



# 2023 Brochure





# Summary

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**02** MyStory seasons

**03** New Focus courses

**04** 2023 Titles list

**05** New localizations & top rated courses

# 1 Our digital formats

A variety of digital formats to provide each learner with the suited learning experience

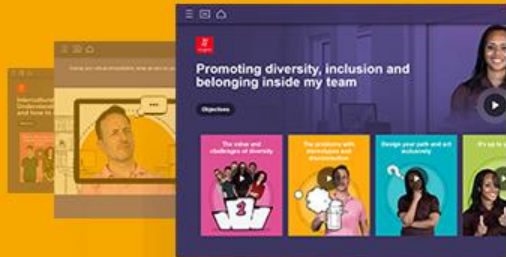


# Digital Formats to discover and experiment

Included in these interactive formats are a variety of learning activities to develop skills and provide practice: videos based on real life examples, simulations, quizzes and more.

## Classic/Discover Format

These courses are the basis of a solid e-learning program. On their own, each course provides an engaging, interactive learning experience on a key business skill set

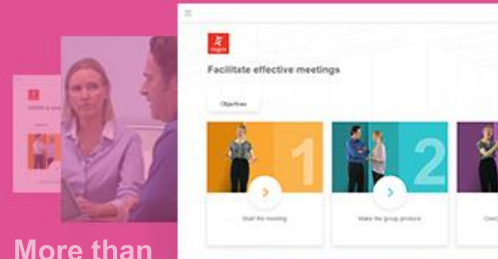


More than  
**1160**  
15 minutes

Engaging, user friendly and interactive experience on a key business skills set

## Focus Format

Real-life interactive scenarios of common situations learners are likely to encounter in the workplace. Focus modules are designed to help make learning stick through practice.

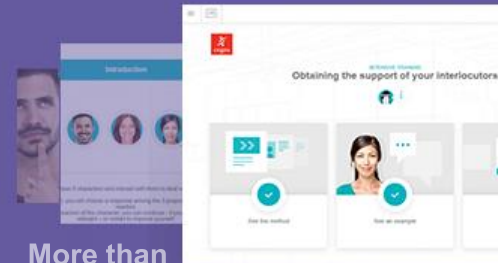


More than  
**115**  
10 minutes

Real-life interactive scenarios to make learning stick through practice

## Intensive Format

Learners can practice new skills based on various situations with Intensive modules. These short and mobile modules are an ideal way to provide reinforcement in the moment.



More than  
**230**  
7 minutes

Short mobile modules to practice new skills based on various business situations

## MyStory Format

Learners follow a person on a daily basis in his/her new professional role, get feedback on what goes right and what goes wrong and learn to identify good practices and points of vigilance associated with the situation.



More than  
**115**  
10 minutes

Full screen interactive videos that present real life professional situations using a diary approach



# 2 MyStory seasons



## MyStory as a manager\*

13 interactive episodes

### Objective

Encourage learners to implement best practice and avoid the pitfalls that new managers often face.

### Solution

A series of immersive and interactive videos in 13 episodes. It features the first 100 days of Clara, a manager who is just starting out in her job!

\*Now multilingual



[LINK TO THE TEASER](#)





*Hi, I am Chris! I'm a Senior Salesperson. I've agreed to be filmed throughout the next quarter, that promises to be full of challenges! My prospecting, my sales approach, my meetings with the clients... you will see everything. I hope you will enjoy it!*

# SKILLS THAT MATTER!



## 10 NEW EPISODES

1. I target and prepare my prospecting by mobilizing my networks
2. I mobilize my resources and involve my colleagues
3. I bring out and qualify the client need
4. I am a sales consultant; I help clients see new perspectives
5. I manage the first moments of a meeting
6. I reinforce the value of my proposal during my pitch
7. I create impact during my presentations
8. I adapt to different client profiles
9. I prepare to answer objections from my client
10. I keep my promises and consolidate the relationship with my client







