



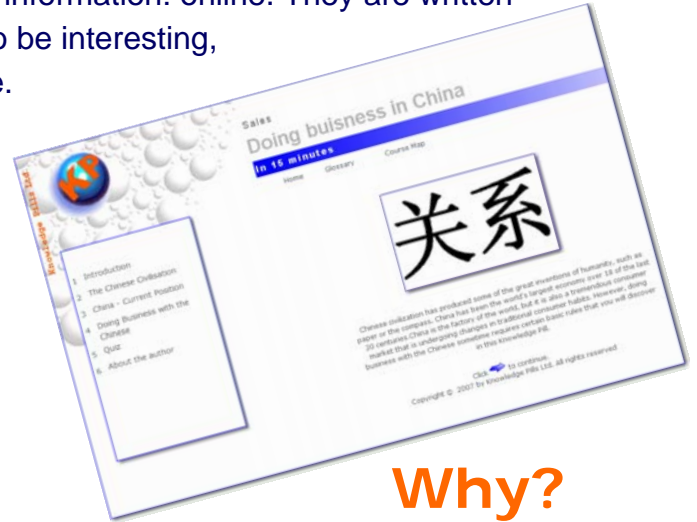
# Knowledge Pills Catalog

**Understanding in 15 minutes**

# What are Knowledge Pills?

Knowledge Pills are small nuggets of training information: online. They are written by an expert in the field. They are designed to be interesting, compelling, and, where applicable, interactive.

In approximately 15 minutes a Knowledge Pill allows everybody to understand a phenomenon, a technology, a new trend or business practice.



Why?

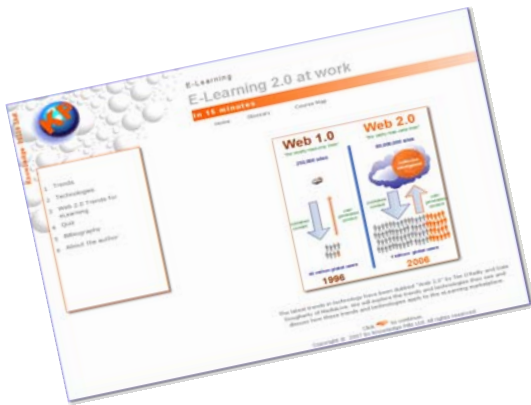
In today's world, a company depends more than ever on the skill level of its employees. We all need people who are well organized, who have good communications skills, and who are able to manage projects no matter if locally or in a multicultural context.

Modern employees have to acquire basic business skills, but they should also stay curious about new tendencies and concepts in business and technology. Even more important: modern employees need to know what is important to know, and they need this insight quickly.



Lifelong learning is already here and it is not only about pure business. We all are asked to master modern software programs and to become good digital workers, as well as to take care of our own mental and physical health.

An innovative and successful company is made of people that are encouraged to take care of their professional and personal development.



## How?

Knowledge Pills are created to help companies to provide to their employees the minimum resources for their constant growth.

They are offered individually, or as a library of knowledge. They can be hosted externally, or be installed within the company's own Intranet or LMS.

With the production tool offered optionally, companies can customize existing Knowledge Pills or create their own Knowledge Pills. Look and feel can also be changed easily.

## A variety of situations



Our goal is to help companies to provide employees with core information on business, technology, personal development and facts about their own company.

# The 15 series

**Getting Organized**

**Getting Things Done**

**Communication Skills**

**Leadership Skills**

**Management Skills**

**Project Management Skills**

**Intercultural Skills**

**Business Skills**

**Financial and Economic Skills**

**Updated**

**Permanent Development**

**How to Feel Better**

**Understanding the technological trends**

**Software Products at Work**

**The Art of Digital Writing**

## Managing your e-mails efficiently

Email is now the primary source of communications and information sharing in the workplace; it is vital to be efficient and organized with all email correspondence. Email will consume your workday if you let it. The compelling feeling that you have to stop your current action and read the incoming email at the very moment it is received can translate into a huge time-waster. Email needs to be one of your priorities, with its management scheduled along with other tasks you need to complete each day. We will learn, in this module, how to develop an email system and habits that will keep you on top of email without neglecting other important tasks.



## Space Planning: Maximize efficiency

A person's work environment is very important. After all, we spend nearly as much time at work as we do at home. According to a recent North American Survey, nearly 50% of workers rank their work environment as the most critical element of job satisfaction. What makes a high quality work environment? Space design. It is a key component for increased productivity and efficiency. Space design encompasses office layout, optimal lighting solution for the tasks you perform, ample storage space, placement of office tools, and last but not least enhancements that might clear the clutter and give you piece of mind.



Get organized

## Being Organized on the Road

Travelling for business can take its toll, especially if you are unorganized. It's hard enough keeping up with typical workdays, much less trying to travel on top of your other responsibilities. Whether you take one trip a



year or several, it is important to stay organized before, during, and after your travel assignments. In this Knowledge Pill, we will discuss ways that will help you efficiently travel and manage your workload during travel. The more you plan and organize while you are on the road, the easier it will be to return to the office. As you're about to learn, there are many solutions to help organize and categorize your information to make a smoother transition upon your return.

## Organize your PC

Computers have become an essential data management tool in ways none of us could have predicted 10 years ago. Today, most office workers maintain an enormous amount of electronic data in various forms within multiple software applications. Because there is so much information in today's work world, it is vital that we begin to think of how we want to organize our electronic data. We will learn how to create an effective filing system in your computer and begin the process of organizing your electronic data on your PC. This will help you manage the electronic data overload and make your workday more organized and easier to manage.



## Getting Things Done

### How to run a good meeting

Everyone has been abused by unproductive meetings. Key players in a business are tied up for hours in mind-numbing marathons of monotony. Instead of achieving specific, measurable, time-dependent results, these meetings create disharmony and become monumental time wasters for the unfortunate attendees. When executives discover the real costs of unproductive meetings, they find that death by meetings equates to business suicide. This Knowledge Pill is designed to give you practical ways to run effective meetings, a key element of making time work



for you.

## Problem solving and decisions taking

Knowing how to make decisions is an important challenge which we are all faced with daily at more or less important levels. The purpose of this Knowledge Pill is to teach you the methodology to make decisions, whether alone or as a team, and whatever the type of decision. Through this module, you will discover the tools and techniques to help surmount indecisiveness and to overcome the fear of “making the wrong choice”. You will finally know how to assume your decisions and how to implement them successfully.



