



Descubre TalentLibrary™

Una colección* creciente de cursos listos para usar que cubre las habilidades que tu equipo necesita para **triunfar en el trabajo**



Atención al Cliente Aplicado

(Ventas y Servicio)

- Utilizar el lenguaje adecuado
- Cómo cultivar la relación con los clientes
- Cómo poner en práctica la positividad
- Cómo lograr la claridad en la comunicación
- Cómo mantener la serenidad

Atención a Clientes Avanzado

(Ventas y Servicio)

- Comprensión de los tipos de clientes (personajes)
- Cómo anticiparse a las necesidades de los clientes
- Coaching de servicio al cliente
- Manejo de los equipos de servicio al cliente a distancia
- Servicio al cliente a través de las redes sociales
- Servicio al cliente personalizado
- Gestión de los clientes de autoservicio
- Empoderamiento del servicio al cliente
- Dar seguimiento y mejora de la experiencia del cliente
- El servicio al cliente no es un centro de costos

Fundamentos de Atención al Cliente

(Ventas y Servicio)

- Cómo mantener el servicio al cliente en todos los canales de comunicación
- La importancia de la marca
- Relaciones con los clientes
- La lealtad del cliente
- Cómo lograr la resolución de problemas
- Cómo tratar una queja de manera satisfactoria
- Venta cruzada y venta ascendente
- Cumplimiento de las expectativas del cliente
- Tecnología
- Ir más allá del servicio al cliente

Fundamentos de Ventas

(Ventas y Servicio)

- Habilidades de escucha en ventas
- Cómo crear tu proceso de ventas
- Cómo gestionar tu proceso de ventas
- La presentación de ventas
- Presentaciones efectivas
- La venta de la solución propuesta
- Creación de beneficios
- Cómo mantener la interacción con los prospectos
- Cómo cerrar acuerdos difíciles
- La importancia de compartir comentarios de retroalimentación de ventas

Habilidades de Ventas Aplicadas

(Ventas y Servicio)

- Cómo investigar a tu prospecto
- Cómo establecer una relación
- Habilidades para hacer preguntas
- Priorizando prospectos
- Obtención de compromiso

Seguridad Informática

(Seguridad y Cumplimiento)

- El poder de una contraseña fuerte
- El peligro de los virus y los programas malignos
- Protección de tus datos
- Cómo mantener tu celular seguro
- Los riesgos del secuestro de datos
- Seguridad de la red y computación en la nube
- Fraude electrónico y software antispoam
- Ingeniería social
- Ataques al Internet de las cosas
- Auditorías de cumplimiento y de seguridad informática





Diversidad e Inclusión

(Recursos Humanos)

Los valores clave de igualdad, diversidad e inclusión
Prejuicios inconscientes
Reconocer tus privilegios
Inclusión de género
Conciencia e inclusión LGBTQ+
Tipos de discriminación
Accesibilidad digital
Hacer frente a la discriminación
Cómo convertirte en un líder inclusivo
El valor de la diversidad y la inclusión en el trabajo

Fundamentos de Liderazgo

(Liderazgo)

Los cuatro tipos de líderes
Delegación y empoderamiento
Humildad
Inteligencia emocional y cultural
Ser auténtico
Inspirar a los demás
Asumir responsabilidad
Toma de decisiones
Tener confianza
Ser valiente

Fundamentos de Recursos Humanos

(Recursos Humanos)

La importancia de la capacitación
La adaptación a la innovación
Gestión del desempeño
Cómo gestionar los procedimientos disciplinarios
Gestión y desarrollo de talentos
Diversidad en el lugar de trabajo
Acoso y violencia
Participación del empleado
Trabajo a distancia y flexible
RR. HH. para gerentes de otros departamentos

Fundamentos de Seguridad en el Lugar de Trabajo

(Seguridad y Cumplimiento)

Resbalones, tropezones y caídas
Usa el pasamanos
Organización de cables
Informar sobre un peligro
Manipulación manual
Ergonomía en la estación de trabajo
Conduce con prudencia en el sitio de trabajo
Conducir y usar tu teléfono
No envíes mensajes de texto al caminar
La importancia del orden y la limpieza en el trabajo

