E-LEARNING
FOR BUSINESSES
PRODUCT OVERVIEW
DEZEMBER 2021
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SALES

Making Initial Contact
Building Relationships in Sales
Identifying Needs
Demonstrating Value
Handling Objections
Closing the Sale

FITNESS AND HEALTH

More Energy, More Productivity, More Success
Smart Stress Management
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
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

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

You can get a free trial access here!
Learning Objectives

- Understanding the ideas that Kanban is based on
- Implementing Kanban for team tasks
- Adapting Kanban boards to individual needs
- Improving the work organization of a 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
AGILE SKILLS

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

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

You can get a free trial access here!
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

Approx. 55 minutes plus transfer tasks

You can get a free trial access here!
**Learning Objectives**

- Being able to recognize the need for innovation and new creative methods
- Being able to create the right conditions for design thinking
- Understanding the design thinking process
- Being able to become an immediate expert and to understand user needs
- Being able to implement 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 45 minutes plus transfer tasks

You can get a free trial access here!
LEADERSHIP

LATERAL LEADERSHIP
LEADING EFFECTIVELY
WITHOUT BEING A SUPERVISOR

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

Available in German and English

PINK UNIVERSITY CORPORATE E-LEARNING

kontakt@pinkuniversity.de | +49 89 5 47 27 84 10
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

Available in German and English

You can get a free trial access here!
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

Approx. 50 minutes, plus transfer tasks

Available in German and English

You can get a free trial access here!
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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You can get a free trial access here!
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
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

Available in German, English, French, Spanish and Chinese

You can get a free trial access here!
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
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

Approx. 60 minutes, plus transfer tasks

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

You can get a free trial access here!
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

Managers with HR responsibility, employees of HR departments

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German and English
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 95 minutes plus transfer tasks

Available in German and English

You can get a free trial access here!
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 teams, be it agile, virtual or project, task forces, junior managers who are new to their management roles

Course Duration

Approximately 55 minutes plus transfer tasks
LEADERSHIP

Learning Objectives

- To know the team phases
- To recognize which phase the team is in
- To use the right management instruments in each phase
- To counteract team dysfunction (according to Lencioni)

Target Group

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

Course Duration

Approximately 90 minutes plus transfer tasks

Available in German, English, French, Spanish and Chinese

You can get a free trial access here!
Learning Objectives

• Motivating virtual teams in a media-appropriate manner
• Building trust in virtual teams
• Promoting social networking in virtual teams
• Giving media-appropriate feedback

Target Group

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

Course Duration

Approximately 60 minutes plus transfer tasks

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

Learning Objectives

- Using digital media
- Controlling collaboration
- Avoiding misunderstandings
- Conducting virtual meetings

Target Group

Leaders of virtual and agile teams, junior and/or projects managers

Course Duration

Approximately 50 minutes plus transfer tasks

VIRTUAL TEAMS
COMMUNICATION

Available in German, English, French, Spanish and Chinese

PINK UNIVERSITY CORPORATE E-LEARNING

You can get a free trial access here!
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

You can get a free trial access here!
**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
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

You can get a free trial access here!
LEADERSHIP

Making Good Decisions

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

Available in German, English, French, Spanish and Chinese

You can get a free trial access here!
NEW TO THE LEADERSHIP ROLE

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 75 minutes plus transfer tasks

Available in German, English and Chinese

You can get a free trial access here!
LEADERSHIP

DELEGATING TASKS

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

Approximately 60 minutes plus transfer tasks

Available in German, English and Chinese

PINK UNIVERSITY CORPORATE E-LEARNING

You can get a free trial access here!
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 90 minutes plus transfer tasks

You can get a free trial access here!
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

Available in German, English and Chinese

You can get a free trial access here!
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

You can get a free trial access here!
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 40 minutes plus transfer tasks
Learning Objectives

• Understanding yourself and your communication behavior 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 50 minutes plus transfer tasks

Available in German, English, French, Spanish, Portuguese 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 60 minutes plus transfer tasks

Available in German, English, French, Spanish and Chinese

You can get a free trial access here!
Learning Objectives

• Being able to use active listening as a method

• Using the advantages of active listening to hold more effective discussions with staff, colleagues and partners

• Effectively using the different techniques of active listening

• Being able to hear what colleagues, staff and team colleagues need, in order to be able to work productively

Target Group

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

Course Duration

Approx. 60 minutes plus transfer tasks

Available in German and English

You can get a free trial access here!
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 90 minutes plus transfer tasks
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 60 minutes plus transfer tasks

You can get a free trial access here!
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

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

You can get a free trial access here!
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

Available in German and English

You can get a free trial access here!
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
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
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 55 minutes plus transfer tasks