## Managing your time better

It's TIME to master the intricacies of time management - a skill that will propel you to the pinnacle of success faster than you can ever imagine. Nothing is more powerful than being incredibly organized and super focused like a laser beam. Once you know what it takes to manipulate, manage and master your time, you'll be hitting your targets that take you towards success in your personal and business life at incredible speeds.



Managing interruptions

Delegating techniques

## Phone techniques

Years ago the phone was just an object sitting on a surface of your choice. It rang occasionally. You picked it up, spoke, hung up, and went about your business. Today, the phone has a huge impact on our lives and our method of communicating. There are all sizes and shapes and advanced phone technologies. It has become apparent that we must create systems and acknowledge that



the phone can either control us or we can control it. In this module we will discuss techniques to alleviate the pain of phone interruptions, phone addictions, and tips for successful phone communication. We will also address the manner in which we speak to a caller or speak when leaving a message.

Searching for information on the Web better

## Communication Skills

### Listening better

Knowing how to listen is a fundamental quality which can improve professional relations as well as personal relations. Poor listening causes misunderstandings, and alters the communication equilibrium. This Knowledge Pill describes the obstacles which prevent positive listening and also provides practical advice. Good listening may allow to reduce stress, and to improve dynamism and efficiency at work.



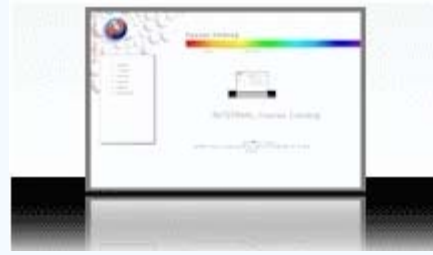
### Public speaking

Welcome to the world of high-end communication. You are about to learn the challenging yet exceptionally rewarding, fearsome yet highly exciting and complex yet extremely delicate – the art of Public Speaking. Labelled as the number one fear on the planet Earth, public speaking is the greatest nightmare for the majority of population. In this module, you'll learn to master your fears and turn yourself into a electrifying public speaking. Yes, you can be a master public speaker and communicator and this Knowledge Pill will show you how.



## Written Communication in the Corporate environment

Written communication in the corporate environment is an everyday reality, whether wanting to be understood by a customer, to share a project and have people unite around it, or to present a service proposal, ... Every employee takes part in distributing information under different forms (letters, notes, e-mails, etc.), just so many types of writings which abide by drafting rules and distribution constraints so that they may be understood by the recipient(s).



## Creating presentations that communicate well

In the corporate environment we are but too often accustomed to see presentations which are too dense and boring to read. A well-mastered oral presentation supported by illegible or extremely monotonous slides can ruin your presentation. Prior to creating a presentation, the presenter should answer some key questions in order to choose the type of outline. He must work on the content of his presentation so as to make it attractive and pleasant to read. This Knowledge Pill offers to help you in your task of creating presentations.



## What is Emotional Intelligence?

An explosion of research supports the assertion that the critical factor in career success is not IQ, but rather is EQ, otherwise known as Emotional Intelligence. While high IQ can be a blessing, it can also be a curse if coupled with an inability to connect with others and turn one's ideas into action. If blind to emotion, one is more likely to act off it without understanding the root cause of their action. To be rational about one's emotions, one must use their cognitive brain to pay attention to the messages that emotion is providing



## Developing effective communication in the organization

This Knowledge Pill will provide you with a model to understand how communication takes place within the organization and how it can be analyzed and structured in a way that it is more effective and even enjoyable. At the end of each chapter you will find a page called "Tips and Tools" with training tasks or suggestions for implementation.



## Developing effective interpersonal communication

We might be extremely creative, skilful and disciplined in our job; however, a great part of our success as professionals depends on how effectively we communicate with other people. Our interpersonal communication skills allow us to get the meaning across, and help others create an image of who we are. Also, effective interpersonal communication sets the ground for the development of healthy, comfortable relationships. The goal of this Knowledge Pill is to provide a model for developing effective interpersonal communication skills.



## Advanced Networking Techniques

We've all heard that networking is the most effective way to generate new business, stay in touch with colleagues and new developments, polish your company's image and even find a new job. But networking can seem as mysterious as the other side of the moon for many people. Most networking classes don't help much, as they go over the same old techniques that we've all heard a million times. How do the expert networkers really do it? How do some people seem to know (and be known by) everyone, while most folks only know their office mates and neighbors? This Knowledge Pill will do a short examination of the techniques used by master networkers.



## Shared Vision – the Grounded Visioning Way

A shared vision for a team lays out a positive vision of the future that inspires action in the present to make it real. Today's visions are created collaboratively, not by dictates from above. "Grounded Visioning" Is a fast, effective way to create shared visions collaboratively.



## Transmitting the right message

As a manager, you regularly need to present your work in a group by means of a visual presentation. This may go from an investment decision to the presentation of a sales offer. Several months of work are at times at stake during this exercise. The objective is to transmit ideas and to convince with very little time to do it. Important decisions will be taken as a result of these presentations. This is why these presentations should be designed and prepared with well-tryed methods. This is the purpose of this Knowledge Pill.



## Self Confidence, Self Esteem & Assertiveness

By the time you have finished reading this module, you will have discovered some extremely powerful methods to developing an unshakeable self-confidence within you. This module will focus upon building the foundation of Self Confidence, enabling you to take a conscious control of the way you Think, Feel & Act in different corporate and personal settings such as in and during your jobs, meetings, seminars or any stressful situations, and as a positive side effect of above all - your own personal life.



## The Art of Persuasion

Everybody agrees: being able to sell yourself effectively is of utmost importance, especially in these times which are characterized by competition and constant change. And yet, most of the time, we don't feel comfortable with this idea of "knowing how to sell ourselves" which we associate with "salesperson". This Knowledge Pill will provide you with keys and methods which are simple and easy to apply to help you sell your ideas by stimulating inspiration.



## Social Networks

Social networks have been around since the dawn of mankind, but with the advent of the internet they have taken on a whole new meaning and have become a necessary element of business and society. This Knowledge Pill will enhance your understanding of social networks and provide guidance to developing a social network that will enrich both your personal and professional lives.



## Second Language Basics for Beginners and Beyond

It has never been more important or easier to learn a second language (L2)-or a third or a fourth. English is increasingly becoming the language of the Internet-and knowing the basics will help you stay plugged into the information revolution. But at the same time, the Internet also makes it possible like never before to communicate with people who speak other languages that are in high demand, such as Mandarin and Arabic, as well to preserve smaller languages and dialects that are in danger of extinction. The goal of this Knowledge Pill is to give you an overview of the technologies available to help you learn or polish your language skills-and help you decide which ones are best for you.



