



February 2025

**PRODUCT CATALOGUE**

Macrolearning

[pinktum.com](https://pinktum.com)

**PINKTUM**

# Table of Contents

## Develop Yourself

### Mindfulness and Health

|  |    |
|--|----|
| Staying Fit and Active on the Job—Working Healthy and Mindful      | 6  |
| Mental Health: Safeguarding Employee Mental Health—Prioritizing... | 7  |
| Mental Health: Being Mindful in Your Daily Work Routine            | 8  |
| Stress Management – Mastering Stress Successfully and Calmly       | 9  |
| Understanding and Managing Burnout Better                          | 10 |
| Resilience—Increasing Your Inner Resilience                        | 11 |

### Motivation and Personal Development

|   |    |
|---|----|
| Purpose—Understanding and Achieving Success                       | 12 |
| Moving into the Age of AI with Confidence                         | 13 |
| Bringing Ideas to Life: Turning Intentions into Action            | 14 |
| Adopt a Company-First Mindset: Own Your Actions and Make Deci...  | 15 |
| Staying in Control : Managing Uncertainty and Ambivalence with... | 16 |
| Self-Organized Learning   | 17 |
| Self-Motivation   | 18 |
| Workout for Your Career   | 19 |

### Time and Self-Management

|   |    |
|---|----|
| Enhancing Employability—Staying Competitive in the Job Market     | 20 |
| Learning to Learn: Identifying and Seizing Further Development... | 21 |
| Hybrid Work – Scoring in Online and Offline Settings              | 22 |
| Becoming More Productive and Satisfied at Work                    | 23 |
| Working Successfully in Your Home Office                          | 24 |
| Overcoming the Digital Information Overload                       | 25 |
| Time Management   | 26 |
| Learning Strategies—Method Toolbox                                | 27 |

### Creativity and Problem Solving

|   |    |
|---|----|
| Effective Problem-Solving—Strategies for Identifying and Solving... | 28 |
| Fostering Creativity—Methods for Your Toolbox                       | 29 |

## Develop Others

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### Leadership and Management

|  |    |
|--|----|
| Navigate Difficult Employee Conversations with Confidence          | 30 |
| Female Leadership—Leading Successfully Despite Gender Barriers     | 31 |
| The Basics of the OKR Method                                       | 32 |
| The Basics of Lean Management                                      | 33 |
| Lean Management Advanced Course                                    | 34 |
| Actively Reduce Employee Turnover                                  | 35 |
| Unleashing the Power of Connection: Turning Employees into Part... | 36 |
| Successfully introducing e-training courses in a company           | 37 |
| Leading with Praise—Showing Appreciation and Recognition           | 38 |
| Navigating an Error Culture in the Team—Fostering a Positive Ap... | 39 |
| Leading Across Generations   | 40 |
| Seamless Onboarding: Proven Tactics for a Successful Start         | 41 |
| Leading by Skill Level: Giving Employees the Best Possible Support | 42 |
| Sparkling Innovation: Strategies for Effective Knowledge Sharing   | 43 |
| Lead Constructive and Lasting Conversations with Employees         | 44 |
| Agile Leadership   | 45 |
| Leadership in Times of Crisis                                      | 46 |
| Change Management—Successfully Shaping Change Processes            | 47 |
| Transformational- Leadership—Motivating and Inspiring Employees    | 48 |
| Correct Deployment of External Personnel—What Managers Need to...  | 49 |
| Virtual Teams—Motivation and Trust                                 | 50 |
| Storytelling within the Company                                    | 51 |
| Type-Appropriate Leadership  | 52 |
| Conducting the Interview   | 53 |
| Successfully Leading Hybrid Teams                                  | 54 |

### Leadership and Management

|   |    |
|---|----|
| Leading with Empathy  | 55 |
| Lateral Leadership—Leading Effectively Without Being a Supervisor | 56 |
| Leading and Motivating Employees in Home Office                   | 57 |
| The Manager as a Coach  | 58 |
| Knowing Team Roles and Making Them Productive                     | 59 |
| Delegating Tasks  | 60 |
| Successfully Structuring Team Development                         | 61 |
| Motivating Team Members   | 62 |
| New to the Leadership Role  | 63 |
| Situational Leadership®   | 64 |
| Virtual Teams—Communication                                       | 65 |
| Manage Team Phases Successfully                                   | 66 |
| Conducting Termination Meetings                                   | 67 |

# Table of Contents

## Develop Others

### Communication and Interaction

|   |    |
|---|----|
| Targeted Networking   | 68 |
| Customer-Oriented Communication on the Phone                      | 69 |
| Tough Customers: Navigating Challenging Situations with Confli... | 70 |
| Presenting with Confidence: Personal, Poised, Professional        | 71 |
| Presenting—Basics of Professional Presentations                   | 72 |
| Moderating Online Meetings  | 73 |
| Talking through Conflict  | 74 |
| Basics of Communication   | 75 |
| The Eight Types of Communicators                                  | 76 |
| Methods of Training   | 77 |
| Managing Groups in a Training                                     | 78 |
| Conflict Resolution for Managers                                  | 79 |
| Conflict Resolution between Colleagues                            | 80 |
| Principles for Effective Knowledge Transfer                       | 81 |
| Active Listening  | 82 |
| Communicating with Respect and Appreciation                       | 83 |
| Arguing and Persuading Using the Five-Sentence Method             | 84 |
| How to Design and Prepare a Training                              | 85 |
| Presenting – How to be Convincing in Web Conferences              | 86 |
| Methods and Tools for Online Knowledge Transfer                   | 87 |
| Moderating Meetings   | 88 |
| Feedback between Colleagues                                       | 89 |
| How to be Convincing – Online and in Person                       | 90 |
| How Communication Works   | 91 |
| Giving Feedback   | 92 |

### Communication and Interaction

|  |    |
|--|----|
| How to Use Questioning Techniques                | 93 |
| The 6 Strategies of Conflict Resolution          | 94 |
| Talking through Conflict                         | 95 |
| Justification and Persuasion Techniques          | 96 |
| Avoiding and Defusing Workplace Conflicts        | 97 |
| The Harvard Approach to Conflict Management      | 98 |
| Understanding and Identifying Types of Conflicts | 99 |

### Diversity, Inclusion, and Social Responsibility

|  |     |
|--|-----|
| Corporate Sustainability—Social, Economic, and Environmental Re... | 100 |
| Intercultural Teams—Communicating with Colleagues from Other...    | 101 |
| Intercultural Teams—Basics of Successful Cooperation               | 102 |
| Diversity & Inclusion—Facilitating and Promoting Diversity         | 103 |
| Unconscious Bias—Recognizing and Reducing Prejudices and...        | 104 |
| Intercultural Communication in Teams                               | 105 |

# Table of Contents

## Develop Others

---

### Agile Working and Project Management

|   |     |
|---|-----|
| Agile Toolbox for Workshops and Meetings                  | 106 |
| Agile Toolbox for Everyday Work                           | 107 |
| The Basics of Business Process Management                 | 108 |
| Scrum—The Overview  | 109 |
| Working with the Kanban Board                             | 110 |
| Agile Project Management: Basics                          | 111 |
| Developing an Agile Mindset                               | 112 |
| Classic Project Management—Planning Projects Successfully | 113 |
| Classic Project Management—Successfully Steering Projects | 114 |

