

Program Frameworks Index

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|--|------------------------|
| Program Name | Business Skills |
| Level | N/A |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| <p>Learning Outcomes (based on standardized content):</p> <ul style="list-style-type: none"> • Defining your strategic position • Completing a SWOT analysis • Identifying your guiding principles • Defining your positioning statement • Cultivating a safety culture throughout your business • Defining key elements of a marketing strategy • Assessing the competitive landscape • Defining your product/service offerings • Developing and strengthening distribution channels • Identifying components of a promotional strategy • Understanding fundamental pricing terminology • Identifying profitable pricing strategies • Assessing priorities for business growth • Developing a two-year action plan for business growth | |
| <p>Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Strategic positioning ✓ Finding your fit ✓ Marketing fundamentals ✓ Pricing for profit ✓ Developing a two-year action plan | |
| <p>Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)</p> <ul style="list-style-type: none"> ✓ Project planning cycle ✓ Team building ✓ Successful bidding and tendering | |

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| Program Name | Communication Skills for Frontline Employees |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| <p>Learning Outcomes (based on standardized content):</p> <ul style="list-style-type: none"> • Effectively interpreting basic body language cues • Effectively interpreting para-verbal communication • Enhancing active listening skills • Identifying and applying the four main communication styles • Identifying the impact of intention • Identifying and navigating triangulation in the workplace • Applying best practices in workplace communication • Improving communication when working with individuals of different generations • Preparing for and participating in difficult conversations | |
| <p>Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Verbal vs non-verbal communication ✓ Active listening ✓ Communication styles ✓ Power of intention ✓ Triangulation ✓ Best Practices in workplace communication ✓ Navigating a multi-generational workplace ✓ Difficult conversations | |
| <p>Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)</p> <ul style="list-style-type: none"> ✓ Goal setting ✓ Team building ✓ Time management ✓ Leading meetings | |

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| Program Name | Communication Skills for Supervisors |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| <p>Learning Outcomes (based on standardized content):</p> <ul style="list-style-type: none"> • Effectively interpreting basic body language cues • Effectively interpreting para-verbal communication • Enhancing active listening skills • Identifying and applying the four main communication styles • Identifying the impact of intention • Identifying and navigating triangulation in the workplace • Applying best practices in workplace communication • Improving communication when working with individuals of different generations • Preparing for and participating in difficult conversations | |
| <p>Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Verbal vs non-verbal communication ✓ Active listening ✓ Communication styles ✓ Power of intention ✓ Triangulation ✓ Best Practices in workplace communication ✓ Navigating a multi-generational workplace ✓ Difficult conversations | |
| <p>Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)</p> <ul style="list-style-type: none"> ✓ Goal setting ✓ Team building ✓ Time management ✓ Leading meetings | |

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| Program Name | Communication Skills for Leaders |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| <p>Learning Outcomes (based on standardized content):</p> <ul style="list-style-type: none"> • Effectively interpreting basic body language cues • Effectively interpreting para-verbal communication • Enhancing active listening skills • Identifying and applying the four main communication styles • Identifying the impact of intention • Identifying and navigating triangulation in the workplace • Applying best practices in workplace communication • Improving communication when working with individuals of different generations • Preparing for and participating in difficult conversations | |
| <p>Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Verbal vs non-verbal communication ✓ Active listening ✓ Communication styles ✓ Power of intention ✓ Triangulation ✓ Best Practices in workplace communication ✓ Navigating a multi-generational workplace ✓ Difficult conversations | |
| <p>Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)</p> <ul style="list-style-type: none"> ✓ Goal setting ✓ Team building ✓ Time management ✓ Leading meetings | |

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| Program Name | Communication Skills for Frontline Employees |
| Level | II (two) |
| Pre-Requisite(s) | Communications Skills for Frontline Employees – Level I |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| Learning Outcomes (based on standardized content): | |
| <ul style="list-style-type: none"> • Applying the principles of crucial conversations to enhance workplace relationships • Knowing when and how to provide the three main forms of feedback • Applying the principles of conflict resolution • Applying the elements of trust in building stronger workplace relationships • Identifying the four learning styles and applying them in all aspects of workplace communications | |
| Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program) | |
| <ul style="list-style-type: none"> ✓ Crucial conversations ✓ Giving and receiving feedback ✓ Conflict resolution ✓ Building trust ✓ Learning styles | |
| Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program) | |
| <ul style="list-style-type: none"> ✓ Goal setting ✓ Team building ✓ Negotiating for success ✓ Problem solving ✓ Cultivating a respectful workplace ✓ Time management ✓ Leading meetings | |

