group

Specialists who want to pass on their know-how to employees and colleagues,; people who will be working as internal trainers in the future; experienced trainers looking to refresh their know-how

Course Duration

Approximately 50 minutes plus transfer tasks

Available in German, English, French, Spanish and Chinese

Business Skills
Train the Trainers

PINKTUM

How to Design and Prepare a Training

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Knowing and applying the basic didactic models in their importance for the effective transfer of knowledge
- Knowing the tasks and requirements of a trainer in order to perform confidently
- Being able to develop well-constructed trainings along the MASTER model
- Being able to "take participants with you" from the very beginning

Target Group

Specialists who want to pass on their know-how to employees and colleagues; trainers who want to be involved more in course design

Course Duration

Approximately 70 minutes plus transfer tasks

Business Skills
Negotiating

Basics of Negotiations

Learning Objectives

- Use ZOPA and BATNA to get negotiations off to the best start
- Systematically consolidate your position of power
- Build sustainable business relationships
- Correctly present offers
- Argue the benefits in a structured manner
- Reliably conclude negotiations

Target Group

Employees who conduct negotiations with customers, partners and suppliers

Course Duration

Approximately 70 minutes plus transfer tasks

Available in German, English, French and Spanish

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Business Skills
Negotiating

Difficult Negotiations

Learning Objectives

- Respond to unfair attacks
- Negotiate in a solution-oriented manner, based on the Harvard Concept
- Bring stalled negotiations back on track
- Recognize, and put an end to, bargaining games
- Work on a factual level, even in difficult situations

Target Group

Employees who conduct negotiations with customers, partners and suppliers

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German, English, French and Spanish

Business Skills
Negotiating

Online Negotiations

Available in German, English, French and Spanish

Learning Objectives

- how online negotiations differ from face-to-face negotiations
- how to best prepare for an online negotiation
- how to build relationships online with your negotiating partners
- what to pay attention to during an online negotiation
- how to get difficult situations in online negotiations under control
- how to communicate and deliver presentations effectively, even in online negotiations

Target Group

Experienced sales managers and sales professionals

Course Duration

Approximately 60 minutes plus transfer tasks

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Business Skills
Selling

Identifying Needs

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Understanding why identifying needs is a fundamental step in the sales process
- Knowing how to determine the needs of your customer in a targeted manner
- Knowing the main question types and how to use them to determine requirements
- Developing an individual concept for the identification of requirements based on your practice
- Fully understanding the customer's needs through active listening

Target Group

Salespeople; field sales representatives; sales staff, inside sales; key account managers

Course Duration

Approximately 60 minutes plus transfer tasks

Business Skills
Selling

PINKTUM

Building Relationships in Sales

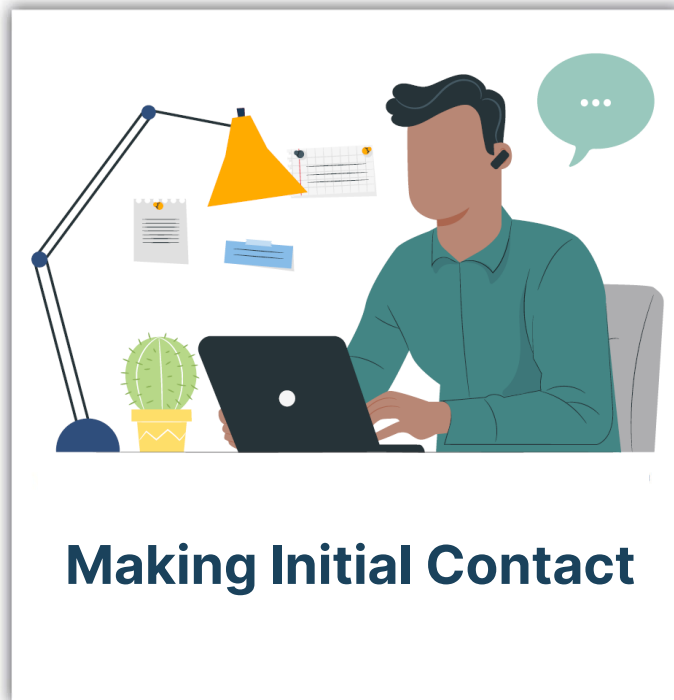**Available in German, English, French, Spanish and Chinese**

Learning Objectives

- Building relationships with other people in a targeted way
- Using small talk to establish good contact with others
- Recognizing non-verbal and verbal signals of approval and rejection
- Controlling your own body language
- Being responsive to other people

Target Group

Salespeople; field sales representatives; sales staff; inside sales; key account managers

Course Duration

Approximately 60 minutes plus transfer tasks

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Business Skills
Selling

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Making Initial Contact

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Recognizing and using opportunities to make contacts to potential customers
- Systematically expanding your customer network
- Quickly identifying potential customers
- Using research tools
- Working effectively and efficiently thanks to good preparation
- Using the elevator pitch as a method for customer acquisition

Target Group

Salespeople; field sales representatives; sales staff; inside sales; key account managers

Course Duration

Approximately 50 minutes plus transfer tasks

Business Skills
Selling

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Handling Objections

Available in German, English, French, Spanish, Chinese and Italian

Learning Objectives

- Distinguishing objections from pretexts
- Reading objections correctly
- Developing a reaction pattern for different objections
- Knowing the acknowledgement method and using it confidently to overcome objections
- Knowing how to systematically record and deal with the objections that occur in everyday work

Target Group

Salespeople; field sales representatives; sales staff; inside sales; key account managers

Course Duration

Approximately 50 minutes plus transfer tasks

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Business Skills
Selling

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Demonstrating Value

Learning Objectives

- Distinguish between product features and customer benefits
- Know and recognize the most important buying motives
- Master the "5 steps of benefit argumentation"
- Develop an individual benefit argumentation

Target Group

Salespeople; field sales representatives; fales staff; inside sales; key account managers

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German, English, French, Spanish, Chinese and Italian

Business Skills
Selling

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Closing the Sale

Available in German, English, French, Spanish and Chinese

Learning Objectives

- Knowing and identifying verbal and non-verbal buying signals
- Knowing the means to effectively close sales
- Systematically applying the closing question as a method
- Providing customers the best possible support in their purchase decision

Target Group

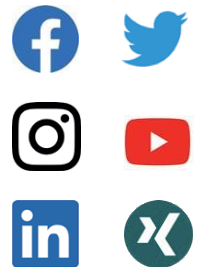Salespeople; field sales representatives; sales staff; inside sales; key account managers

Course Duration

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