



Descubre TalentLibrary™

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

EPIGNOSIS

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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 al Cliente 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

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 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 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



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

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

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 antispam
Ingeniería social
Ataques al internet de las cosas
Auditorías de cumplimiento y de seguridad informática





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 Harrassment - 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