# Table of Contents

## Develop Your Business

---

### Analysis and Decision-Making

Making Good Decisions 115

### Strategy and Planning

Promoting Learning: Fostering a Culture of Learning within Your... 116

### Innovation and Technology Management

Big Data—Understanding the World of Data 117

Design Thinking 118

Innovation—Promoting an Innovative Mindset 119

Innovation—Methods for the Innovation Process 120

Innovation—Needs-Based Development and Testing of Prototypes 121

Understanding Digitalization 122

### Sales and Marketing

Strategic Sales—Basics of Strategic Sales 123

Strategic Sales—Strategic Customer Development 124

Strategic Sales—Building Relationships 125

Identifying Needs 126

Handling Objections 127

Closing the Sale 128

Demonstrating Value 129

Building Relationships in Sales 130

Making Initial Contact 131

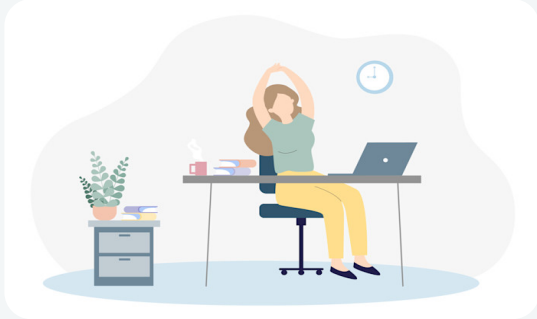
Basics of Negotiations 132

Difficult Negotiations 133



Customer Centricity—Understanding, Inspiring and Retaining Cus... 134

Online Negotiations 135

# Staying Fit and Active on the Job—Working Healthy and Mindful



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding physical and mental stressors
- Being able to maintain your own physical health
- Planning breaks and downtime effectively
- Taking good care of yourself
- Implementing mindfulness into your daily work routine

## Target group

Employees and (prospective) managers who want to do something for their health; Employees and (prospective) managers who are under a lot of strain and/or are not physically fit

# Mental Health: Safeguarding Employee Mental Health—Prioritizing Well-Being



Available in these languages:



German



English

MACROLEARNING



50 minutes

## Learning objectives

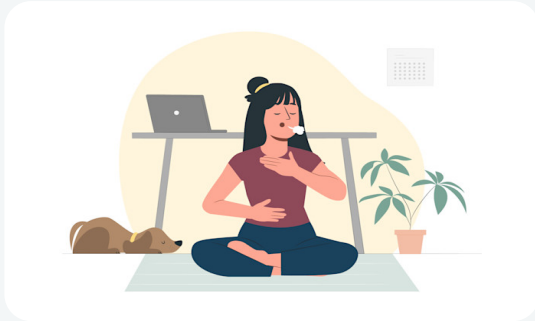
- Knowing the importance of mental health in a corporate context
- Understanding the influence of leadership styles on the mental health of your employees
- Knowing and being able to create organizational framework conditions to promote mental health in the workplace
- Protecting your own mental health as a manager

## Target group



Managers who want to promote and maintain the mental health of their team and themselves



# Mental Health: Being Mindful in Your Daily Work Routine



Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Grasping resource-oriented health concepts
- Understanding the significance of colleagues as well as social networks for mental health
- Embracing the concept of mindfulness and engaging in corresponding exercises
- Recognizing your own influence on mental health and feeling empowered to take action


## Target group

Employees across all departments and levels, regardless of their managerial status, who seek to enhance their mental well-being in the workplace.

# Stress Management – Mastering Stress Successfully and Calmly



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 70 minutes

## Learning objectives

- Understanding and being able to classify stress
- Understanding the relationship between stressors
- Learning about stress amplifiers
- Managing stress confidently and successfully
- encountering stress in a constructive way in your day-to-day life

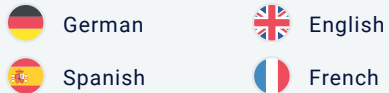
## Target group

Employees and managers who experience very high levels of stress; employees and managers who want to improve their stress management and take care of their health

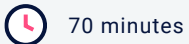
# Understanding and Managing Burnout Better



## Available in these languages:



## MACROLEARNING



70 minutes

## Learning objectives

- Being able to correctly classify the term "burnout"
- Being able to differentiate between the three phases of burnout development
- Knowing the risk factors for burnout
- Knowing preventive measures against burnout
- Being able to act correctly in the event of obvious burnout symptoms


## Target group

Employees and managers who are highly stressed and strained; Employees and managers who have the feeling that they have, or are getting, burnout; Employees and managers who are interested in the topic of burnout and would like to learn more about it; Employees and managers who want to prevent burnout; Employees and managers who have the impression that someone in their environment is suffering from burnout, and would like to know how they can help

# Resilience—Increasing Your Inner Resilience



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 60 minutes

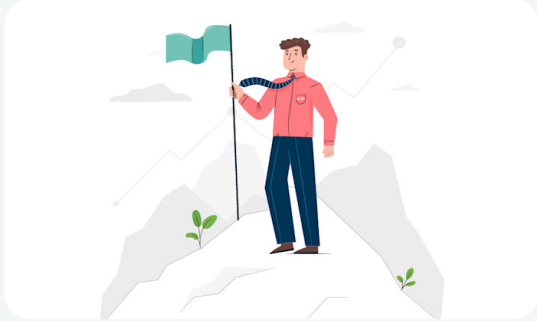
## Learning objectives

- Understanding the concept of resilience and its relevance for everyday work
- Knowing the seven pillars of resilience and being able to use them in difficult situations
- Promoting optimism, accepting stressful situations, and being able to act in a solution-oriented manner
- Being able to confidently deal with challenges and take on responsibility
- Using your own network and being able to actively create your own future

## Target group

Employees with and without managerial responsibility who want to train their inner resilience; employees with and without managerial responsibility who want to prepare for professional challenges

# Purpose—Understanding and Achieving Success



Available in these languages:



German

MACROLEARNING



50 minutes

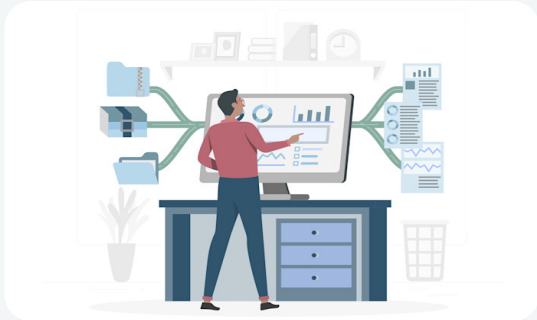
## Learning objectives

- Understanding the importance of purposeful work
- Knowing ways to find purpose and joy on the job
- Finding your own "why"
- Combining your passion with your purpose
- Bringing your own why to the company



## Target group

Employee and managers who ask themselves about the purpose of their work; employees and managers who want to improve their job satisfaction

# Moving into the Age of AI with Confidence



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Acknowledging and embracing the growing influence of AI on the workplace and our daily activities
- Learning tactics to strengthen one's own resilience, to approach upcoming changes confidently and optimistically
- Identifying challenges within change processes and mastering tactics to effectively address them
- Discovering one's own purpose and adjusting your work accordingly using active job crafting

## Target group

Employees, with or without a management role, who do not know how they and their team should deal with the changing world of work due to AI.

# Bringing Ideas to Life: Turning Intentions into Action



Available in these languages:



German

MACROLEARNING



50 minutes

## Learning objectives

- Setting realistic, motivating goals
- Planning action steps to achieve goals
- Remaining disciplined when carrying out goal-oriented actions
- Analyzing the result of the action constructively

## Target group

Employees with and without a management position who want to learn how to achieve their professional and personal goals better and more sustainably

# Adopt a Company-First Mindset: Own Your Actions and Make Decisions



Available in these languages:

 German

MACROLEARNING

 60 minutes

## Learning objectives

- Understanding that acting and thinking in the company's best interest also benefits employees themselves
- Integrating the company's perspective, the customer's demands, and your individual goals in a productive way
- Taking responsibility for one's own roles and actions
- Making thoughtful and independent decisions
- Handling mistakes constructively

## Target group

Managers and employees in non-leadership roles seeking to maximize their decision-making authority, recognize and embrace their responsibilities, and grow from their experiences



# Staying in Control : Managing Uncertainty and Ambivalence with Confidence



Available in these languages:

 German

MACROLEARNING

 60 minutes

## Learning objectives

- Develop tolerance for ambiguity
- Recognize uncertainty in yourself
- Question your own convictions
- Be able to interpret feelings
- Include intuition in situations