**COMING SOON!**

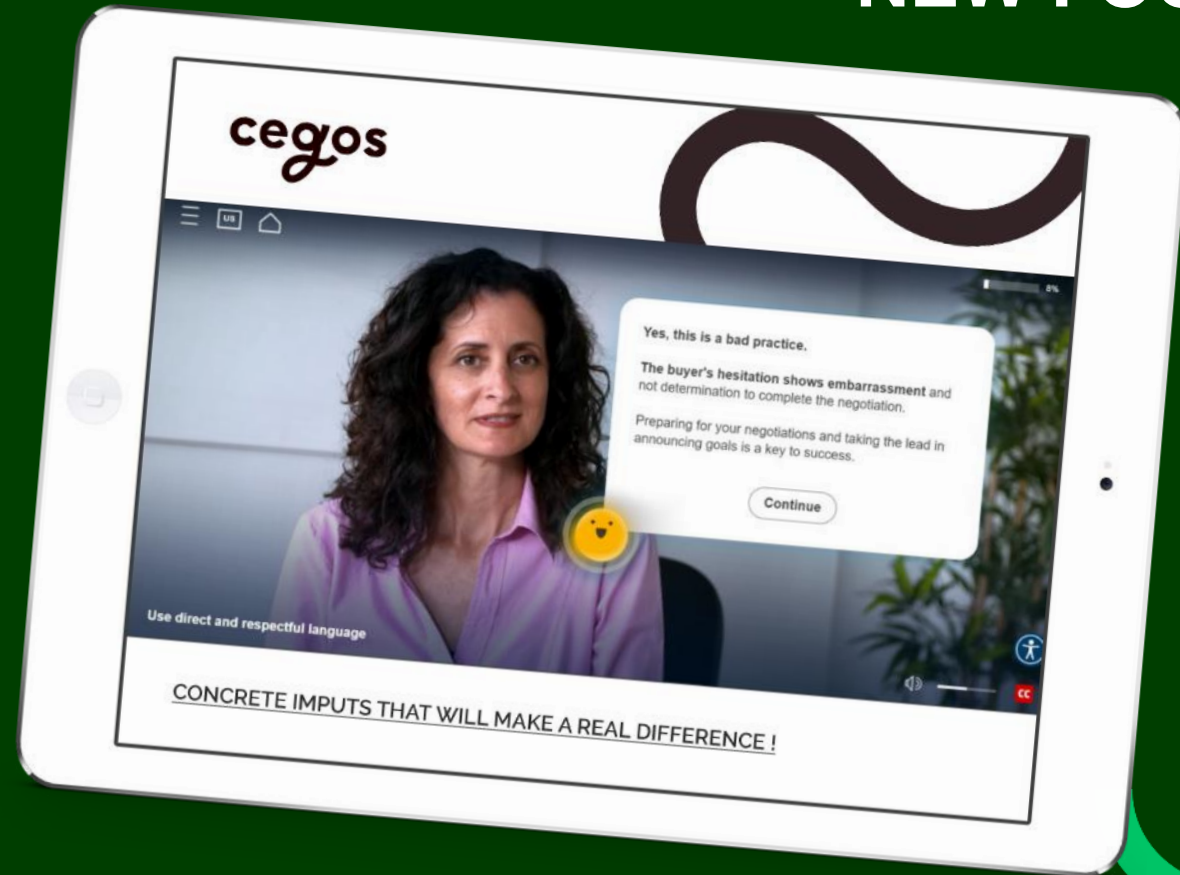
It will target professionals at all levels of the organization that want to deal with everyday change in a more positive and constructive way.



# 3 New Focus courses

- 10-minute packages
- Engaging and interactive
- Decision making scenarios
- A bold new look
- Immersive & high-definition videos

# NEW FOCUS COURSES



## Topics

- ❖ Empowerment
- ❖ Assertiveness

- ❖ Communication
- ❖ Dealing with stress

*“We make the learner active by giving them decisions to make, we build the story around those decisions, so it mimics the real-life scenario, and they learn at the same time.”*

Elise Racinais,  
Learning Experience Designer

*“With these immersive videos, you get a chance to test a situation before you really experience it. You can experiment, and that keeps people engaged. It also has a bit of a sense of humor!”*

Liliana Louro,  
Editorial Manager

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## 2023 Titles list

+1600 stand-alone digital  
learning assets available in +22  
languages.