## How to build an effective team

Building an effective team is as much an art as a science. The principal reason for this dichotomy is the involvement of people. The management of people-the science-involves time-tested practices and procedures. The leadership of people-the art-taps into the nature of humans, their talents, creativity, and energy. The key player in the team building process is the team leader. He is the person who trains (with or without other trainers), cultivates, and motivates the team. His goal is to create what William Shakespeare described in Henry V, "We few, we happy few, we band of brothers." This Knowledge Pill will discuss both the science and the art aspects and will provide proven, practical ways to build an effective team.



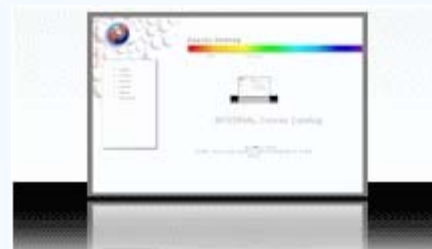
## The effective leader: a primer

This Knowledge Pill on effective leadership answers these core questions: "What is leadership?" "Is leadership the same as management?" "What makes for an effective leader?" "What skills does a good leader have?" "How are people motivated to work?" "What About 'Style?'" Along the way, we will learn what some experts can teach us about this topic, the differences between managing and leading, and how you can strengthen your skills as a leader.



## Different Leadership Styles

Leadership is the art and science of getting things done with other people. The most important words in this definition are "getting things done." Leadership is not solely about planning, intentions, or dreaming. Rather it involves achieving specific, measurable, time-dependent outcomes. Visioning and planning are only part of the leadership equation. Translating those visions into reality takes courage and determination.



This Knowledge Pill will discuss a variety of leadership styles that anyone can use. These different styles form a menu of options that leaders can apply based on the challenge to be overcome or the outcome to be achieved.

## Managing Change successfully

As a manager, you have been (or will be) confronted with managing change processes: a partial reorganization of the company, a merger with other companies, significant changes to the information system, etc. This is not an easy task. You will be confronted with resistance, opposition, constant uncertainty. You will have to go back a hundred times over things to get results. This Knowledge Pill will propose some points of reference and milestones to help you with this task.



## Managing in a Crisis

Companies are being faced with greater challenges today than ever before. Business is moving at a much faster rate. Government regulation has dramatically increased, as has enforcement of government regulations. Under various new laws behaviour that might, previously, have been legal, if not wise, has been criminalized. Companies, as always, are subject to natural disasters. And, of course, the media loves to write stories which demonize companies or company officials. When a company's future is affected by one of these events, the company is in crisis. By following a few simple tips a company can greatly reduce the impact on corporate revenues and reputation.



## Setting objectives

You are going to decide on your objectives and those of your collaborators. This is a privileged way of developing performance. An objective clearly shows the goal, mobilizes energy toward this goal and serves as a reference for evaluating the result.

This Knowledge Pill defines different types of objectives, and shows how to set them and formulate them, and how to define performance standards.



## Evaluating your staff

Staff evaluations are an essential part of any manager's or supervisor's job.

Unfortunately, many managers procrastinate on this vital duty because, while essential, it can tend to be one of the more unpleasant tasks that managers face. Usually this is because managers do not have a good understanding of the real purpose of evaluations, nor of positive and motivating ways to use staff evaluations.

This Knowledge Pill will explore issues in the evaluation process. They are:

- The purpose of staff evaluations
- How to perform a positive and effective staff evaluation
- How to use staff evaluations to coach and manage staff to greater productivity.



## How to coach others

In today's rapidly changing global marketplace, business professionals face the challenge of performing at their best. Continuous self improvement becomes a vital attitude for success. Unfortunately, people often experience barriers that seem to impede their efforts to perform better. Coaches provide an essential role in helping others to work beyond blind spots, obstacles both real and imagined, and self-limiting attitudes. Coaches help people revisit the way they think, feel, and act especially with



respect to change. They help people capitalize on their strengths and enhance their competitive advantage in the workplace.

## Dealing with virtual teams

As a result of increasing globalization over the past years, it is becoming more and more frequent for teams to be built with individuals who are not physically together, and in some cases don't share the same country, the same continent, the same time zone or even the same language. These are virtual teams. Some projects are carried out entirely with individuals who belong to different countries and cultures. Under this new and increasingly common reality, team members should learn to get around in this context. This Knowledge Pill gives a general view of what virtual teams imply.



## Implementing the Strategy

The implementation phase is crucial for the success of a strategy, and the difficulties encountered during this phase are often underestimated. The goal is to translate the strategy into day to day activity, by showing the interest of top management, by leaning on managers with field experience and by involving line personnel. In this Knowledge Pill we will also show a few examples of mistakes that should be avoided and some "success stories".



## Managing competencies

The implementation of skills management in a company provides many advantages to improve the coherence of a human resources management system; but this implementation must be conducted with the greatest care. Economic, organizational and social factors explain the interest of companies for this approach; we will see a certain number of implementation examples



of this approach.

## Motivating your staff

The key to business success is having a motivated staff. The leaders in the organization must create an environment in which people work cooperatively with each other, tackle business challenges energetically, and achieve desired business outcomes. Because of the human factor, motivation is both an art and a science. There are detailed psychological theories and models about motivation. There are also practical techniques that ordinary people can use to motivate others. This Knowledge Pill module has thirty-eight practical techniques to motivate your staff.



## Managing Conflicts

Professional life is not a long quiet river. Despite everyone's efforts, interpersonal conflicts are sometimes difficult to avoid. Rivalries, misunderstandings, incompatibilities, disagreements, all may cause a conflict to spring up at any time between colleagues, with a manager, between collaborators or even with a customer. There are solutions to help prevent conflicts, to avoid the situation from worsening and to find agreements when they do arise. Communication and emotions management play a major role in these solutions. This is what we will see in this Knowledge Pill.



## Vision - Values – Missions

A company's mission answers the question: "Who are we? The vision answers the question: "Where do we want to go? » Both are based on the values the companies are authentically attached to. In this Knowledge Pill we will look into some visionary companies with exemplary long-term performances.



## Managing Upward

This Knowledge Pill is on how to manage your boss to best survive in today's workplace. Managing upward is not manipulation, kissing up, or being the boss's toady. Managing the boss is a way to have a win-win-win situation where everyone, including the organization wins. It is also a way to improve your odds of getting promoted.