## Target group

Employees with and without a management function;  
Project managers; Consultants

# Self-Organized Learning



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 80 minutes

## Learning objectives

- Knowing the key elements of a learning process
- Finding out about your own learning needs
- Developing smart learning goals and figuring out learning content
- Selecting suitable learning resources
- Creating an individual framework for learning
- Evaluating the learning process





## Target group

Employees who would like to take greater control over their own training


# Self-Motivation



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 70 minutes

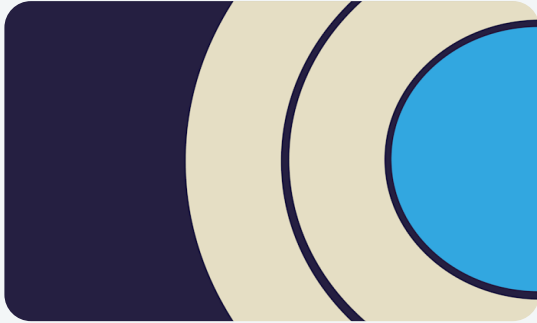
## Learning objectives

- Finding motivators
- Staying motivated long term
- Feeling satisfied at the end of the day
- Staying focused, even when work isn't particularly exciting

## Target group

employees in home offices; All employees who would like to work in a more concentrated and focused manner; employees who want to achieve their goals

# Workout for Your Career



Available in these languages:



German



English

MACROLEARNING



80 minutes

## Learning objectives

- Acting confidently when taking responsibility at decisive moments
- Exercising focused willpower and courage for the next stage of the career
- Preparing for challenges with quantitative and qualitative practice
- Breaking out of routines to slow down thinking
- Recognizing and using empathy and appreciation as part and parcel of good leadership

## Target group

Managers and people on their way to becoming managers who want to adapt to the demands of our increasingly fast-paced world and chart their own path in taking charge of their careers.

# Enhancing Employability—Staying Competitive in the Job Market



Available in these languages:



German

MACROLEARNING



60 minutes

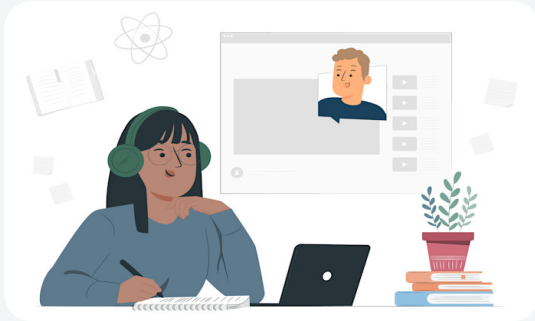
## Learning objectives

- Exploring and comprehending the concept of employability and its significance
- Strengthening your own human capital
- Expanding social resources
- Cultivating mental resources

## Target group

Employees who want to remain attractive and productive on the job market in the long term; Employees who want to learn more about employability and their own work-related resources; Employees who want to develop themselves and their own skills continuously and sustainably

# Learning to Learn: Identifying and Seizing Further Development Opportunities



Available in these languages:



German

MACROLEARNING



50 minutes

## Learning objectives

- Understanding the importance of lifelong learning and adjusting one's personal development accordingly
- Identifying one's own learning and development needs
- Being familiar with diverse learning methods and utilizing them as appropriate

## Target group

Employees across all departments and levels, regardless of their managerial status, who want to expand and update their knowledge and skills.

# Hybrid Work – Scoring in Online and Offline Settings



Available in these languages:



German



French

MACROLEARNING



70 minutes

## Learning objectives

- Learning what a hybrid team is, what opportunities and challenges exist there
- Internalizing the basic rules for hybrid collaboration
- Being aware of the limits of hybrid work and planning joint "office activities"
- Learning to shape and strengthen the team spirit despite physical distance
- Mastering (hybrid) team meetings
- Getting to know your own needs, claiming them and showing presence


## Target group

This training is intended for employees who work in teams that split their time between the office and working from home, on either a permanent or temporary basis.

# Becoming More Productive and Satisfied at Work



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 60 minutes

## Learning objectives

- Learning how to plan the working day effectively in just a few minutes
- Discovering how to work more productively with less stress
- Finding out how to clear your mind for the things that are really important
- Owl or lark: Finding out what influence our internal clock has on our performance
- Finding out what a "flow state" is, when the "flow state" sets in, and what sets it in motion
- Learning how to succeed in attaining higher and lasting job satisfaction

## Target group





Managers and employees who want to improve their productivity



# Working Successfully in Your Home Office



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding the greatest challenges when working from home
- Using time effectively when working from home
- Designing your workspace in your home office
- Learning about the best ways to avoid distractions
- Staying self-motivated


## Target group

Employees who work from home all or part of the time


# Overcoming the Digital Information Overload



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 60 minutes

## Learning objectives

- Understanding the adverse consequences of the digital information overload
- Becoming familiar with the various strategies to reduce the digital information overload
- Working efficiently despite the information overload
- Keeping the ideal overview—with the right tools and tricks
- Finding your digital balance



## Target group

Employees with or without management responsibilities, who use many different media in their everyday work and process a wealth of information on a daily basis


# Time Management



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 70 minutes

## Learning objectives

- Understanding the basics of time management
- Setting targets and deriving tasks from these
- Setting clear priorities
- Making batching more effective
- Benefiting from the advantages of timeboxing
- Using the Pomodoro method to focus on your work






## Target group

Managers who need new methods of time management; junior employees who are new to leadership roles; employees and teams who work in a self-organized manner and/or have difficulties in time management


# Learning Strategies—Method Toolbox



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 70 minutes

## Learning objectives

- Learning how to retain information using mnemonics, committing material to memory and recalling it later with confidence
- Consolidating new and existing knowledge using elaboration strategies
- Consolidating information and structuring it around the essentials
- Efficiently reading and processing texts that convey knowledge
- Taking helpful notes

## Target group

Employees who want to acquire knowledge on their own

# Effective Problem-Solving—Strategies for Identifying and Solving Issues



Available in these languages:



German

MACROLEARNING



60 minutes

## Learning objectives

- Being able to categorize the term problem
- Understanding the prototypical process of problem-solving
- Applying problem analysis strategies
- Utilizing methods to find solutions
- Recognizing that executing problem-solving can be a lengthy procedure

## Target group

Employees with and without management positions from all business areas and industries who encounter (complex) challenges in their professional life without directly apparent solutions

# Fostering Creativity—Methods for Your Toolbox



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 70 minutes

## Learning objectives

- Getting to know different creativity methods for finding ideas
- Knowing the necessary framework for the implementation of creative methods
- Practical use of certain techniques in certain situations

## Target group

Employees who collaborate in creative teams; prospective as well as experienced managers and everyone who is interested in refreshing their skills with methods in the area of creativity techniques

# Navigate Difficult Employee Conversations with Confidence




## Available in these languages:



German

English

French

**MACROLEARNING** 70 minutes

## Learning objectives

- Developing an attitude that helps you act confidently and solution-oriented in challenging employee conversations
- Responding effectively when your counterpart gives you critical feedback
- Handling objections and concerns from the other party in a solution-oriented manner
- Dealing confidently with different reactions from employees
- Managing emotions effectively and keeping a cool head
- Helping your employees regain control of their emotions


## Target group

Aspiring and current managers who want to handle challenging employee conversations confidently.; Aspiring and current managers who want to learn helpful techniques to bring difficult employee conversations to a mutually acceptable conclusion.