# New titles

## INTENSIVE

3 Milestones to Say Yes to Delegation  
Step-by-step to manage conflict

## DISCOVER

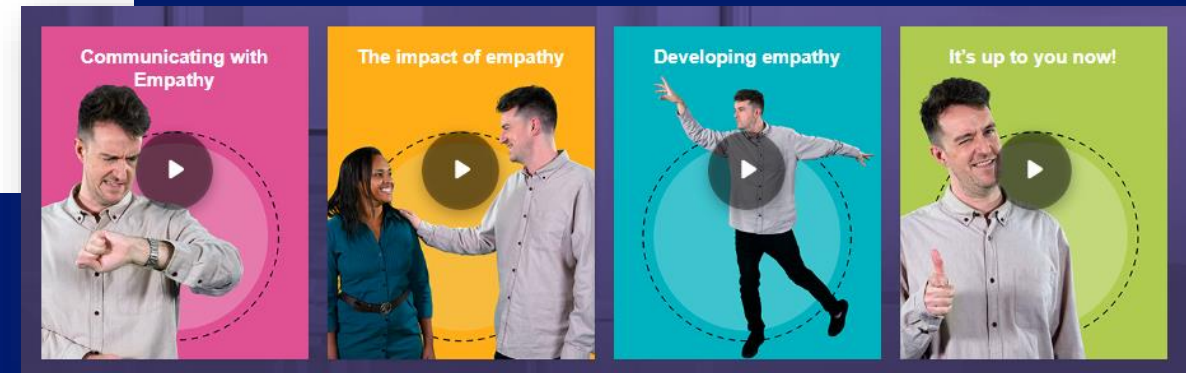
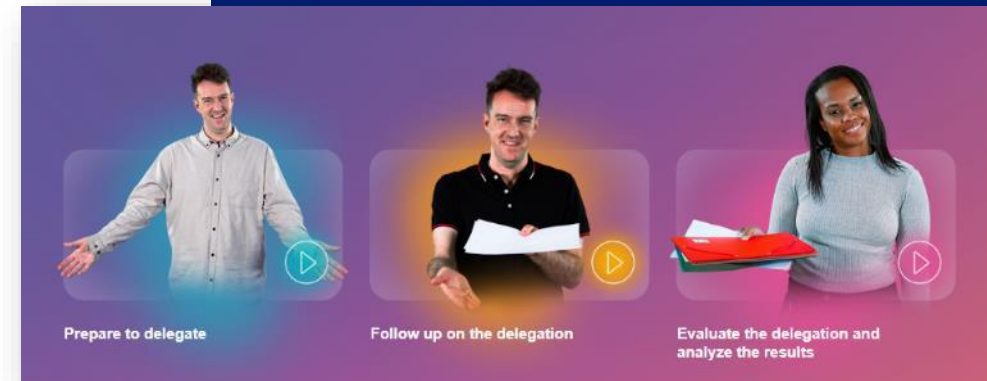
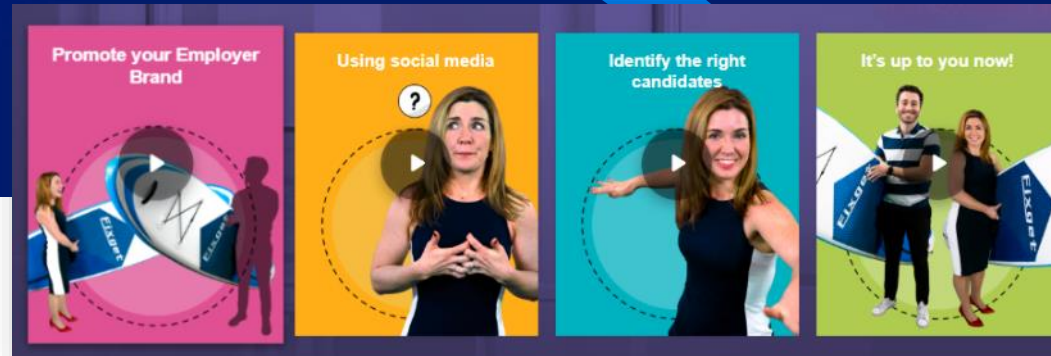
How to handle conflict - From conflict to personal growth  
HR from Outside In  
Master Cross-Functional Management: 6 Coordination Mechanisms  
Master Cross-Functional Management : Communicate to Engage  
The art of Empathy  
How to recruit talent using social networks  
Onboarding in a hybrid world

## NEW FOCUS

How to manage conflict in my team - from conflict to organizational growth  
Purchasing negotiations: playing the credibility card  
Effective delegation : empowering your team  
Successful Telephone Follow-Ups

## MYSTORY SEASON 2

10 episodes





## Core Management & Leadership

### MyStory as a manager

I am building relationships with each team member  
I am running my first team meeting  
I am clarifying my most important priorities  
I am sharing my vision with the team  
I am assigning a task to a team member  
I am giving feedback  
I hold my team member accountable  
I am dealing with an expert team member  
I am keeping my team member motivated  
I am encouraging autonomy  
I am setting objectives and key results to be achieved  
I am conducting one-on-ones  
I am leading a reflection meeting

### Focus modules

How to conduct effective meetings  
How to give positive and constructive feedback  
etc.



### Classic/Discover modules

Being persuasive in management situations  
Effective decision making  
Guiding team and individual actions  
Fostering and maintaining motivation  
etc.



# Advanced Management & Leadership

## Classic/Discover modules

Exponential leadership

Prepare your teams for times of  
uncertainty and transform fear into  
power

Keys to set up a remote team

Becoming a coaching manager

## Intensive modules

Digital transformation: overcoming  
resistance

## Focus modules

Managing transformations with Test  
and Learn approach  
etc.