Talent Management

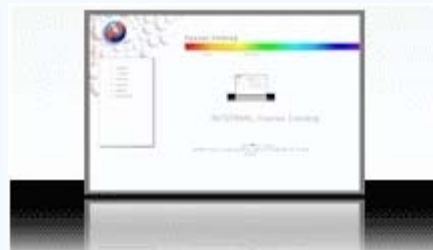
## How to Harness innovation

In today's global economy, successful businesses are those who best adapt to change. One quality that these companies possess is their ability to do things in ways that meet their customers' needs more fully. Innovation, like continuous self-improvement, is an attitude for success. In the world of quality, we are told that the customer defines quality. On the other hand, the supplier of the products and services brings innovation to the marketplace. Innovation may involve doing something completely new. It may involve doing something differently. It might entail rediscovering something that has not been done in a long time. This Knowledge Pill will give you some practical tools to bring innovation into your business. Innovation may be the critical element that not only allows your business to survive but more importantly thrive in a rapidly-changing marketplace.



## Working with difficult people

Whether you work for a large organization with thousands of people or you are self-employed, you cannot avoid working with difficult people. They are all around you. You can not control all the people you need to work with, but you can learn from a variety of situations how to better deal with



these day to day challenges. This module will explore different business relationships, some of the varied personality types you will encounter, and some real examples of interactions with difficult people. You will realize your workplace is not unique and will learn to be more effective, happier and therefore more successful in your career.

## Management Skills

### Learning from mistakes

Touching a hot stove, ignoring a Wet Paint sign, replying to an e-mail offering to share millions of dollars, or believing a slick used car salesman has your best interests at heart - all of these are mistakes; maybe painful or expensive mistakes, but mistakes that one can learn from. Everyone makes mistakes. We just have to view them as a learning experience and take away what we can from the occurrence. This Knowledge Pill will cover the types of mistakes people make, some famous examples, how to recover from a mistake, lessons learned, and more.



### Using Common Sense

Too many managers do really dumb things sometimes. If you want to see some examples, do a search on the Internet for "bad bosses" and you will get hundreds of hits. There are also articles from all over the world, seminars, papers, and jokes about bad management. There are more stories about bad managers and bad management than you could count. There are even a few websites devoted to nothing but stories of



bad bosses. A little thought and some common sense on your part about how you manage can prevent those stories from being about you.

### **Reinventing the wheel?**

In project management, we hear that phrase in some form all of the time. “Don't reinvent the wheel.” “Let's not reinvent the wheel.” “We're not reinventing the wheel here, are we?” Those are just a few examples of things said. It is usually spoken with a cynical, derisive, exasperated or condescending tone. It is commonly accepted that reinventing the wheel is a bad idea, but is it? Or maybe we should ask is it always a bad idea? Maybe you need to do some reinvention sometimes if the wheel isn't perfect.



### **Telling people what to do not how to do it**

A great idea for getting a task completed in the best manner possible is to tell the employee the results that you want and get out of their way. If you have hired good employees, and empowered them to get the job done, then let them have their head. Don't squelch them, their ideas, or their initiative. Many times they will have better ideas about how to accomplish a task than you would have. Their way might not have been how you would have done it, but so what?



Creating more with less

Avoiding costly mistakes

## Don't cut corners

Almost everyone wants to move up in their organization, more pay, more prestige, and more responsibility (okay, some don't want the extra responsibility). There are many paths to upward mobility; some are much more dangerous than others. Cutting corners is one of those dangerous paths. Cutting corners can involve any number of actions. It could mean ignoring policies, regulations, or laws. It might involve shortcutting the processes that are in place. It might mean hiring cheap or inexperienced people to save money. It might be the purchase of less expensive equipment that might or might not meet your needs in the long-term. ..Cutting corners is doing less than your best to achieve some end goal. Keep in mind that cutting corners is always a slippery slope and you slide faster and faster into trouble the more that you cut corners.



## Project Management Skills

### Fundamentals of Project Management

With this course, you will learn the most important concepts, definitions, processes and techniques necessary to manage a project.



### Contract Management

This course is intended to teach you what a contract is, some different types of contracts you may come across with and the processes involved in managing them, both from the seller and the buyer perspective.



## Communicating in Projects

This Knowledge Pill is intended to show basic concepts about human communications, the elements of an effective communication, some different types and how to manage them in a project environment. It is intended for people who would like to learn about human communications in general and how they can be managed in a project.



## Cost control

With this Knowledge Pill you will be able to understand the objective of project cost management, be familiar with project cost management steps, comprehend the elements related to cost calculation associated with human and capital resources, be acquainted with the estimating approaches that exist, know the estimating techniques and different types of estimates, recognize different costs types, control project cost performance and have basic concepts related to project selection based on their financial performance.



## Risk Management

In this course you will learn Risk Management fundamentals: what risks are, their possible effects, how they can be controlled and how you can apply risk management techniques to projects. The course is intended for project managers, project team members and anyone concerned with managing risks in projects.



## Writing Project Requirements

Good requirements are the underpinnings of a successful project. While especially true in the IT world, it is true for any project. Someone has to write the requirements and someone has to interpret and build to them. This Knowledge Pill will help you write good requirements so that everyone reads and understands them in the same way.



# Intercultural Skills

## Intercultural Management

Intercultural Management is the art of using cultural differences as leverage to improve company efficiency. Disregarding cultural differences can lead to failure. Specifically, culture strongly influences the strategy and the management of the organization's human resources. We will use negotiation, which should clearly take into consideration cultural differences, as an example to illustrate the principles that are described in the first chapters.



## Developing Intercultural Communication Competence

In today's global world and multicultural workplaces, many of us communicate regularly with people who are culturally different from us. Making ourselves understood and understanding people whose culture is not familiar to us often requires extra effort. Communicating across cultural differences can be an exciting challenge that promotes learning about ourselves as much or more than about the culturally different other person or group. The goal of this Knowledge Pill is to provide a model for developing intercultural communication competence (ICC). Interpersonal communication skills are fundamental to good relationships between any types of people.



## Changing Corporate Culture

## Cultural Inclusion and Diversity

While most professionals have learned to operate in diverse and competitive settings, many often rely upon outdated or even harmful stereotypes when dealing with others who come from significantly different



groups. Establishing matrices of opportunity helps create and maintain work relations which recognize the importance of differences within the company and broader society. Also, matrices of opportunity help each individual take responsibility for sustaining and fostering diverse and inclusive work environments. The goal of this Knowledge Pill is to provide a model for developing matrices of opportunity.