Ventas Avanzadas

(Ventas y Servicio)

Afrontar el miedo a las ventas
Resiliencia en ventas
Cómo acortar tu ciclo de ventas
Estrategias de venta - El poder del revendedor
Metodologías de ventas: SPIN, SNAP, etc
Comprender por qué se pierden los acuerdos
Cómo vender de forma ética
La inteligencia emocional para el éxito en las ventas
Venta virtual
Dominar la llamada en frío





Adaptive Leadership

(Leadership)

What is Adaptive Leadership?
 Using Authority & Power (Taking Chances)
 Overcoming Resistance to Shared Responsibility
 Learning through Self-Correction
 Building a Culture of Adaptability

Artificial Intelligence Essentials

(Technology)

What is Artificial Intelligence?
 What is Machine Learning?
 Deep Reinforcement Learning
 Harnessing the Power of AI
 Ethics & Artificial Intelligence

Business Innovation

(Business Skills)

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

Business Continuity Essentials

(Business Skills)

Introduction to B. Emergency Preparedness Planning
 Developing a Contingency Plan
 Managing Business Resilience
 Dealing With B. Continuity and Disaster Recovery
 The Incident Manager's Tool Kit

Career Management

(Personal Development)

Unlocking Your Potential
 Setting your Career Goals
 Discovering Your Strengths & Weaknesses
 The Importance of a Mentor
 Your Personal Brand Story
 Internal Interview Preparation
 Working Smart
 Personal Development Plans & Sticking to Them
 Setting Stretch Goals

Coaching Essentials

(Business Skills)

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



Coding for Everyone

(Technology)

What is Coding?
Understanding APIs
HTML Development for Everyone
PHP for Everyone
JavaScript for Everyone

Compliance Essentials

(Safety and Compliance)

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
Sexual Harassment - Employer Version

Communication Skills

(Personal Development)

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

(Sales and Service)

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

Customer Service Essentials

(Sales and Service)

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

Customer Service Mastery

(Sales and Service)

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

Cybersecurity

(Safety and Compliance)

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



Data Analysis

(Business Skills)

Data Literacy
The Power of Big Data
Visualizing Data
Data Ownership
The 5 Cs of Report Writing
Developing Research Skills
The Basics of Business Writing
The Stages of Report Writing
Report Writing: The Power of Visuals

Digital Transformation

(Business Skills)

What is Digital Transformation?
Why do you Need a Digital Culture?
The Four Types of Digital Transformation
Digital Disruption
The Design Thinking Mindset
What is a Digital Transformation Strategy?
The Power of Data Visualization
The Impact of Training on Digital Change
Leading a Digital Transformation
Is Digital Transformation Just Change?

Diversity & Inclusion

(Human Resources)

The Key Values of Equality, Diversity and Inclusion
Unconscious Bias
Recognizing Your Privilege
Gender Inclusion
LGBT Awareness and Inclusion
Types of Discrimination
Digital Accessibility
Confronting Discrimination
Becoming an Inclusive Leader
The Value of Diversity and Inclusion in the Workplace

Emotional Intelligence

(Personal Development)

What is EQ?
Self Awareness
Self Regulation
Emotional Intelligence: Motivation
Emotional Intelligence: Empathy
Social Skills
Improving your EQ
Conflict Management using EQ
Collaboration & Developing EQ in Teams
Creativity and EQ

Employee Termination

(Human Resources)

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

Entrepreneurship

(Leadership)

The Five Ps
The Entrepreneurial Mindset
Being Curious
The Power of Imagination
Being Self-Aware
Building Relationships & Networking
The Power of Influence
Taking Calculated Risks
Being Prepared to Fail
Turning Ideas into Action

Finance Essentials

(Business Skills)

The Basics of Financial Management
The Flow of Money
Key Financial Statements
The Importance of Cash Flow
The Value of Budgeting
Vulnerable Customers & Finance
Financial Risk Management
The Basics of Accounting
Financial Ratios
Financial KPIs - Measuring Performance

Food Safety Essentials

(Safety and Compliance)