# Female Leadership—Leading Successfully Despite Gender Barriers



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 80 minutes

## Learning objectives

- Identifying what female leadership is and means
- Exploring the difficulties women in leadership often face
- Dealing with difficulties successfully, and thus becoming (even better) leaders
- Considering the importance of goals in your own leadership career
- Learning to be visible and present in the company
- Determining ways and means to balance career and family
- Reflecting on your attitude towards networking

## Target group

Women who are already in a leadership role, or who want to get there



# The Basics of the OKR Method



Available in these languages:



German



English



French

MACROLEARNING



50 minutes

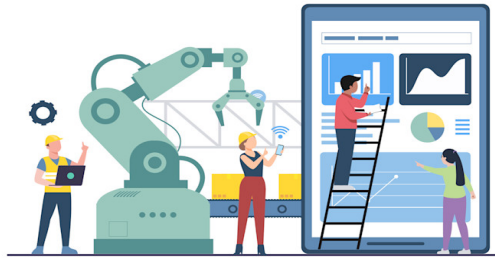
## Learning objectives

- Recognizing the benefits of the OKR method for one-self, one's own team, and the entire company
- Formulating, communicating, and tracking good objectives
- Formulating key results to make objectives measurable and trackable
- Monitoring work with OKRs throughout an OKR cycle


## Target group

Managers who want to introduce and establish the OKR method in their teams; Employees who want to/should work with the OKR method in the future


# The Basics of Lean Management



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 50 minutes

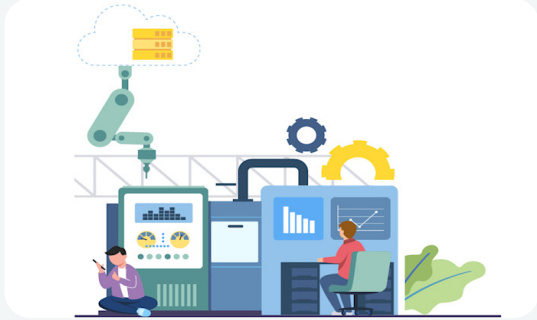
## Learning objectives

- Getting to know the characteristics of Lean management and its advantages
- Knowing the seven types of waste, being able to identify and avoid them in the future
- Achieving improvements in production and administration with the help of Lean techniques Value-stream mapping, 5S and problem-solving
- Producing faster and more efficiently with the tools OEE, SMED and Poka Yoke
- Internalizing and applying the PDCA cycle

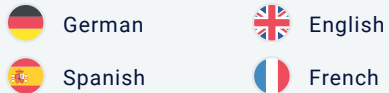
## Target group

All employees who are involved in Lean processes and who (will) help shape them. Both in production and in administration.; In addition, this training is intended for managers who want to implement Lean and familiarize themselves with the basics or refresh basic knowledge and close gaps.

# Lean Management Advanced Course



## Available in these languages:



## MACROLEARNING



## Learning objectives

- Knowing the enemies of Lean Management and learning to work around them
- Motivating employees to actively participate in Lean processes
- Controlling and making sense of the interplay between demand signal and order for the customers and the company
- Optimizing the existing value stream

## Target group

Managers, division and production managers in production planning and control as well as manufacturing and quality management.; The focus is on executives who are already implementing lean and are looking for answers to the following questions: How should you implement lean? How do you optimize it? And how can you deal with doubts among employees? ; However, the training can serve as a guide for all employees.

# Actively Reduce Employee Turnover



## Available in these languages:

-  German
-  English
-  Spanish

MACROLEARNING

 60 minutes

## Learning objectives

- Discovering what types of turnover exist and what causes employees to leave
- Understanding what characterizes an effective selection process as well as a successful onboarding. Learning how to stay connected and know how employees feel about their tasks and roles, and how to handle warning signs
- Finding out which benefits and perks employees expect and consider essential
- Learning what employees want as individuals, how they wish to be developed, and when they want to have a say
- Understanding what defines meaningful work, as well as an attractive company culture and vision
- Discovering how to turn a "goodbye" into a "see you again"

## Target group

This course is designed for managers, HR personnel, department heads, project leaders, and team leaders who face the challenge of retaining their employees, especially high performers, within the company.


# Unleashing the Power of Connection: Turning Employees into Partners



Available in these languages:

 German  English

**MACROLEARNING**

 70 minutes

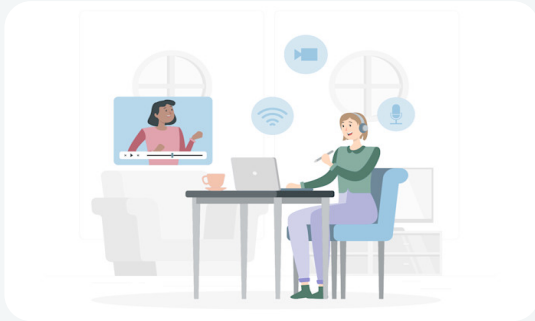
## Learning objectives

- Articulating the economic, strategic, and human importance of cohesion in business
- Recognizing leadership's key role in building employee loyalty
- Identifying what drives employee engagement and belonging
- Empowering employees to take pride in their work and to align career growth with life goals
- Fostering a culture of appreciation, authentic praise, and recognition.
- Crafting a mutually achievable company vision while investing in your people, not just their roles
- Understanding the risks of over-involvement, including conformity and groupthink

## Target group

(Experienced) managers with development responsibility

# Successfully introducing e-training courses in a company

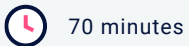


Available in these languages:



German

MACROLEARNING



70 minutes

## Learning objectives

- Recognize that e-learning is a process in which employees need support and guidance.
- Recognize the importance of and establish a good learning culture for learning success.
- Use different learning methods in an individually targeted manner.
- Actively work with the motivational factors of the ARCS-V model to motivate employees in their learning process.
- Motivate for e-learning through targeted preparatory, accompanying and follow-up communicative measures.
- Accompany learners in the learning process in order to motivate them long term.

## Target group

Personnel developers, HR managers and executives who want to successfully implement e-learning in their company or in their teams.

# Leading with Praise—Showing Appreciation and Recognition



Available in these languages:



German

MACROLEARNING



50 minutes

## Learning objectives

- Integrating more appreciation into the daily work routine
- Adopting an appreciative attitude towards others
- Communicating criticism appreciatively
- Being authentic
- Being appreciative of yourself

## Target group

(Prospective) managers who want to show more appreciation to their employees; (prospective) managers who want to establish a culture of appreciation in the company; (prospective) managers who want to feel valued themselves

# Navigating an Error Culture in the Team—Fostering a Positive Approach to Mistakes

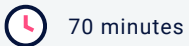


Available in these languages:



German

MACROLEARNING



70 minutes

## Learning objectives

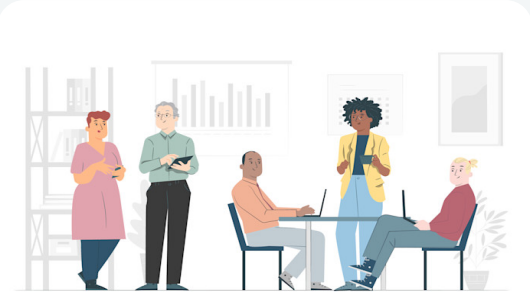
- Understanding the characteristics, types and potential benefits of mistakes
- Differentiating between the concepts of blame culture and just culture and comprehending the effects of a positive error culture
- Learning what the components of a positive error culture is, and how it encompasses various error strategies tailored to the organization's context
- Getting a handle on methods for error prevention and error management
- Growing as a team by learning from mistakes

## Target group

For aspiring and experienced managers aiming to establish a positive error culture in their teams



# Leading Across Generations



## Available in these languages:



## MACROLEARNING



60 minutes

## Learning objectives

- Recognizing the value of various generations in the context of work and leadership
- Getting to know the unique traits of different generations without making sweeping generalizations
- Mastering the challenges of leadership when handling teams and team members
- Becoming aware of the potential for conflict in a team consisting of several generations
- Implementing appropriate measures to foster team cohesion across age groups
- Taking advantage of a diverse mix of generations and learning from one another's insights and experiences

## Target group

The training is designed for leaders who are faced with the challenge of individually supporting and motivating employees of different ages, as well as promoting productive teamwork within the team.