### **Leading and Managing Across the Generations**

Since the dawn of humanity the older generations have complained about the young whippersnappers and their disrespectful, narcissistic and slothful habits. Today is no different. How can the older generations effectively manage the younger generations?



### **Doing business in China**

Chinese civilization has produced some of the great inventions of humanity, such as paper or the compass. China has been the world's largest economy over 18 of the last 20 centuries. China is the factory of the world, but it is also a tremendous consumer market that is undergoing changes in traditional consumer habits. However, doing business with the Chinese sometime requires certain basic rules that you will discover in this Knowledge Pill.



Doing business in the USA

Doing business in India

Doing business in Russia

## Doing business in South America

South America is one of the world's regions with the most contrasts. Over the past few years, an increasing number of investors are looking at this continent's potential with great interest. This Knowledge Pill gives the student the required context and practical pointers on how to get around with confidence in these countries' business environments.



## Doing business in Spain

A few symbolic sites, a number of historic figures, and major artists do not alone explain the Spanish soul. But they do provide some clues to understanding how the country has changed over the past 30 years, from dictatorship to democracy, and later under the impulse of its integration in Europe. The energy of Spain and the Spaniards, which we illustrate with a number of examples, and the description of certain attitudes and behaviours at the workplace, will round up this Knowledge Pill: These are the basics you must understand to do business in Spain.



## Business Skills

### Negotiating

This Knowledge Pill brings to light the structured process by which two parties, with common and opposed interests, give up part of their initial claims in order to reach a beneficial agreement. The main themes are how to set a negotiation strategy, how to make concessions and choose adequate tactics.



## Recruiting

Recruiting is a strategic tool for an organization to evolve. It aims to provide the organization with an increased work force and the skills required for its development and/or its durability. In all cases, it is an investment, whose return on investment calculation cannot be limited exclusively to quantitative data (Expected gains – Recruitment cost/Recruitment cost) because qualitative data which is clearly *a priori* less measurable is involved. We will deal here with recruitment in private companies since entrance examination to enter the civil service responds to other criteria, and the motivations of an association do not always respond, in their philosophy, to the entrepreneurial approach.



## Interviewing

### Teaching from time to time

Companies increasingly request certain members of their personnel, who already have specific skills in an area, to provide internal training for their colleagues. Since technical skills are a quality a trainer must have, but which are not sufficient, it is useful to give advice and methods to these people for whom training skills is not the core of their business. This Knowledge Pill offers to help you in your task as an occasional trainer.



### How to get value creation from your supplier

In a globalization environment most of the leading companies have increasing needs to improve the value of procurement beyond cost savings. In order to ensure that they are able to leverage their initiatives, procurement executives redefine the procurement role and seek to implement the supplier Relationship Management concept (SRM). SRM initiatives become vital to the continued strategic improvement of the procurement function



Being part of the Supply chain

## Focus is on the customer

In a highly competitive economy, the quality of the customer service will often make a difference. The companies which succeed know exactly who their ideal customers are and concentrate their energies to create products and services which suit them. What are the mechanisms of customer loyalty? How can it be implemented? This is what we will see in this Knowledge Pill.



## How to Exceed Customers' Expectations

In today's rapidly changing global marketplace, one aspect of business remains constant: the need to meet or even exceed the customers' expectations. We have all been abused by arrogant, discourteous, uncompromising service representatives who refuse to fix legitimate problems. The best companies, however, are those who master and excel at serving, delighting, and wowing their customers. The good news is that training will give their employees all the customer service tools needed to succeed. Each employee needs to develop an inner motivation that transforms mechanical procedures into reflexive responses. This Knowledge Pill will give you practical ways, insights, and attitudes to exceed your customers' expectations.



## Planning

How to manage priorities and save time in order to work better. Analyzing your activity, planning the working time. How to find additional time by delegating and knowing how to say no to untimely requests. These are the issues this Knowledge Pill deals with.



## Merchandising

How to best highlight the products at the point of sale and get the most out of the available space so as to ensure the highest global profitability. We will also see how promotions are organized, the main profitability ratios which should be respected, and we will finish up with the e-merchandising concepts which apply in the context of Internet sales. In 15 minutes, this Knowledge Pill will help you understand what merchandising is about.



## Safety on Business trips

As a member of a large company you are sometimes called upon to meet partners or customers. What is said during these meetings may interest your competitors, or even foreign official organizations. It is therefore crucial that you take protective measures against any malicious act.

For this purpose, this Knowledge Pill will show you the good practices to be adopted in order to prevent your information from being intercepted.



## The Quality Management Process

Deploying a Quality Management Process in your organization will help improve your products, customer satisfaction, and your bottom line. Many formal processes have been developed and are now utilized by organizations. This Knowledge Pill will explore the Quality Management Process and some of the popular formal methodologies. More importantly, we will discuss some basic techniques you can put into practice immediately without years of training or the need for certifications.



## Reducing costs smartly

Companies wanting to progress, and in certain cases to survive, must engage in cost reduction efforts. But how can costs be controlled better while avoiding the inconvenient of approaches such as downsizing or reengineering which are too “brutal” or too targeted? Is there an intelligent approach to cost control? This is what we will show in this Knowledge Pill.



## Financial and Economic Skills

### Creating Wealth

In the next 15 minutes you are going to learn some incredible methods to create wealth in your life. The information in this module has been extracted from hundreds of years of research in the field of human psychology, human potential and practical wealth creation methods. It is bound to give you the right results, when followed to the letter. Picture yourself five years from now living the life of your dreams. By learning and applying these methods consistently and correctly, you can fulfil all your dreams and literally turn yourself into a "money magician".



### Socially responsible investment

The term Socially Responsible Investment (SRI), an Anglo-Saxon concept, groups together all the processes to integrate extra-financial criteria, i.e. criteria relating to the environment, social issues, ethics and governance, in the decisions on financial investments and portfolio management (stocks, bonds...)



## Reading financial reports

Everyone, whether an employee of an SMB or of a large group is, at some time or other throughout his career, confronted with the need to read and interpret the company's accounts. The purpose of this module is to present the main mandatory financial reports such as the balance sheet and the profit and loss account, and to give the main keys required to know if a company is profitable or not.