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| Program Name | Communication Skills for Supervisors |
| Level | II (two) |
| Pre-Requisite(s) | Communications Skills for Supervisors – Level I |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| <p>Learning Outcomes (based on standardized content):</p> <ul style="list-style-type: none"> • Applying the principles of crucial conversations to enhance workplace relationships • Knowing when and how to provide the three main forms of feedback • Applying the principles of conflict resolution • Applying the elements of trust in building stronger workplace relationships • Identifying the four learning styles and applying them in all aspects of workplace communications | |
| <p>Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Crucial conversations ✓ Giving and receiving feedback ✓ Conflict resolution ✓ Building trust ✓ Learning styles | |
| <p>Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)</p> <ul style="list-style-type: none"> ✓ Goal setting ✓ Team building ✓ Negotiating for success ✓ Problem solving ✓ Cultivating a respectful workplace ✓ Time management ✓ Leading meetings | |

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| Program Name | Customer Service Excellence in a Multigenerational Marketplace |
| Level | N/A |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| Learning Outcomes: | |
| <ul style="list-style-type: none"> • Identifying customer service standards for great service • Applying best practices for evaluating customer service • Developing strategies for communicating with customers • Identifying and navigating “moments of truth” • Managing difficult customer situations • Continuous improvement strategies for customer service across the generations | |
| Standard Topics: (all of this content must be delivered as a part of this program) | |
| <ul style="list-style-type: none"> ✓ The customer profile ✓ Customer service models ✓ Building a superior customer service culture ✓ The RATER model ✓ Setting, managing and exceeding customer expectations ✓ Service standards and evaluations ✓ Trust and the customer service relationship ✓ Effective listening skills for customer service ✓ Email techniques for customer service ✓ The seven types of challenging customers ✓ The role of professionalism in customer service ✓ Phrases to use and to avoid ✓ Navigating difficult customer situations ✓ Reducing customer turnover ✓ How different generations prefer to be served as customers | |

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| Program Name | Excel |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Exploring the screen, standard toolbar and ribbon tools • Creating templates • Customizing using editing tools • Copying and pasting options • Applying autofill | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Building and using spreadsheets ✓ Creating and using formulas ✓ Formatting and printing data ✓ Charting and graphing | |
| <p>Mandatory Core Concepts</p> <ul style="list-style-type: none"> ✓ Formulas - sum, min, max, average, autosum, cell reference, absolute reference, general calculations, and formulas between sheets ✓ Formatting - date, accounting, numbers, currency, and percentages ✓ Printing - single sheet, portion of sheet, all sheets, fit to page, page break preview, and lock headings at top of printouts on multiple sheets | |

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| Program Name | Excel |
| Level | II (two) |
| Pre-Requisite(s) | Excel - Level I |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Advancing charting • Working with and customizing functions (Fx) • Applying If statements - basic and complex • Sorting, filtering, and manipulating data • Creating and modifying databases • Working with pivot-tables and charts • Creating macros | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Data analysis and reporting ✓ Linking and embedding for reporting ✓ Integration and dataflow | |
| <p>Mandatory Core Concepts</p> <ul style="list-style-type: none"> ✓ Formulas - Vlookups, absolute cells, and custom formulas such MMMM/DD/YYYY ✓ Macros - record a macro, assign a macro to keystroke, and assign a macro to a button on the toolbar | |

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| Program Name | Financial Fundamentals |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| Learning Outcomes: | |
| <ul style="list-style-type: none"> • Understanding accounting definitions • Identifying financial tools - deposit book, sales invoices, payment devices, online storage, log book, and online payroll calculator • Knowing the role of the auditor and audit proofing • Understanding the financial organization - controlling, protecting, organizing paper flow, and storage • Identifying the components of basic bookkeeping - debits, credits, journal entries, and different options for accounting systems • Reading, preparing and improving basic financial statements – income statement, trial balance, and balance sheet • Completing government reporting – requirements and process of completing • Understanding various tax issues and the process of filing taxes • Understanding computerization options - Sage 50, QuickBooks, and mobile applications • Pricing products and services • Budgeting A-Z - personal requirements, budget for business, and excel spreadsheet introduction (prepared manually) • Completing a cash flow projection • Analyzing financial data – liquidity, solvency, turnovers and comparison to industry standards • Reviewing all concepts of accounting activity | |
| Standard Topics: (all of this content must be delivered as a part of this program) | |
| <ul style="list-style-type: none"> ✓ Bookkeeping fundamentals ✓ Understanding financial statements ✓ Developing budgets and cash flow projections ✓ Government reporting requirements ✓ Tax compliance ✓ Pricing products ✓ Basic financial analysis | |