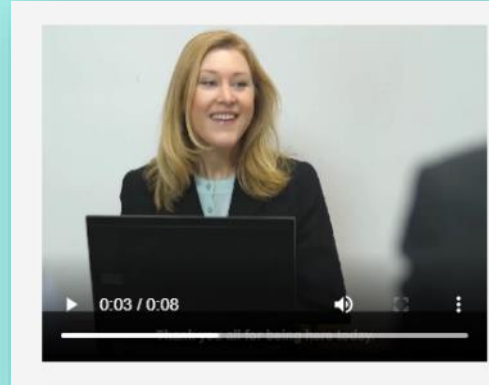
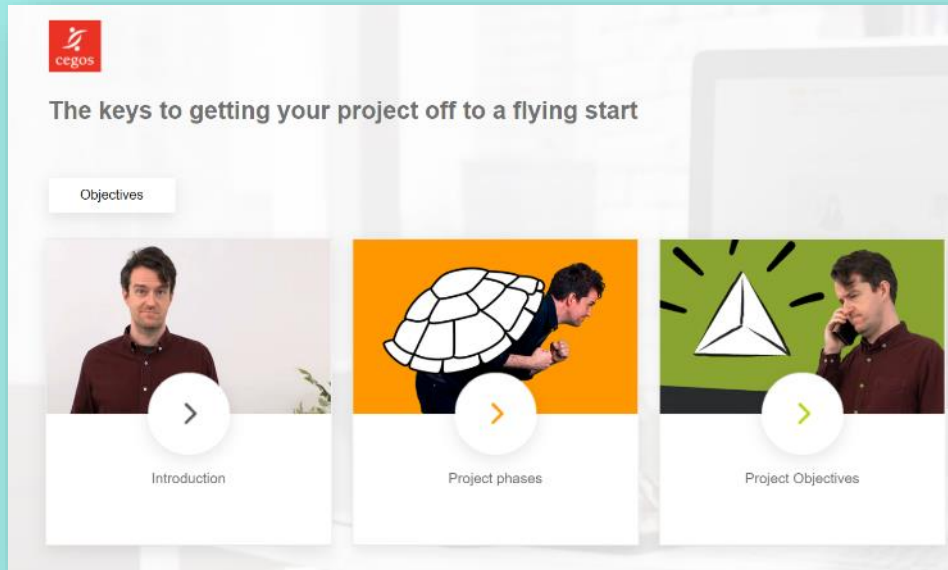
# Project Management

## Classic/Discover modules

Project management essentials  
Project planning  
Anticipating project risks  
Managing your project with hybrid approach  
The keys to getting your project off to a flying start  
Design Thinking

## Focus modules

Project management: mobilizing team members  
Agile projects: developing the team's autonomy  
Facilitating a project steering committee meeting  
etc.







# Working with others & Problem solving

## Classic/Discover modules

- Intercultural awareness
- Understanding unconscious bias and how to deal with it
- The art of empathy
- Tools for effective decision-making process
- Creative problem solving

## Intensive modules

- Managing objections
- Obtaining the support of your stakeholder
- Giving positive and constructive feedback
- Asking for feedback
- Welcome week-formulated or awkward criticism

## Focus modules

- Facilitating a brainstorming session
- etc.

### Creative problem solving

Objectives



Introduction



Turning the problem into a challenge



Generating ideas

### Intercultural awareness: Promoting diversity, inclusion and belonging inside my team

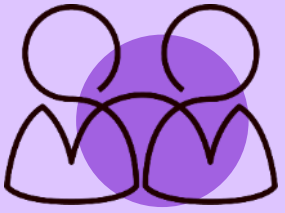
Objectives

The value and challenges of diversity

The problems of stereotypes and discrimination

Design your path and act inclusively

It's up to you now!



# Customer Relationship

## Classic/Discover modules

Providing Sales Support by Phone

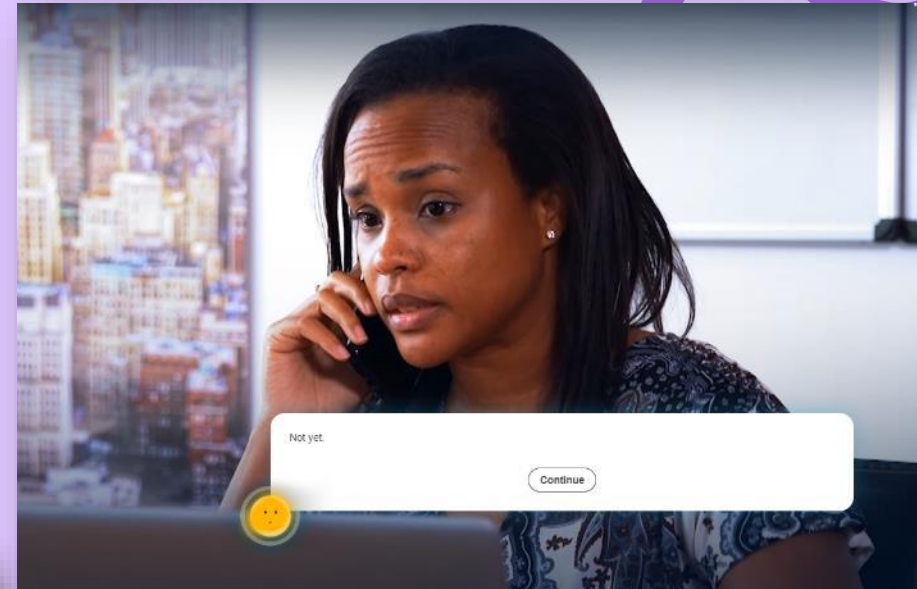
The challenges of customer relations

Customer relationship: building trust

Customer relationship: practicing active listening

How to map your customer journey

etc.