Available in English, French, Spanish, Portuguese and Chinese

You can get a free trial access here!
Learning Objectives

• How online negotiations differ from face-to-face negotiations
• How to best prepare for an online negotiation
• How to build online relationships with your negotiating partner
• What you must keep in mind during an online negotiation
• How to manage difficult situations in online negotiations
• 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

Available in German and English

You can get a free trial access here!
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
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
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 hierarchies who work in a team

Course Duration
Approximately 50 minutes plus transfer tasks
Learning Objectives

• Understanding the importance of effective meetings
• Understanding meeting formats
• Understanding the stages of a meeting
• Preparing properly for meetings
• Conducting meetings well
• Following up effectively after meetings

Target Group

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

Course Duration

Approximately 55 minutes plus transfer tasks

You can get a free trial access here!
Learning Objectives

• Understanding the advantages and disadvantages of online meetings
• Understanding the unique challenges of online meetings
• Preparing and planning online meetings well
• Applying the specific rules of online meetings
• Actively managing online meetings

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
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 and English

You can get a free trial access here!
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

Available in German, English, French, Spanish and Portuguese

You can get a free trial access here!
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

Available in German and English
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

Available in German and English

You can get a free trial access here!
Learning Objectives

- Understanding basic didactic models relating to knowledge transfer, and learning how to apply these models in real-life scenarios
- Learning how to present confidently with a solid grasp of a trainer’s tasks and responsibilities
- Being able to develop well-structured training courses using the MASTER model
- Involving participants from the beginning to improve concentration and engagement

Target Group

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

Course Duration

Approx. 40 minutes, plus transfer tasks
Learning Objectives

• Obtaining professional briefings and ensuring that you understand what the client wants

• Analyzing the intended participants based on key factors

• Being able to make the goals of the training course understandable

• Knowing and using methods and techniques for compiling the content

• Keeping an eye on the organizational demands and compiling professional seminar documents

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

Available in German, English, French, Spanish and Chinese
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
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

You can get a free trial access here!
Learning Objectives

• Knowing the special requirements for the implementation of online training courses, and to take these into account when planning and running sessions

• Preparing for online training sessions technically and in terms of content

• Systematically preparing the knowledge development of the seminar participants

• Clarifying the participants' expectations, and creating opportunities for dialog

• To be able to engage in targeted interactions, so as to prevent participants from „switching off“

• Knowing the options for online group work

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 60 minutes plus transfer tasks
Learning Objectives

• Making contact with potential customers
• Systematically expanding your customer network
• Quickely identifying potential customers
• Using research tools
• Working effectively and efficiently thanks to good preparation
• Using the elevator pitch as a method for customer acquisition
• Mastering the basic rules for the right appearance and behavior in front of customers

Target Group

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

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German and English

You can get a free trial access here!
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

You can get a free trial access here!
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

Available in German and English

You can get a free trial access here!
Learning Objectives

• Why sales is always about customer value – not product features

• Recognizing and responding to your customers’ most important buying motives

• Arguing the benefits with the help of the 5-step model in a simple and structured way

• Developing your individual value demonstration

Target Group

Salespeople, field sales force, employees in sales, inside sales, key account managers

Course Duration

Approximately 60 minutes plus transfer tasks

Available in German, English, French, Spanish and Italian

You can get a free trial access here!
Learning Objectives

• Reading objections correctly and respond to them constructively

• Differentiating between objections and excuses

• Developing reaction patterns for different objections

• Refuting objections confidently – with the help of the acknowledgment method

• Systematically recording and processing the objections that occur in your everyday work

Target Group

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

Course Duration

Approximately 60 minutes plus transfer tasks

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

You can get a free trial access here!
Learning Objectives

• Identifying verbal and non-verbal buying signals
• Effectively closing deals
• Systematically applying the closing question as a method
• Flexibly approaching different types of customers

Target Group

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

Course Duration

Approximately 60 minutes plus transfer tasks

You can get a free trial access here!
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 175 minutes plus transfer tasks
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

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

You can get a free trial access here!
CONTACT

HEADQUARTER
Phone: +49 89 5 47 27 84 10
E-Mail: kontakt@pinkuniversity.de
Pink University GmbH
Rüdesheimer Straße 7
80686 Munich

PARTNER AUSTRALIA
GA Consulting
Gudrun Adam
E-Mail: gaconsultingaus@gmail.com
Tel: +61 475 422 229

PARTNER MALAYSIA
HPI - High Performance Individuals
Dr. Jerome-Pierre BONNIFAY
E-Mail: salesinfo@hpi.com.my
Tel: +60 3-2632 5500