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| Program Name | Financial Fundamentals |
| Level | II (two) |
| Pre-Requisite(s) | Financial Fundamentals Level I |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Knowing the forms of business – process, pros, cons, risks, and costs of sole proprietorship, partnership, and incorporation • Creating and analyzing the balance sheet – in-depth examination, components, breakdown of assets, liabilities, shareholders' equity, and owner's equity • Completing accounting for assets - lease, buy, account for, dispose, and depreciate • Conducting financial planning - planning and budgets • Creating cash flow projections and making related decisions - projected and making decisions based on cash flow outcomes • Setting up and managing cash flow processes • Preparing for lenders when applying for financing • Setting up inventory - what it is, methods of recording, control, waste, obsolete, and short • Planning for succession – why you want a plan, when you start, and what it consists of • Completing a case study - pulling together concepts from the previous nine weeks | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Business structures ✓ Balance sheet - recognition of the components ✓ Assets – accounting for assets ✓ Capital purchases and disposals – when, how, and why ✓ Budgets as a planning tool ✓ Cash flow as a planning tool ✓ Petty cash ✓ Preparing for lenders ✓ Inventory – accounting and management ✓ Succession planning | |

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| Program Name | HR Essentials |
| Level | N/A |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Identifying HR needs • Developing an organizational chart • Creating a job analysis and job descriptions • Developing recruitment strategy • Designing job postings • Developing the interview and selection processes • Designing performance management system – goals, appraisals, discipline, termination, and exit interviews • Creating and designing personnel files • Developing employee policies & procedures • Identifying training practices • Creating an employee-friendly work cultures • Leading and managing staff meetings • Designing a succession plan | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Building a staffing strategy ✓ Job analysis and job descriptions ✓ The hiring process ✓ Performance management ✓ Human resources best practices ✓ Succession planning | |

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| Program Name | Marketing for Business |
| Level | N/A |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| Learning Outcomes: | |
| <ul style="list-style-type: none"> • Defining and identifying core components of the marketing strategy • Identifying the USP (unique selling proposition) • Creating a positioning statement • Developing target markets (a.k.a. customer avatars) • Creating the value proposition • Developing marketing objectives • Gathering and analyzing data using the four main primary research methods • Developing profitable pricing strategies for each product in the product line • Identifying components of a promotional campaign • Defining the sales cycle • Identifying probing sales questions • Overcoming objections • Identifying strategies for confirming the sale • Defining relationship marketing • Comparing and contrasting relationship marketing strategies • Identifying components of a digital marketing strategy • Comparing and contrasting social media platforms • Creating a promotional campaign • Determining the marketing budget | |
| Standard Topics: (all of this content must be delivered as a part of this program) | |
| <ul style="list-style-type: none"> ✓ Developing a strategic marketing strategy ✓ Conducting market research ✓ Customer relationship management ✓ Product pricing ✓ Pricing strategies ✓ Sales techniques ✓ Relationship marketing ✓ Promotional strategies ✓ Digital marketing strategies ✓ Creative campaigns ✓ Marketing budget | |

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| Program Name | Performance Management |
| Level | N/A |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Identifying the core components of performance management • Identifying learning styles and how they impact performance • Developing SMART performance goals • Working with performance logs to record employee performance • Designing performance appraisals tools • Identifying the steps in progressive discipline • Creating and implementing an onboarding process for new employees • Conducting stay interviews • Managing various performance issues in the workplace • Developing employee policies & procedures | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Model for performance management ✓ Learning styles ✓ Setting performance goals ✓ Performance logs ✓ Performance appraisal tools ✓ Progressive discipline ✓ Onboarding ✓ Stay interviews ✓ Managing performance issues ✓ Employee policies and procedures | |

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| Program Name | Professional Sales |
| Level | N/A |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Understanding the key components of the sales cycle • Developing sales approaches based on needs-features-benefits • Applying probing questions • Anticipating and overcoming objections • Strategies for confirming the sale • Identifying customer avatar(s) • Developing a professional sales pitch • Customer relationship marketing • The sales mindset | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ The sales cycle ✓ Selling based on needs-features-benefits ✓ Applying probing questions ✓ Anticipating and overcoming objections ✓ Strategies for confirming the sale ✓ Identifying customer avatar(s) ✓ Developing a professional sales pitch ✓ Customer relationship marketing ✓ The sales mindset | |