Food Safety Management Systems
Food Fraud Prevention
Handling Food Safely
Food Allergy Awareness
Food Safety & Cross Contamination



HR Essentials

(Human Resources)

The Importance of Training
Adapting to Innovation
Performance Management
Handling Disciplinarys
Talent Management & Development
Bullying & Violence
Employee Engagement
Flexible & Remote Working
HR for Non-HR Managers

Hybrid Working

(Human Resources)

What is Hybrid Working?
Hybrid Working: The Role of Leadership
Managing Employee Experiences
Inclusive Environment for the Hybrid Workforce
The Perfect Hybrid Working Policy

Leadership Essentials

(Leadership)

The Four Types of Leader
Delegation and Empowerment
Humility
Emotional & Cultural Intelligence
Being Authentic
Inspiring Others
Taking Accountability
Making Decisions
Being Confident
Being Brave

Leadership Tool Kit

(Leadership)

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

(Human Resources)

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

(Business Skills)

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

(Business Skills)

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

Marketing Skills Mastery

(Business Skills)

The Marketing Funnel - From the Top to the Bottom
The Power of Pillar Pages
Campaign Management
Inbound vs. Outbound Marketing
Content Marketing
Content Management Systems
Content Communities
AI-Powered Copy
The Power of User-Generated Content
The Different Content Marketing Strategies



Mastering Happiness

(Personal Development)

Finding your Purpose & Passion
Finding Happiness Within Yourself
Self-Limiting Beliefs
Changing Negative Habits
The Power of Self-Reflection

Mindfulness

(Business Skills)

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

(Personal Development)

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

Nurturing Talent

(Human Resources)

Encouraging Employee Stretch
Don't Avoid Low Performance
Identifying Employees' Personal Goals
Fostering Peak Performance
Learning to Let your Best People Leave

Online Social Presence

(Personal Development)

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)

OSHA-Workplace Safety

(Safety and Compliance)

OSHA Worker Rights & Protection
Fall Prevention
PPE (Personal Protective Equipment)
OSHA Severe Injury Reporting & Record Keeping
Trenching & Excavation

Personal Finances

(Personal Development)

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

Presentation Skills

(Personal Development)

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

(Business Skills)

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

(Business Skills)

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



Project Management Mastery

(Business Skills)

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

Recruitment 101 Essentials

(Human Resources)

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

Remote Leadership

(Leadership)

The Remote Leadership Model
Building Trust at a Distance
Remote Goal Setting
Engaging Remote Workers
Remote Team Communication

Retail Essentials

(Sector Specific)

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)

Retail Applied

(Sector Specific)

Adopting a 'Customer First' Mindset
Commercial & Product Awareness
Coaching Retail Employees
The Importance of Store Windows
GDPR in a Retail Environment

Risk & Uncertainty

(Personal Development)

Embracing Risk & Uncertainty
Risk & Decision-Making
Managing your own Decisions
Obstacles to Decision-Making
The Reward of Taking Risks

Safety Leadership

(Leadership)

What is Safety Leadership?
What is Behavioral Safety?
Building a Proactive Safety Culture
Understanding H&S Responsibilities
The Consequences of poor H&S practices

Sales Skills Applied

(Sales and Service)

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

Sales Essentials

(Sales and Service)

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



Sales Mastery

(Sales and Service)

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
Dealing with Sales Fear
Resilience in Sales
Mastering Cold Emailing
Value-Based Selling
Reducing Sales Friction
Automating Sales Processes
Designing your Sales Dashboard
Cross-Selling, Upselling & Account Growth

Situational Leadership

(Leadership)

Situational Leadership - Telling Leaders
Situational Leadership - Selling Leaders
Situational Leadership - Participating Leaders
Situational Leadership - Delegating Leaders
Practicing Situational Leadership

Teamwork Essentials

(Business Skills)

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

(Leadership)

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

Well-being Essentials

(Personal Development)

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

(Human Resources)

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 Safety Essentials

(Safety and Compliance)

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

(Safety and Compliance)

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

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*El contenido y el cronograma proyectado de los cursos programados están sujetos a cambios en cualquier momento, sin previo aviso, pueden variar y no deben interpretarse como vinculantes.