## Successful Telephone Follow-ups

Objectives



The 4 steps of a follow-up call



Active listening techniques



Dealing with a difficult customer

## Intensive modules

Managing urgent client requests

## Focus modules

Giving bad news in a positive way

Handling angry customers Managing customer incivility

Successful Telephone Follow-ups

etc.



# Sales and Negotiation

## Classic/Discover modules

Creating a Win-Win sales approach  
The art of persuading through listening  
Prepare for a win-win negotiation  
Keys to BtoB sales cycle  
Using social media for prospecting and selling  
etc.

## Intensive modules

Conducting the negotiation process – Level 1, level 2 and Level 3  
Ask the right questions to sell  
Argue according to the customer profile  
Managing urgent client requests

## Focus modules

Conduct a commercial negotiation  
Delivering a powerful & winning online sales pitch

## MyStory

MyStory as a Salesperson





# Personal Development

## Classic/Discover modules

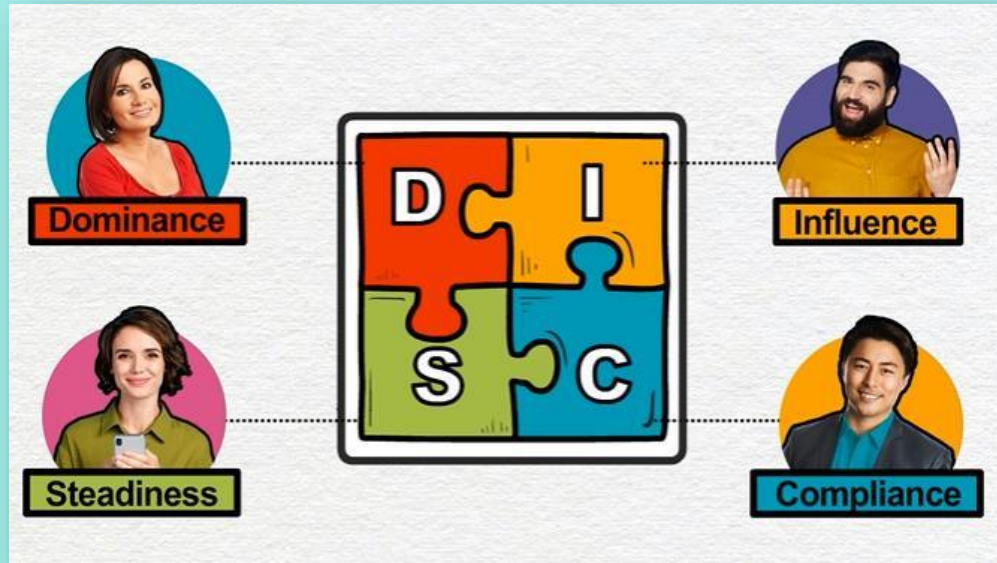
Adapting to other people to communicate more effectively

Emotional intelligence fundamentals

Understand how you deal with stress

Handling stress

Personality styles: deepen the understanding of yourself and others etc.