## Dealing with cash flow

Cash position management is at the core of a company's financial function. It is its weapon arm. Indeed, any company must always have sufficient resources to meet its financial commitments (salaries, suppliers, social and fiscal costs). In the absence thereof, it would be declared to be in suspension of payments, and could possibly be liquidated. This is what happens but too often to young companies, due to lack of realistic forecasting! In this Knowledge Pill we will see how the cash position of a company functions and we will learn about different financing models.



Optimizing your worth

## Investing for Retirement

In view of the unbalanced situation of the collective retirement system, individual savings seem necessary today in order to compensate for the decreasing level of future pensions. There are many possibilities depending on one's personal and professional situation. However, one thing remains certain: better start early and do it regularly!



## Money

You use money every day to pay for your purchases. This module will help you better understand why, how and under what conditions money plays a fundamental economic role.



## Stock markets and businesses

Each day, part of the information that is provided by the written and the audiovisual press is dedicated to the evolution of stock quotes. This module will allow you to understand what the Stock Market really is, its place in the financial markets and its role in financing enterprises.



## Who speculates?

Speculation is a normal activity; it allows to anticipate the future and to protect oneself against risks. In theory, it should regulate Stock Market prices; occasionally, the contrary happens. This module is intended to help you understand this.



## Analyzing globalization

Globalization is often frightening. We feel destabilized by the loss of our old points of reference, and by the increasingly narrow interweaving of economies and societies. In this module, we will examine its different dimensions, its causes and its consequences, the risks as well as the new opportunities it brings us.



## The role of transnational companies

Transnational corporations are large firms which implement a worldwide global strategy. Their role in the world economy is growing day by day. In this module, we will analyze their growth and localization strategies, the way they are managed and the radical economic transformations they



entail.

## How do the economists see the world

Many people are disconcerted by the diversity of economic theories. In this module, you will discover the reasons for this diversity as well as a presentation of how the three main theoretical currents describe the economy.



## New challenges

### Introduction to Corporate Social Responsibility

Corporate Social Responsibility(CSR) is also known as "Corporate Citizenship," "Corporate Opportunity," "Socially Responsible Business," "Responsible Business," and "Corporate Social Accountability." All of these terms, while having minor differences in definition, refer to the same concept that corporations and businesses have a responsibility beyond that to their investors, owners, stockholders and customers to the wider community. Those who patronize, invest or own the business, along with those who are neither patrons, investors nor owners, but are impacted by the business are called "stakeholders."



### The Company taking part in sustainable development

The objective is to have an initial approach on how ethical and environmental values integrate into a company's Strategy. Sustainable development, initially perceived as an environmental, economic, political and social constraint, can also create value for the



stockholders if the Company succeeds in redefining its mission and its vision by associating a societal project with its purely economic project. The four examples of applications shown here prove it. The quiz will allow you to check that you have understood the concepts which this Knowledge Pill develops. As usual, the information is complemented by a glossary and by a bibliography.

## Reconciling ethics with business

In the business arena ethics and self-interest compete on equal terms. We will show how ethics and self-interest set limits to one another, and consequently how it is possible to be ethical in business while at the same time pursuing self-interest.



## Towards a better Governance

Enterprise governance is the system by which enterprises are managed, administered and controlled. It pursues three objectives: By means of all the participants in the governance of the enterprise, ensure the efficiency of the structures of government, check that the shareholders can influence the important company decisions, and ensure that control mechanisms exist and function properly.



Employment and career

## Innovation by changing the business model

The "business model" concept was born with the net economy. It was then largely popularized and is today very widespread in the business language, in all economic sectors and for all types of companies. The goal of this Knowledge Pill is to clarify the meaning of this term which is used in many different ways and to show, through several examples, how business enterprises have truly been able to innovate by reconsidering their business model.



## Benchmarking: observing the leaders

Benchmarking is a continuous evaluation process of products, services and methods in relation to those of the competition and the companies that are leaders in other sectors. Why benchmark? What approach should be taken? What obstacles are to be overcome? The purpose of this Knowledge Pill is to answer these questions.



## Transversal Management

Transversal management goes beyond and complements traditional hierarchical management. In a standard organization, the pyramidal hierarchy is often associated with the notion of territory and power over the people which belong to it. This concept may be efficient, but it creates compartmentalization and contradictions. Individual objectives may run counter to the global performance. But, it is essential to overcome this compartmentalization and to make the collective operation more fluid. This is precisely the interest of transversal management which this Knowledge Pill develops.



## Creating value

The approach is based on the principle that the maximization of the value by the shareholder must preside over the companies' conduct. This approach rests on a simple rule: a company creates value for its shareholders as soon as the profitability of the invested capital is greater than the cost of the different sources of financing used or capital cost. It is not enough for a company to be profitable from an accounting point of view to create value. What are the stakes in creating value? How should it be steered? This is what we will see in this Knowledge Pill.



## Open space for creativity

Open Space Technology, or "Open Space" is an innovative meeting method that fosters surprising participation, creativity, and results. Consider it every time you face a business challenge that requires diverse thinking, needs rapid resolution, and defies easy answers.



## Permanent Development

### Managing your career

The days of staying with one company and receiving a gold watch at the end of one's career are long gone. In order to optimize your income and influence it is now necessary to strategically plan and actively manage your career. There are four main strategies covered:

- Find a Direction and a Goal
- Play the Corporate Game Well
- Build an Effective Network
- Expand and Grow in Your Career.

By following a few simple tips, most people can advance their careers much more rapidly than by leaving their advancement to chance.



### Mastering your objectives

It seems that we all have dreams and desires. But there are a few people who are living their dreams. While our dreams change over the years to reflect growing wisdom and changing desires, they remain vibrant and alive. What is the difference between those of us who live our dreams, and those who, sadly, let their dreams die? The main factors are:

- Knowing your passion and objectives.



- Making a plan to reach those objectives.
- Disciplining yourself to follow the plan
- Taking advantage of serendipity
- Frequently evaluating your progress.

## Lifelong learning

Since the March 2000 European Community Council in Lisbon, “Lifelong Learning” has become one of the priority objectives of the European Construction. The objective is no more and no less than to revolutionize the organization of education and training. In this module, we will see the reasons for it and the challenges that the educational systems must meet, as well as some ways to implement them.



## Validating experience

As recognized by the Labor Code, the validation of acquired experience allows experience (professional or not) to be recognized without having to have undergone initial or continuing training. This validation offers advantages for the employee as well as for the company. Who validates it? How much does it cost? What diplomas are involved? These are some of the questions we will answer in this Knowledge Pill.