# Seamless Onboarding: Proven Tactics for a Successful Start



Available in these languages:



German

MACROLEARNING



50 minutes

## Learning objectives

- Integrating new employees before their start date
- Shaping the first day on the job
- Guiding employees through their first weeks
- Supporting the integration into the company

## Target group

HR Managers; Executives; Team Leads

# Leading by Skill Level: Giving Employees the Best Possible Support



Available in these languages:



German



English

MACROLEARNING



60 minutes

## Learning objectives

- Recognizing factors that contribute to effective leadership
- Being able to determine the individual level of development of your team members in terms of skills and motivation
- Exerting a positive influence on your employees based on their level of development

## Target group

Managers who want to lead and develop their employees individually based on their respective level of development

# Sparking Innovation: Strategies for Effective Knowledge Sharing



Available in these languages:



German

MACROLEARNING



60 minutes

## Learning objectives

- Understanding the importance of knowledge management in the company
- Developing and implementing knowledge management strategies
- Understanding the role of knowledge management in promoting innovation
- Knowing methods and tools for knowledge exchange and collaboration
- Preserving and continuously improving knowledge

## Target group

Executives and managers; Employees in knowledge-intensive areas who work with knowledge on a daily basis (research and development, IT departments, product development, marketing and sales); HR developers and HR professionals responsible for implementing knowledge management initiatives and training programs

# Lead Constructive and Lasting Conversations with Employees



Available in these languages:



German



English



French

MACROLEARNING



60 minutes

## Learning objectives

- Understanding why performance reviews and appraisal processes are becoming such important management tools
- Preparing as a manager to conduct successful performance reviews • Structuring the conversation in a productive way
- Using techniques that are helping to make the discussion more productive
- Considering specific factors when conducting an appraisal interview online


## Target group

Aspiring and current managers who want to conduct evaluation interviews with confidence and success;  
Aspiring and current managers who seek helpful techniques for conducting employee evaluations more effectively and sustainably

# Agile Leadership



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding the importance of an agile mindset in the workplace
- Distinguishing between mindset, skillset, and toolset
- Learning the most important skills for agile working
- Getting comfortable using the key tools for agile working






## Target group

Experienced leaders; Leaders who want to review their methods; Junior managers

# Leadership in Times of Crisis



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

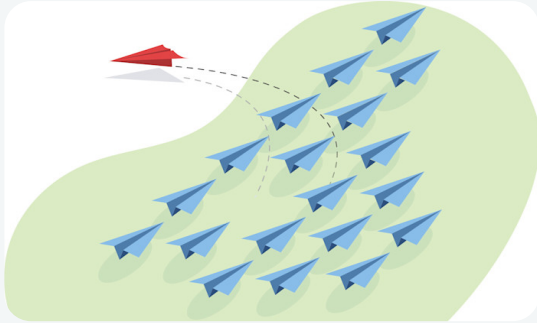
## Learning objectives

- Not seeing crises only as catastrophes
- Knowing the five phases of a crisis
- Communicating well in a crisis
- Dealing with pressure in times of crisis
- Strengthening resilience and mastering crises

## Target group

Managers with HR responsibility; employees of HR departments

# Change Management—Successfully Shaping Change Processes



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 60 minutes

## Learning objectives

- Learning how to successfully shape change processes
- Knowing the commonalities between the most popular change models
- Becoming familiar with the steps involved in the vast majority of change processes
- Learning the specific measures and tools for the individual steps
- Understanding how to deal with resistance

## Target group


Team leaders; change managers; managers with HR responsibility; employees of HR departments



# Transformational- Leadership–Motivating and Inspiring Employees



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 60 minutes

## Learning objectives

- Knowing the differences between transactional and transformational leadership style
- Being able to inspire employees with vision
- Inspiring employees to think of new concepts and solutions
- Extending the best possible individual support for employees and having a charismatic style
- Being able to implement transformational leadership in your own daily work routine


## Target group

Managers who are interested in reflecting on and improving their leadership on a practical level; Managers and those aspiring to become managers

# Correct Deployment of External Personnel—What Managers Need to Know



Available in these languages:

 German  English

MACROLEARNING

 60 minutes

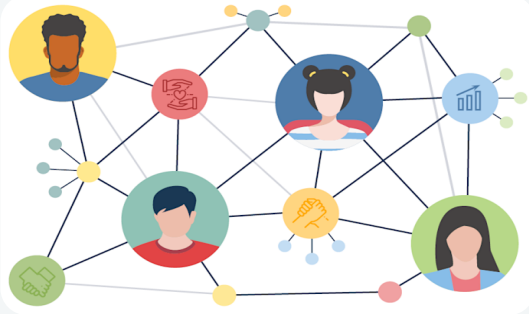
## Learning objectives

- Knowing how to deploy external personnel in a legally secure manner
- Knowing the various options for deploying external personnel
- Knowing the differences between contracts for work, service contracts and employee leasing or temporary employment
- Being able to distinguish between contracts for work, service contracts and employee leasing
- Selecting the appropriate form of contract and draft contracts correctly in order to avoid illegal employment relationships
- Being able to classify facts quickly and consult experts when necessary





## Target group

Managers with staffing responsibilities; employees of human resource departments

# Virtual Teams—Motivation and Trust



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 80 minutes

## Learning objectives

- Motivating virtual teams in a media-appropriate manner
- Building trust in virtual teams
- Promoting social networking in virtual teams
- Giving media-appropriate feedback


## Target group

Junior and/or project managers; Leaders of virtual and agile teams


# Storytelling within the Company



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 80 minutes

## Learning objectives

- Understanding the advantages of stories in comparison to facts
- Perceiving the usefulness of storytelling in almost every area of work
- Using storytelling in the leadership of employees and teams
- Finding "stories" for your own company
- Realizing the fundamental principles behind every story
- Applying the five steps to create suspense in a great story

## Target group

For all managers, team leaders, members of development teams, and product owners who want to motivate their team members and get buy-in for specific ideas; account managers and sales managers who want get their ideas across to their audiences better and be genuinely convincing

# Type-Appropriate Leadership



Available in these languages:



German



French

MACROLEARNING



80 minutes

## Learning objectives

- Understanding what type models are and how they simplify yet limit our working world
- Learning to assess people using a type model
- Sharpening individual self-perception and external perception for daily management tasks






## Target group

Leaders who want to learn how to target specific types of people and win them over; Junior executives who want to expand their knowledge of human nature and use it successfully in their work environment


# Conducting the Interview



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 80 minutes

## Learning objectives

- Creating the job description
- Developing the requirements profile
- Conducting the job interview
- Asking the right questions
- Drawing the right conclusions

## Target group

Employees of HR departments; managers with HR responsibilities; team leaders

# Successfully Leading Hybrid Teams



## Available in these languages:



## MACROLEARNING



90 minutes

## Learning objectives

- Establishing binding rules as a basis for hybrid collaboration
- Being aware of the limits of hybrid work and planning shared "office activities"
- Holding hybrid team meetings which are inclusive and free of technical glitches
- Learning to strengthen the team spirit despite physical distance
- Keeping an eye on all team members, considering their individual needs and acting accordingly with fairness and empathy—no matter whether they work from home or in person at the office
- Exemplifying hybrid work as a manager and setting an example

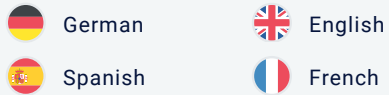
## Target group

Experienced, long-standing department heads who want to get a feel for hybrid work; "freshly minted" team leaders who want to get used to their role; managers who lead teams that divide their time between the office and working from home, either permanently or temporarily; managers who have only worked remotely so far and now need to narrow the gap between working in-person at the office and working remotely

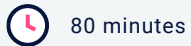
# Leading with Empathy



## Available in these languages:



## MACROLEARNING



## Learning objectives

- Understanding the ways in which leadership requirements are currently changing
- Understanding what empathy means
- Recognizing the benefits of leading with empathy, but also the challenges associated with it
- Reflecting on your own management style and how you interact with other people
- Being more perceptive of other people, putting yourself in their shoes, and adjusting your own emotions to where they are at
- Understanding people and their communication, their personality, and their motives better
- Acting with empathy and engaging with people at their level

## Target group






Managers who want to learn how to take a measured and solution-oriented approach to leadership, even in challenging situations; managers who want to develop their emotional and social skills and use them successfully during their interactions with their employees



# Lateral Leadership—Leading Effectively Without Being a Supervisor



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Knowing the importance and relevance of lateral leadership
- Knowing the difference between lateral and disciplinary leadership
- Understanding how lateral leadership works even without disciplinary authority
- Discovering the tools of lateral leadership and the benefits they bring
- Dealing constructively with possible conflicts





## Target group

Managers who are responsible for the results of a project or assignment, without being a disciplinary superior in charge of the team.