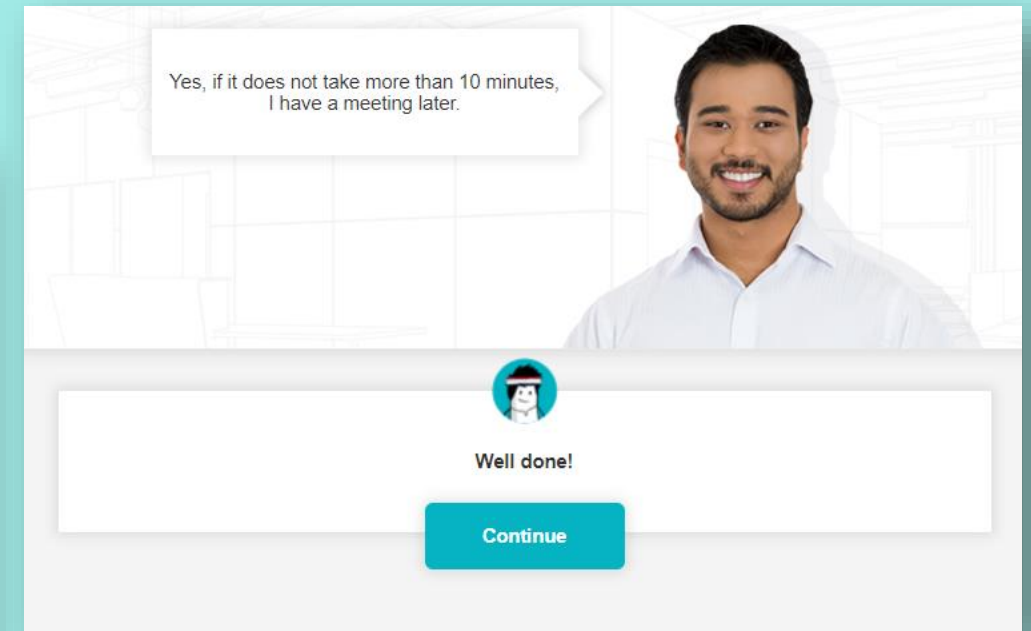
## Intensive modules

Develop your assertiveness - Level 1, Level 2 and Level 3

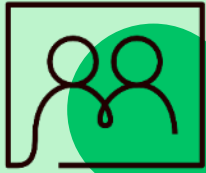
Giving positive and constructive feedback

Asking for feedback

Welcome well-formulated or awkward criticism







# Remote & Hybrid Teams

## Focus modules

Lead meetings remotely

Remote Management: effective ways to communicate with team members

## Classic/Discover modules

Keys to set up a remote team

How to succeed at remote work

Remote work : 10 minutes to Unplug and Recharge

Staying focused, positive and calm for successful remote working

Well-being in remote working

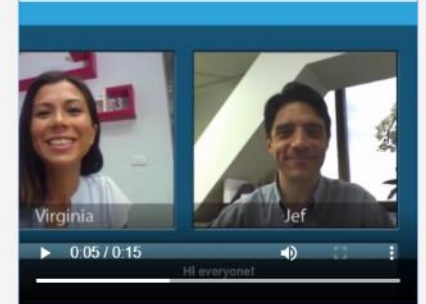
Online Project Management

etc.

### That's right

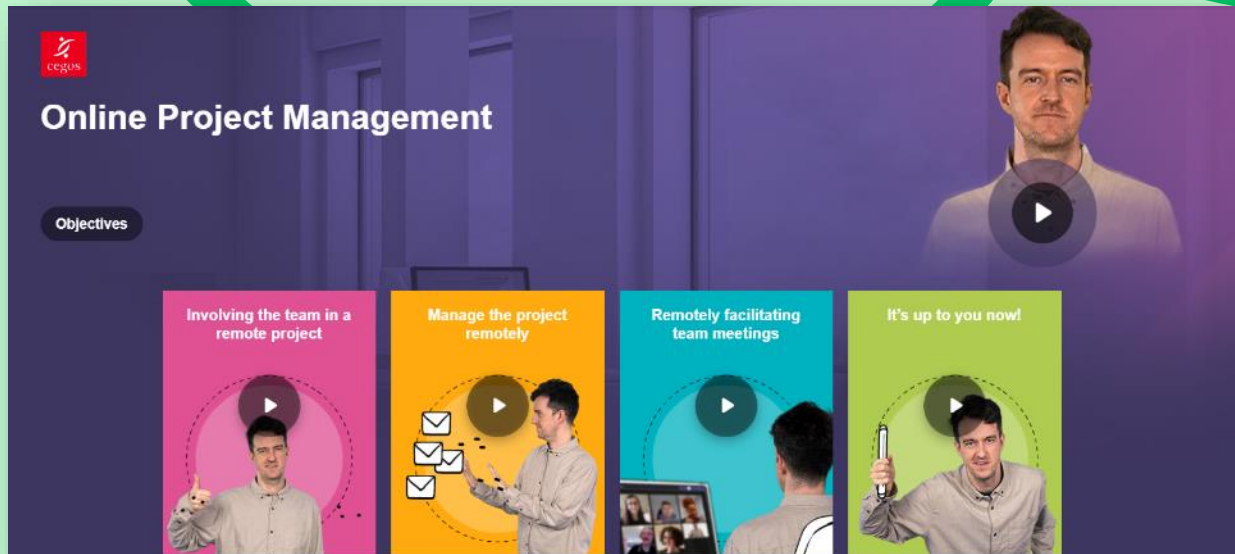
Take the time to welcome each participant as they join: they will then feel acknowledged and included in the group.

**Play the video** to watch the scene. Next, indicate how Jef should continue now that all the participants have joined: **click the button of your choice under the video.**



Have everybody introduce themselves (again) to get the meeting off to a great start.

Get straight to it by outlining the aim of the meeting.