Taking opportunities by shifting jobs

Getting involved in an NGO or Association

## Everyday actions for a more sustainable world

Every day at the office, the “grasshoppers” are those who squander without even realizing it, electricity, paper, supplies...While the ants, a still too rare species, are those who, conscious of the world ecology at stake, apply, at their level, the elementary principle of the rational use of resources through simple gestures which may bring about much change if everybody decided to make them. This is what we will show in this Knowledge Pill.



## Getting ready for retirement

The purpose of this Knowledge Pill is to give you the keys to efficiently get ready for retirement in order to ensure an as-smooth-as-possible and fulfilling transition.



## How to Feel Better

### The importance of sleep and its effect on health

Many of us don't get enough sleep. We stay up late working, watching TV, socializing or using the internet and sacrifice sleep to keep up with our busy schedules. Is there a real cost to losing sleep? This module will help you understand the importance of sleep and the health effects that can be caused by a lack of sleep.



### Habits to support healthy sleep

Many people have difficulty obtaining adequate sleep and report difficulty falling asleep, staying asleep, or waking early. Changing your sleep environment, habits, and beliefs, is an effective way to increase quality of sleep, feel better rested, and function better throughout the day. This module will provide tips to change your



sleep habits, thoughts, attitudes, and environment to get a better night's sleep.

## Stress Reduction

Stress had real effects on our minds and bodies. This module will teach you about the effects of stress, how to identify sources of stress, and strategies to reduce your experience of stress and its negative effects.



## Alcohol prevention

Alcohol has many risks for everybody. The objective is to develop the ability to make choices knowingly. To do so, we will explain the properties of alcohol, its effects, risks and consequences, and we will provide initial quantitative information, all of which should help everyone to decide for themselves.



Stop smoking!

## Healthy Eating thru the Basics

With all the contradicting information in the media, those forgotten science lessons from high school and demands on ones time & attention, it can be confusing when deciding what is best to eat for optimal health. The goal of this Knowledge Pill is to describe the main components of food and the affects on health.



## Creating balanced meals

Dieting and healthy eating are often thought of as one and the same. That is not necessarily the case. Eating a variety of healthy foods every day, while limiting unhealthy ones, is important for your physical and emotional well being even if you are not interested in weight loss. Healthy eating plays a large role in maintaining energy while at work, play or rest. It helps to strengthen your immune system,



reduce your risk for heart disease, high blood pressure, diabetes, and many cancers. This Knowledge Pill will help you put together the what, how much, when and how of eating to make your meal healthier and you a healthier person.

## Benefits of Physical Exercise

Those who engage in regular physical exercise experience many benefits which affect all aspects of wellness; physiological, intellectual, emotional, and social/spiritual. Beyond decreasing your risk for disease and improving physical appearance, regular physical activity improves relationships and strengthens the mind. Regular physical exercise also increases productivity and creativity. If you exercise, especially without head phones or watching TV, you'll be more tuned into your body. As a result, you'll be better able to take good care of yourself. The more physically active you are, the more energy, vitality, and optimism you'll have for life!



## Safety guidelines for strength training

There are a number of good reasons to strengthen the body. People are living longer and more often doctors are recommending exercise to their patients as the key to functioning independently through the aging process. Strength training improves muscle tone, increases muscle mass, and improves body appearance. It makes performing every day activities easier and helps the body burn more calories at rest. Strength training decreases risk for low back problems as well as improves low back pain. Finally, strength training promotes bone density and decreases the risk of osteoporosis. This Knowledge Pill will teach you the strength training principles that you'll need to safely design a program that meets your goals, your lifestyle, and the capabilities of your body as they are right now.



## My back hurts!

The aim of this module is to help you discover the simple theoretical concepts as well as concrete techniques to allow you to better understand the origin of your backache, and to bring you relief at work as well as in your daily life.



## Feng Shui at work

Feng Shui has been used for thousands of years to create positive energy flow in homes and businesses. Feng Shui can improve your work life by enhancing your creativity and productivity, creating a better feeling of flow, balance, and control, and by attracting good energy in the form of clients, vendors, colleagues, and business deals. Here are some practical and specific ways to bring good Feng Shui into your office today.



Rhythms and energies

## Managing Anxiety

Anxiety and worry are natural parts of who we are as human beings. Anxiety and worry help us prepare for feared situation in the future and keep ourselves safe from danger. For instance, feeling worried about your performance on a test helps motivate you to study. Similarly fears about meeting your revenue goals helps you prepare in advance for that important sales meeting. The information in this Knowledge Pill will give you concrete strategies to manage your anxiety.




## Managing Depression

Depression is a “long-lasting melancholia” according to Freud, it’s a “loss of the capacity to love, a lowering of the self-regarding feelings”; it does not go away after a few days, and it is not caused by lack of will or by weakness. The disorders it causes can be treated successfully; it is then up to us to maintain a balance in our



<p>private lives and at work. The ideas expressed in this Knowledge Pill are partly based on experiences, and on relocation or coaching interviews. The content is dedicated to the person and to his own capacity for action, for creation having an impact on depressive affects. Some of these subjects may be used immediately. The clinical practice linked to depression can be described in detail by a health-care professional.</p>	
<p>Lifestyle Habits: Goal Setting</p>	
<p>Lifestyle Habits : Needs Assessment</p>	

## Understanding the technological trends

<p><b>What is Web 2.0?</b></p> <p>Recent advances in Internet technologies combined with a society that relies upon them have brought about a new toolset for working and sharing on the World Wide Web. "Web 2.0" suggests an updated version of the World Wide Web, but really gives a name to a new genre of applications, technologies, and social content that have emerged in recent years. Web 2.0 marks the evolution from a "one way" web filled with static content to a dynamic "read/write" web that has become a platform promoting collaboration and communication, linking people as well as the digital information they share. This module presents several Web 2.0 concepts, technologies, and applications.</p>	
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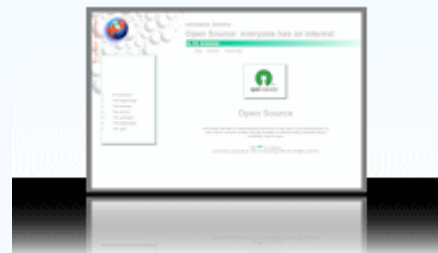
## What is e-Learning?

E-learning was born with the Internet, but it rests on an old didactic tradition. However, nothing had basically changed in how to "teach class" since Socrates' days. We will first take a look at the contents, then the technology which lets us access these contents, organize them and follow up on the learner's work, as well as how the training itself is organized. Lastly, we will review the main obstacles that have to be overcome, such as whenever we are confronted with a major change in practice.