# Leading and Motivating Employees in Home Office



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 70 minutes

## Learning objectives

- Recognizing the greatest challenges in remote leadership
- Building and maintaining trust in employees while working from home
- Achieving results remotely
- Resolving conflicts remotely
- Discovering options to promote the development of remote employees
- Knowing how to motivate employees working from home





## Target group

Managers who supervise employees working from home

# The Manager as a Coach



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Distinguishing the most important differences between leading and coaching
- Understanding the benefits of coaching
- Using the coaching approach
- Knowing the basic prerequisites for effective coaching
- Building key coaching skills
- Structuring coaching conversations using the established GROW model






## Target group

Managers who want to support and guide their employees in the capacity of coach

# Knowing Team Roles and Making Them Productive



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Understanding the basic principles of motivation
- Recognizing and being able to eliminate demotivation among staff members
- Being able to create incentives tailored to individual employees
- Making effective use of key staff motivation tools
- Structuring job descriptions in a motivating way






## Target group

Employees who lead agile and/or virtual project teams; junior managers who are new to their management roles

# Delegating Tasks



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Being able to discern between tasks that can be delegated and those that can't
- Delegating professionally by communicating properly
- Knowing the tools for monitoring delegated tasks
- Recognizing and dealing productively with people who re-delegate tasks
- Delegating in such a way that team members can develop






## Target group

Experienced managers needing to learn sustainable delegation; Employees developing into managers


# Successfully Structuring Team Development



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 90 minutes

## Learning objectives

- Setting motivating goals
- Clearly setting task assignments
- Promoting constructive communication
- Building trust and promoting a feeling of togetherness




## Target group

Employees who lead agile and/or virtual project teams; junior managers who are new to their management roles


# Motivating Team Members



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 80 minutes

## Learning objectives

- Understanding basic principles of motivation
- Recognizing and eliminating demotivators
- Creating individual incentives for team members
- Making task descriptions and activities motivating
- Motivating your employees






## Target group

New or inexperienced managers in their first management role; managers whose teams are not performing as desired

# New to the Leadership Role



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Being able to discern between specialist and leadership tasks
- Knowing your own strengths and weaknesses
- Knowing the expectations on managers and being able to deal with them
- Avoiding management errors and being able to react properly to a wide range of demands
- Being able to perform the strategic tasks of a manager

## Target group





Young managers; specialists who are new to management responsibility



# Situational Leadership®



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Being able to apply the model leading by maturity level/Situational Leadership® in everyday management practice
- Recognizing the maturity level of your employees
- Adapting your leadership methods to the maturity level of your employees
- Getting staff members with fading motivation back on board
- Protecting motivated but inexperienced employees against excessive demands
- Giving highly motivated employees freedoms without losing sight of the goals



## Target group

New managers who want to or are expected to apply the concept of maturity levels in practice; Managers who are feeling limited in the motivation and performance of their team

# Virtual Teams—Communication



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Using digital media
- Controlling collaboration
- Avoiding misunderstandings
- Conducting virtual meetings





## Target group

Leaders of virtual and agile teams; project managers; junior managers


# Manage Team Phases Successfully



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 90 minutes

## Learning objectives

- Knowing the four team phases according to Bruce Tuckman
- Recognizing what phase the team is in
- Using the right management instruments in every phase
- Learning how to smoothly transition through the four phases: forming, storming, norming, and performing

## Target group

Employees who lead virtual and/or agile teams; project and junior managers with their first management experience

# Conducting Termination Meetings



Available in these languages:



German



English

MACROLEARNING



60 minutes

## Learning objectives

- Preparing for and conduct termination meetings
- Be aware of the typical reactions and know how to deal with them
- Managing your own emotions during the meeting
- Learning what to expect in online termination meetings

## Target group

Managers who will eventually need to conduct termination meetings

# Targeted Networking



## Available in these languages:



German



English



Spanish



French

## MACROLEARNING



100 minutes

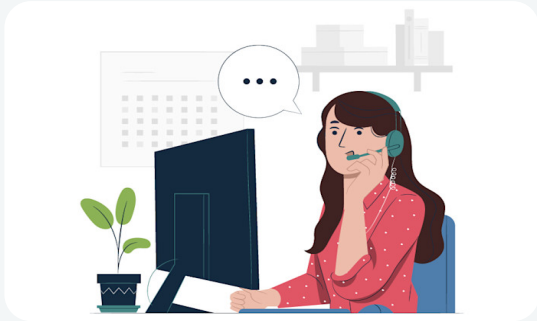
## Learning objectives

- Understanding what networking is and how individuals and the company as a whole benefit from it
- Developing a networking strategy and how to prepare yourself
- Analyzing your own network, evaluating existing contacts and drawing conclusions from them
- Knowing how to enter conversations and what to look for while networking on the spot
- Using social and digital networks consciously
- Maintaining contacts


## Target group

Specialists and managers who regularly want to establish and maintain external contacts, i.e. service providers, potential customers, partners or experts; managers and employees with a good level of self-assessment and initial contacts within a still unstructured network who want a general introduction to the topic

# Customer-Oriented Communication on the Phone



## Available in these languages:

-  German
-  English
-  Spanish

## MACROLEARNING

 80 minutes

## Learning objectives

- Understanding common challenges during customer contact on the phone
- Using your own voice convincingly and authentically
- Planning and preparing for customer phone calls
- Leading through customer phone conversations professionally
- Confidently handling complaint calls
- Using techniques to be more persuasive on the phone

## Target group

Sales staff who are new to telephone sales; Other sales staff (e.g. office staff) who would like to be more confident during phone calls with customers; Employees who work in telephone customer service for external and internal customers who want to feel more confident on the phone; Call center agents with little work experience

# Tough Customers: Navigating Challenging Situations with Confidence



Available in these languages:



German

MACROLEARNING



60 minutes

## Learning objectives

- Developing a service-oriented mindset that addresses customer needs
- Leading challenging conversations constructively and de-escalating effectively
- Setting boundaries and responding to boundary crossers
- Understanding tactics for resolving common challenges in customer interactions

## Target group

Employees with customer contact

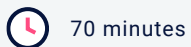
# Presenting with Confidence: Personal, Poised, Professional



## Available in these languages:



## MACROLEARNING



70 minutes

## Learning objectives

- Presenting in a personalized, motivating, and compelling manner
- Identifying and explaining the fundamentals of verbal, non-verbal, and paraverbal communication
- Interpreting and effectively using personal body language
- Differentiating and evaluating mindsets through transactional analysis
- Applying techniques for managing challenging situations
- Implementing methods for reducing presentation anxiety

## Target group


Employees with and without management positions who want to enhance their presentations with greater presence and persuasiveness.



# Presenting—Basics of Professional Presentations



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 60 minutes

## Learning objectives

- Aligning your presentation with audience goals and expectations
- Understanding presentation structure
- Applying content preparation strategies effectively
- Mastering key aspects of organizational preparation and applying them

## Target group

Employees with and without a management role who want to learn or improve basic practical presentation skills.