# Time Management

## Classic/Discover modules

Dealing with time-consuming tasks

Managing your time strategically

Increasing your productivity in a fast-paced world

Harnessing different perceptions of time to boost effectiveness

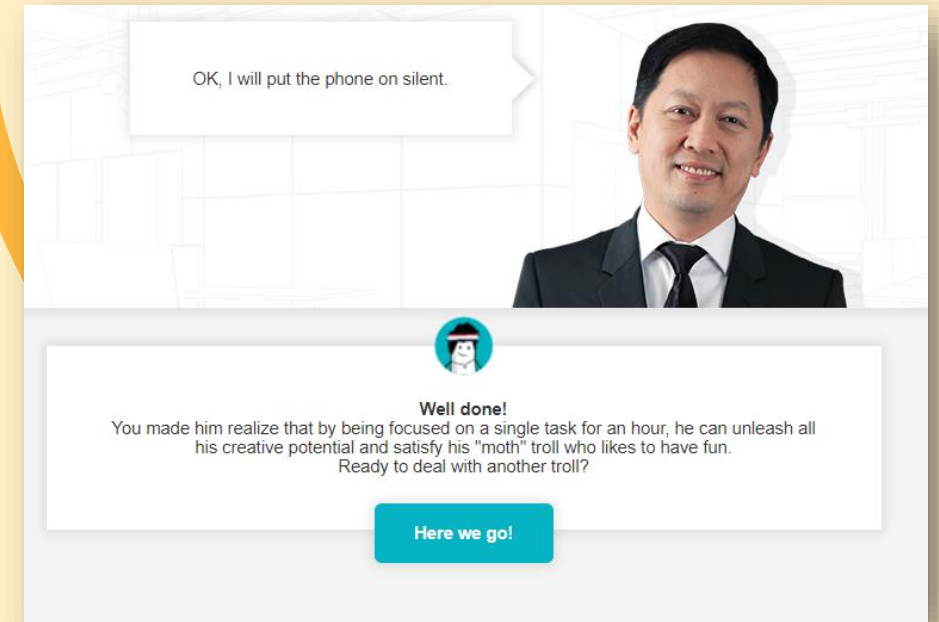
Clarifying and managing your priorities

## Intensive modules

Curing work overload

## Focus modules

Time Management: Dealing with Urgent Requests  
etc.





# Communication

## Classic/Discover modules

Writing techniques: how to build persuasive arguments

Identify your communication styles

Successfully adapting your message

Creating compelling visuals for a successful presentation

Preparing yourself to get on stage

Delivering engaging and confident online presentations



## Focus modules

Public Speaking: Managing the Q&A  
etc.

