



Brooks University

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



Business Innovation

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

Coaching Essentials

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

Compliance Essentials

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

Communication Skills

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

Customer Service Applied

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

Customer Service Essentials

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

Cybersecurity

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



Leadership Tool Kit

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

Learning Essentials

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

Marketing Essentials

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

Marketing Skills Applied

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

Personal Finances

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

Presentation Skills

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

Project Management Applied

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

Project Management Essentials

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

Project Management Mastery

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

Recruitment 101 Essentials

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

Retail Essentials

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



Service with a Smile (Even When Tired)

Sales Skills Applied

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

Sales Essentials

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

Teamworking Essentials

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

The Leadership Role Model

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

Wellbeing Essentials

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

Work Ethic

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

Workplace Essentials

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

Workplace Health

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



Customer Service Mastery (fall 2021)

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

Employee Termination (fall 2021)

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

Mindfulness (fall 2021)

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

Networking (fall 2021)

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

Online Social Presence (fall 2021)

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

Sales Mastery (fall 2021)

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



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Yearly subscription

Certificates

Certificate in Change Management

Certificate in Emotional Intelligence

Certificate in Project Management Fundamentals

Certificate in Facilitation and Public Speaking

Certificate in Mentoring Program Design

Certificate in Leadership Development

Certificate in Strategic Diversity, Equity, and Inclusion



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