# Moderating Online Meetings



**Available in these languages:**

|  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

**MACROLEARNING**

 60 minutes

## Learning objectives

- Understanding the advantages and disadvantages of online meetings
- Understanding the unique challenges of online meetings
- Preparing and planning online meetings well
- Applying the specific rules of online meetings
- Actively managing online meetings





## Target group

Members of cross-locational and/or virtual teams; employees who are in contact with online meetings and/or moderate them themselves

# Talking through Conflict



## Available in these languages:

-  English
-  Spanish
-  French
-  Portuguese
-  Chinese

MACROLEARNING

 50 minutes

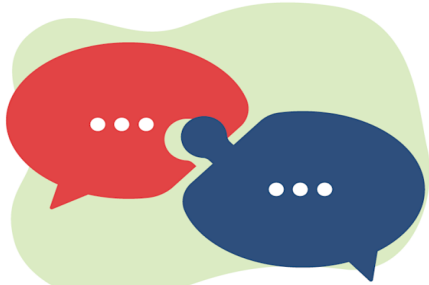
## Learning objectives

- Knowing how to talk through conflict
- Learning about respectful behavior during a conflict resolution
- Getting to know what conflict resolution looks like
- Learning how to structure the phases of a conflict resolution discussion: preparation, execution and follow-up work
- Learning how to communicate with a cooperative and conversational style







## Target group

Employees who frequently work in teams or have an urgent need for the training; junior managers

# Basics of Communication



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 50 minutes

## Learning objectives

- Knowing the different levels of communication and make use of them to communicate successfully
- Recognizing which messages are being conveyed below the factual level of the communication, using Friedemann Schulz von Thun's "Four Sides Model"
- Knowing your own listening and speaking behavior
- Being able to communicate effectively and reduce inefficiencies caused by unclear speaking and inattentive listening

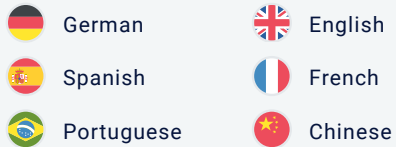
## Target group

Employees who work in fields with communicative demands; young management employees who you wish to prepare for their future tasks; experienced managers who want to gain a better understanding of communication

# The Eight Types of Communicators



## Available in these languages:



MACROLEARNING



## Learning objectives

- Knowing and recognizing the different styles of communication
- Knowing your own style of communication
- Being able to vary your communication styles for more effective discussions
- Taking discussions with difficult partners to a successful conclusion
- Knowing the psychological backgrounds of the different communication styles and hold effective discussions using that knowledge






## Target group

Managers and staff whose performance is closely linked to good communication


# Methods of Training



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 50 minutes

## Learning objectives

- Learning how to integrate and activate participants with the right methods from the very start of the training course
- Knowing and applying methods that go beyond the typical presentation
- Understanding how to inspire participants to collaborate creatively
- Being able to apply methods for consolidating lessons learned




## Target group

Specialists who want to pass on their know-how to employees and colleagues; people who will be working as internal trainers in the future; experienced trainers looking to refresh their know-how

# Managing Groups in a Training



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding the typical training phases and how they can be accomplished optimally
- Dealing with challenging types of participants
- Overcoming disruptions and conflicts in the group
- Staying cool in difficult situations






## Target group

Specialists who want to pass on their know-how to employees and colleagues; people who are moving into the field of internal training

# Conflict Resolution for Managers



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Recognizing when a conflict is brewing in your team
- Gauging which level of escalation the conflict has reached
- Empowering your employees to resolve conflicts on their own
- Learning about methods for mediation and decisive action
- Knowing what to do in seriously escalating conflicts

## Target group





Young executives; Experienced managers; Managers with a need for cooperative methods of team leadership



# Conflict Resolution between Colleagues



## Available in these languages:

-  English
-  Spanish
-  French
-  Portuguese
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Knowing the types of conflict
- Learning how to manage conflict in the workplace
- Conducting conflict resolution with colleagues
- Understanding the six strategies of conflict resolution



## Target group

Employees of all hierarchical levels who work in teams

# Principles for Effective Knowledge Transfer



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Understanding basic didactic models relating to knowledge transfer, and learning how to apply these models in real-life scenarios
- Learning how to present confidently with a solid grasp of a trainer's tasks and responsibilities
- Being able to develop well-structured training courses using the MASTER model
- Involving participants from the beginning to improve concentration and engagement





## Target group

Professionals who pass on their knowledge to employees and colleagues; employees who are tasked with internal training

# Active Listening



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Being able to use active listening as a method
- Using the advantages of active listening to hold more effective discussions with staff, colleagues and partners
- Effectively using the different techniques of active listening
- Being able to hear what colleagues, staff and team colleagues need, in order to be able to work productively

## Target group

Staff who need an excellent flow of information; team workers; managers; young managers who wish to communicate more effectively

# Communicating with Respect and Appreciation



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding yourself and your communication behaviour better
- Being able to communicate with respect and appreciation by preparing properly
- Being able to communicate your view in an understandable way
- Knowing the various types of I-statements, giving you a better understanding of communicative acts

## Target group

Managers at all executive levels who are interested in the topic of appreciative communication and who want to be able to communicate with respect and appreciation

# Arguing and Persuading Using the Five-Sentence Method



Available in these languages:



German



English

MACROLEARNING



100 minutes

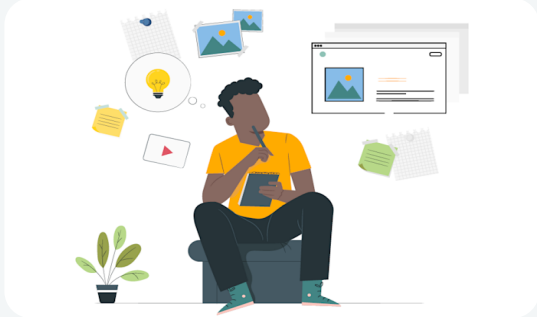
## Learning objectives

- Successfully shaping arguments with the help of the five-sentence method
- Recognizing the importance of the "right" discussion atmosphere and shaping discussions with attention to the factors necessary to achieve this
- Successfully designing the situational entry, weighing the pros and cons, acting or reacting
- Researching the content of discussion topics properly and classifying one's own arguments with the help of the ETHOS scheme
- Prioritizing one's own arguments with the help of an analysis of the conversation partners and identifying benefit arguments
- Giving more weight to arguments with the help of examples, proof, references, etc.
- Using a purpose sentence to summarize the main point of your argument and formulate the consequences of it
- Parrying factual counter-arguments with the appropriate counter-strategy
- Deflecting verbal attacks with the appropriate counter-strategy of the 4 'I' method






## Target group

All employees from all areas and levels of a company who want to be able to argue more convincingly in the future


# How to Design and Prepare a Training



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 70 minutes

## Learning objectives

- Obtaining professional briefings and ensuring that you understand what the client wants
- Analyzing the intended participants based on key factors
- Being able to make the goals of the training course understandable
- Knowing and using methods and techniques for compiling the content
- Keeping an eye on the organizational demands and compiling professional seminar documents

## Target group

Specialists who want to pass on their know-how to employees and colleagues; trainers who want to be involved more in course design

# Presenting – How to be Convincing in Web Conferences



Available in these languages:



German



Spanish



French

MACROLEARNING



60 minutes

## Learning objectives

- Understanding the special features of online presentations
- Knowing the basic functions of common tools
- Preparing optimally for online presentations
- Successfully carry out the technology check
- Being able to use different media effectively in online presentations
- Knowing methods for keeping the audience's attention and concentration online






## Target group

Employees with and without management positions who have basic experience in "analog" presenting but want to learn more about the new possibilities of online presentations

# Methods and Tools for Online Knowledge Transfer



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 50 minutes

## Learning objectives

- Knowing the specifics to consider when conducting trainings in an online context
- Getting to know helpful digital tools to assist with the transfer of knowledge
- Learning how to prepare the knowledge development of the seminar participants in a systematic way
- Learning strategies for winning over participants, engaging them, and steering them in a virtual context