## Open Source: everyone has an interest

This module will help us understand the importance of the Open Source phenomenon, its rules and its economic models, through examples of software that is currently known worldwide, such as Linux.



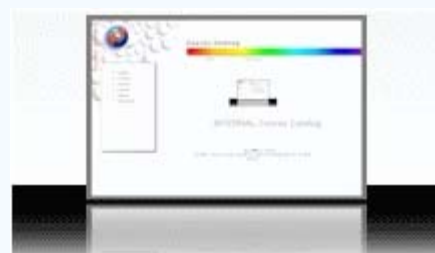
## The Power of Cryptography

Rulers of all civilizations since ancient times have always been faced with the problem of confidentiality when transmitting messages, which led them to encrypt them. More recently, computer networks have also greatly broadened the field of cryptography. In practice, the algorithms that are used are essentially DES, RSA and SHA. Other algorithms exist, but we will only deal with these three here. This Knowledge Pill closes by presenting some of the applications of Cryptography: Gsm, identity cards, certified e-mail...



## The World of Smart Cards

Smart cards have become everyday objects for us: the best known are the bank card, the GSM SIM card, or the prepaid unit cards for public telephones. Other applications are also becoming well known, such as the ID Card, or the biometric passport. This



document explains briefly the physical makeup of a card, the role of the electronic component it contains, and how it operates for the main applications which exist today, as well as for those which will be possible in the near future.

What is an ERP?

## Security for your mobile office

You're a business traveler and you're often on the go. Your needs are simple: to take sensitive information with you and be able to communicate with the headquarters at all times. However, this implies that you will have to adopt certain security measures in order to avoid any attempts to intercept your data. This Knowledge Pill will show you a secure work methodology in order to protect your company's strategic information, especially when using Wifi or a USB key.



## Second Life for the Corporate person

This Knowledge Pill will help us understand the virtual world known as Second Life<sup>®</sup>, how to join and navigate the virtual world, what companies are doing there, what your company can do there and the future of virtual worlds.



## E-Learning 2.0 at work

The latest trends in technology have been dubbed "Web 2.0" by Tim O'Reilly and Dale Dougherty of MediaLive. We will explore the trends and technologies they see and discuss how these trends and technologies apply to the eLearning marketplace.



## Basic principles to increase traffic on a Website

An attractive Website is useless...if nobody sees it. This Knowledge Pill describes the different strategies which can help increase traffic on a Website. It deals with:

- the basics of natural and manual referencing.
- how to use “adwords”.
- web programming good practices
- traffic analysis using Google Analytics.



## Communities at work

For over a decade now, the so-called “virtual” communities have undergone a boom. Today, it is becoming difficult to find one’s way among all the possibilities and uses the Web offers. Which platforms can be considered as virtual communities, which tools and functions can be used? Virtual communities bring together a set of persons, via the Internet, who have elements to share (interests, experiences, skills, knowledge, etc.), for personal as well as professional purposes. Simply wishing to become part of a virtual community is most often enough to adhere to it.



## Digital Marketing

This module will focus on simplifying the historic timeline of digital marketing's emergence - identifying key players and points of reference, providing current context, and delivering you practical, quick lessons on method and terminology to assist you in your daily pursuits. We will ground this presentation in the progression of the medium and arm you with a usable frame of reference and methodology as you adopt today's principles and platforms into your evolving marketing practice.



## The Network Society

We sense that we are moving into a somehow different society. In this newfound atmosphere, information and relationships work differently. The network society theory, as set forth by Manuel Castells, explains those crucial changes that can and will take place in the new era. This Knowledge Pill will teach you about those shifts. It will also offer tips on how to survive in the network society.



## Semantic Web

This module will help us understand the evolution of the World Wide Web, the importance of the semantic web solution, its definition, characteristics, key benefits, core enabling technologies, and usage scenarios, as well as some how-to implementation guidelines.



## Development of mobile applications

In the past 50+ years of software development era, the developers have handled the challenges emanating from diverse areas of software development such as analysis, architecture, design, coding, testing, processes, usability, reliability, service levels, contents and networks. These challenges are further intensified in the development of mobile software applications due to the two aforementioned features of mobility - location-independence and personalization. This Knowledge Pill takes the reader through the various significant aspects of mobile application development.



## Software Products at Work

The secret of Word

## Fundamentals of PowerPoint

PowerPoint is often its own worst enemy simply because it's so ubiquitous and easy to use. People can open PowerPoint and dive right in - but this means they often miss important fundamentals that can really save them time and effort in the long run. This Knowledge Pill will teach you those underpinnings.



## PowerPoint in Practice

Microsoft PowerPoint is arguably the most common presentation software in use today. In fact, sometimes PowerPoint is its own worst enemy simply because it's so ubiquitous and easy to use. In this Knowledge Pill, you will learn the basics of creating a PowerPoint presentation.



Outlook as a Time Management Tool

Fundamentals of Google

Excel in practice

## The Art of Digital Writing

Information Design

### Text Design

When a document is to be read and understood by several people, there is reason to expend effort on achieving information of good quality. We should use good structure, correct English, as well as a clear and consistent writing style. Good text design is simple and direct.



## Image Design

Informative pictures should always be designed so they are easy to read for the intended audience. It is important to find out the level of visual literacy. The goal should be clarity of communication. Visual language is primitive, with a limited number of signs and a weakly developed grammar.



## Design for clarity

Graphic design is the art and craft of bringing a functional, aesthetic, and organized structure to groups of diverse elements. Deliberate typographic variation is used to present the content in the text in a clear way. The legibility of a graphical message is determined by the technical design of texts and pictures, that is, their clarity.



## Instructional design

In this Knowledge Pill we offer a different perspective on e-learning and the process to create on-line courses. We will speak about Instructional Design, which is the phase where contents are given a pedagogical coating in order to convert them into learning contents. You have probably never heard of this phase but, if you read on, you will wonder how it is possible to create on-line courses without going through it; are pedagogical rigor and student learning not the purpose of all training actions?



## Creating effective web courses

What are the basics to create effective eLearning courses.



**Series: PRESENTING YOUR COMPANY**

**NEW LAWS THAT MAY INFLUENCE THAT BUSINESS**

**SECURITY IN THE COMPANY**

**PRODUCTS OF THE COMPANY**

**HISTORY AND CULTURE OF THE COMPANY**

**METHODS, PROCESSES AND REGULATIONS**

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