### Public Speaking: Managing the Q&A

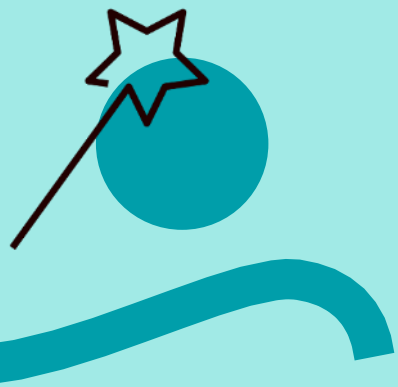
Objectives



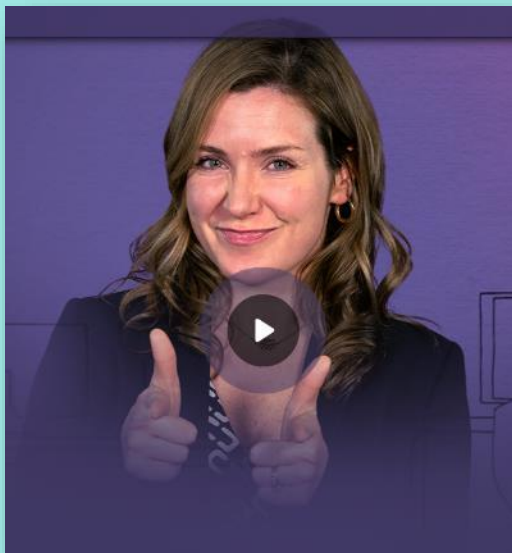
Welcome the questions



Address questions...throughout



# Self-management

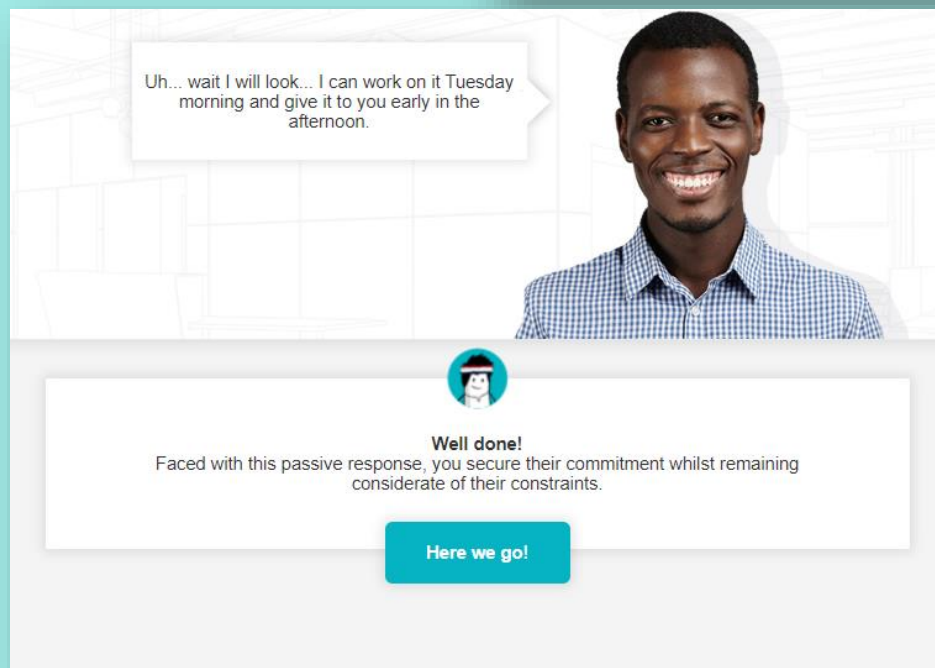


## Classic/Discover modules

Developing mental toughness and resilience  
Manage your energy for high performance  
Developing mental toughness and resilience

## Intensive modules

Develop your assertiveness  
Learn how to practice active listening  
etc.







# Training for Trainers

## Classic/Discover modules

On-the-job training: building and making the course come alive

On-the-job training: how to support learners in the workplace

6 keys to succeed as a digital learner

## Intensive modules

On-the-job training: 7 pitfalls to avoid

Digital transformation: overcoming resistance

Learn how to practice active listening during training

### 6 keys to successful digital training

#### Objectives



Introduction



Discover Hayley's way of learning



Listen to Paul's testimony about his digital training



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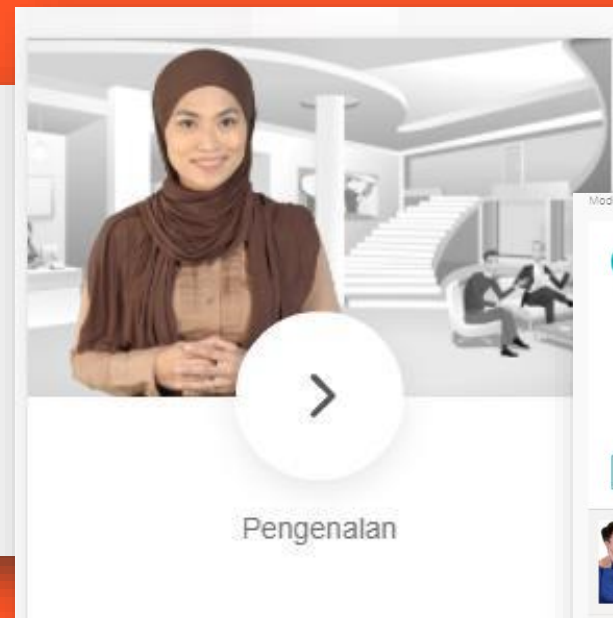
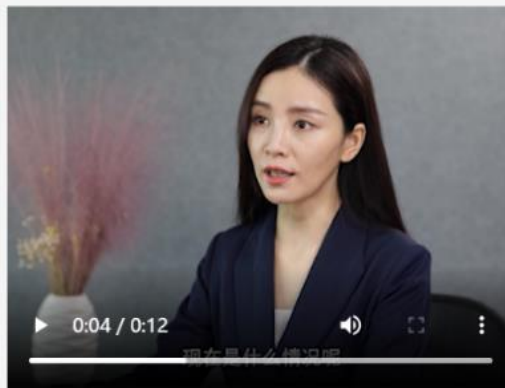
**New localizations  
& top rated courses**



身为管理者的你可能会注意到，一些员工在工作上比较焦虑，更有甚者可能无法完成工作。有些时候他们会找你求助，但这个事情也不一定。你的职责，就是帮他们对自身能力重新树立信心。当然，这其中的动作，都要在你的职权范围内进行。

点击观看情景短剧，看看何俊碰到了什么问题。

之后，请点击视频下方按钮，指出经理严经理该怎么做。



# True localization\*

22 languages available in our current Catalogue:

US and UK English, French, Spanish, German, Italian, Dutch, Portuguese, Slovak, Hungarian, Latin American Spanish, Brazilian Portuguese, French Canadian, Chinese (simplified and traditional), Japanese, Arabic, Vietnamese, Bahasa Malay, Indonesian, Korean, Thai

In 2023,  
new localizations in:

- Thai
- Arabic
- Korean
- Dutch



\*For each localization, we rely on our local teams and partners to ensure the quality of the localization that we perform.



# Our top five stars modules



Exponential leadership



**MyStory** as a manager: I hold my team accountable



**MyStory** as a manager: I am dealing with an expert team member



Keys to set up a remote team



Staying focused, positive and calm for successful remote working





# A multi awarded expertise worldwide





2023

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