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| Program Name | SAGE Accounting |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| Learning Outcomes: | |
| <ul style="list-style-type: none"> • Reviewing financial foundation concepts (financial statements, receipts, invoices, bookkeeping basics) • Setting up a company • Setting up accounts receivable, customer invoices, and receipts • Setting up accounts payable, purchase invoices and receipts • Adding an employee, paying an employee, and applying the various payroll features • Completing a bank reconciliation • Completing year-end procedures • Creating and entering adjusting entries in SAGE | |
| Standard Topics: (all of this content must be delivered as a part of this program) | |
| <ul style="list-style-type: none"> ✓ Financial foundation concepts ✓ Setting up a company in SAGE ✓ Entering invoices and purchases in SAGE ✓ Completing a payroll ✓ Year-end procedures and financial statements ✓ Completing a bank reconciliation ✓ Adjusting entries and correcting errors | |

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| Program Name | SAGE Accounting |
| Level | II (two) |
| Pre-Requisite(s) | SAGE Accounting – Level I |
| Total Hours | 40 |
| <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Reviewing financial foundation concepts (financial statements, receipts, invoices, bookkeeping basics) • Customizing the configuration of each module: company, receivables, payables, payroll, inventory • Understanding tax codes – changing taxes and customizing codes • Managing inventory – setup, adding items, combining items, adjusting items • Processing journals entries involving inventory items • Managing payroll journal entries and reporting • Creating financial statements – columns, hidden items, dates, and other features • Completing government reporting - location, forms, print options | |
| <p>Standard Topics: (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Review of financial foundation concepts ✓ Configuration of modules ✓ Tax codes ✓ Inventory setup ✓ Adding and modifying inventory ✓ Payroll ✓ Financial statement modification ✓ Government forms | |

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| Program Name | Social Media for Business |
| Level | I (one) |
| Pre-Requisite(s) | N/A |
| Total Hours | 40 |
| Learning Outcomes: | |
| <ul style="list-style-type: none"> • Identifying the five types of business posts (inspiration, advertising, internal, external, and shared success) • Creating a Twitter account • Developing a Twitter strategy • Creating a LinkedIn account • Developing a LinkedIn strategy • Creating a Google+ account • Developing a Google+ strategy • Creating an Instagram account ** (covered if time permits) • Developing an Instagram strategy ** (covered if time permits) • Creating a Pinterest account ** (covered if time permits) • Developing a Pinterest strategy ** (covered if time permits) • Setting up a social media manager (Buffer, Postcron, Hootsuite) | |
| Standard Topics: (all of this content must be delivered as a part of this program) | |
| <ul style="list-style-type: none"> ✓ Marketing and promoting your business effectively on Facebook ✓ Reducing time spent on social media ✓ Identifying Facebook foundations ✓ Uploading up the profile picture ✓ Uploading the background picture ✓ Creating the background setting (controlling the privacy and business setting needed to help google find you) ✓ Creating an action for clients and customers using the Call to Action button ✓ Accessing and analyzing insights ✓ Creating and evaluating statistics and setting benchmarks and goals ✓ Establishing security protocols | |

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| Program Name | Transformational Leadership |
| Level | I (one) |
| Pre-Requisite(s) | Communications Skills for Frontline Employees / Supervisors / Leaders – Level I |
| Total Hours | 40 |
| <i>Standard Topics</i> | Minimum 32 hours |
| <i>Interchangeable Topics</i> | Maximum 8 hours |
| <p>Learning Outcomes (based on standardized content):</p> <ul style="list-style-type: none"> • Identifying the foundations of leadership • Identifying your personal leadership style • Identifying and applying the five levels of leadership • Applying Covey’s seven habits when leading others in the workplace • Demonstrating the characteristics of trust • Effectively leading a change process in the workplace • Identifying the pillars of a respectful workplace | |
| <p>Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)</p> <ul style="list-style-type: none"> ✓ Foundations of leadership ✓ Leadership styles ✓ Maxwell’s model of leadership ✓ Covey’s seven habits of highly effective leaders ✓ Building trust ✓ Change management ✓ Becoming an employer of choice | |
| <p>Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)</p> <ul style="list-style-type: none"> ✓ Advanced team building ✓ Time and priority management ✓ Leading meetings ✓ Conflict resolution | |