## Target group





Professionals who need to share their knowledge online with employees and colleagues; trainers without online experience; career changers in the field of continuing vocational training; members of cross-locational and/or virtual teams; employees who are in contact with online meetings and/or moderate them themselves



# Moderating Meetings



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding the importance of effective meetings
- Understanding meeting formats
- Understanding the stages of a meeting
- Preparing properly for meetings
- Conducting meetings well
- Following up effectively after meetings


## Target group

Managers and members of agile teams; employees in partly self-organized projects, and assistants

# Feedback between Colleagues



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Learning how feedback can create a productive atmosphere in a team
- Finding out what is important when giving feedback
- Understanding how to gracefully accept feedback
- Discovering how peer feedback can broaden your own perspective
- Learning how to address critical points so that something will actually change

## Target group

Employees of all hierarchical levels who work in teams

# How to be Convincing – Online and in Person



Available in these languages:



German

MACROLEARNING



60 minutes

## Learning objectives

- Recognizing that the content of arguments alone is not enough to be persuasive
- Realizing that good preparation has a great impact on self-confidence and persuasiveness
- Successfully applying the rules for descriptive and understandable language
- Learning to use figurative language to create mental cinema in their counterparts
- Being able to regulate one's personal stress level to a medium level in order to be able to convince
- Keeping an eye on and controlling one's inner and outer attitudes
- Being able to apply the appropriate strategy for the respective situation in order to master interruptions and blackouts






## Target group

employees who want to convince their managers of an idea; all employees from all areas and levels of a company who want to present themselves convincingly in both analog and digital form in the future ; managers who want to get their team in the mood for a challenging project; Sales employees who want to help their customers close deals

# How Communication Works



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding communication processes
- Knowing and applying Paul Watzlawick's five axioms
- Consciously shaping your own communication behavior
- Detecting and eliminating sources of communication interference






## Target group

Staff and management employees who have to communicate well; employees at all levels who want to improve their communication and understand the concept of communication better


# Giving Feedback



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Knowing how to use feedback as a management tool
- Using the Johari Window, knowing the difference between how you perceive yourself and how others perceive you, allowing you to give staff members constructive feedback
- Being able to prepare critical feedback and use it constructively
- Using positive feedback in a way that promotes the development of the staff and team






## Target group

Staff members with leadership responsibilities but without a management position; managers who have a need for cooperative team-leadership methods; young managers

# How to Use Questioning Techniques



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Being able to guide discussions with the right questions
- Knowing and mastering the various questioning techniques
- Achieving results by asking the right questions, even in unclear discussion situations
- Applying the rules for formulating and asking questions

## Target group

Management staff at all levels

# The 6 Strategies of Conflict Resolution



Available in these languages:

 German

MACROLEARNING

 60 minutes

## Learning objectives

- Recognizing and expanding one's own conflict resolution strategy
- Knowing the six essential strategies of conflict resolution
- Recognizing the conflict resolution strategies of employees and colleagues
- Being able to bring about "consensus" as the best strategy for resolving conflicts

## Target group

Employees who work together in teams; experienced leaders who want to refresh their knowledge in the area of conflict resolution; leadership development candidates; aspiring leaders

# Talking through Conflict



Available in these languages:

 German

MACROLEARNING

 50 minutes

## Learning objectives

- Knowing how to talk through conflict
- Learning about respectful behavior during a conflict resolution
- Getting to know what conflict resolution looks like
- Learning how to structure the phases of a conflict resolution discussion
- preparation

## Target group





preparation



# Justification and Persuasion Techniques



## Available in these languages:

-  Spanish
-  French
-  Portuguese
-  Chinese

## MACROLEARNING

 140 minutes

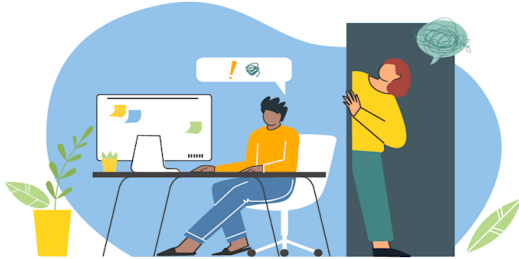
## Learning objectives

- Being able to argue your point professionally, even in difficult situations
- Mastering the key techniques for structuring statements
- Arguing your position confidently and persuasively
- Having a strong and convincing manner way of expressing yourself
- Applying strategies for difficult negotiations
- Knowing the rules of conduct and conversation, so that you always stay cool when arguing a point

## Target group

managers and supervisors; Staff in Marketing; sales and procurement

# Avoiding and Defusing Workplace Conflicts



Available in these languages:

 German

MACROLEARNING

 70 minutes

## Learning objectives

- Recognizing and defusing conflicts in the early stages
- Recognizing and reflecting on one's own conflict behavior
- Dealing with conflict partners in an appreciative manner
- Stopping power games and divisions before they become a problem

## Target group

Employees who frequently work in teams; junior managers; employees with acute needs; teams that have difficulty with independent conflict resolution

# The Harvard Approach to Conflict Management



Available in these languages:



German

MACROLEARNING



50 minutes

## Learning objectives

- Being able to apply the principles of appropriate action in a professional context
- Being able to distinguish between interests and positions
- Being able to creatively resolve conflicts and problems
- Resolving disagreements in a constructive and appreciative manner

## Target group

Employees who frequently work in teams; all employees who would like to establish appreciative communication; junior managers; employees with an acute need

# Understanding and Identifying Types of Conflicts



Available in these languages:



German

MACROLEARNING



60 minutes

## Learning objectives

- Recognizing the different levels of a conflict
- Recognizing conflicting goals
- Recognizing appraisal conflicts
- Recognizing distribution conflicts
- Recognizing personal conflicts


## Target group

Employees who work together in teams; aspiring managers

# Corporate Sustainability—Social, Economic, and Environmental Responsibility



Available in these languages:

-  German
-  English
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding sustainability—the concept and its great importance
- Acting sustainably
- Reducing your own ecological footprint
- Being aware of social and economic aspects of sustainability and considering them on a daily basis



## Target group

Employees and managers who would like to learn more about sustainability; Employees and managers who want to actively promote sustainable actions and sustainable management in the company


# Intercultural Teams—Communicating with Colleagues from Other Cultures



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 70 minutes

## Learning objectives

- Understanding the challenges of intercultural communication
- Preventing conflicts and managing them successfully
- Being able to adapt communication and critical behavior with regards to intercultural interactions
- Being able to overcome language barriers effectively
- Being able to interact with people from different cultures in a respectful and appreciative manner

## Target group

employees who work together in intercultural teams; employees who want to acquire more knowledge about how to deal with colleagues from other cultures; Employees who want to communicate effectively within an international team; employees who work together on intercultural teams; employees who want to acquire more knowledge about how to interact with colleagues from other cultures

# Intercultural Teams—Basics of Successful Co-operation



Available in these languages:



German



English



French

MACROLEARNING



60 minutes

## Learning objectives

- Knowing and understanding cultural differences
- Overcoming prejudices and stereotypes
- Expanding cultural intelligence and being able to use it in a professional setting
- Laying a good foundation for successful intercultural cooperation
- Being able to interact with people from different cultures in a respectful and appreciative manner


## Target group

Employees working in intercultural teams; employees who want to learn more about other cultures and cultural differences

# Diversity & Inclusion—Facilitating and Promoting Diversity



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding why diversity is becoming increasingly important in companies
- Recognizing diversity as a resource and success factor
- Recognizing and being able to grasp the different dimensions of diversity
- Understanding diversity management as a holistic strategy
- Recognizing and promoting the existing diversity in the team, as well as individual potential

## Target group

Managers who want to put diversity to good use in the company; managers who lead diverse teams; executives who want to be role models within the company



# Unconscious Bias—Recognizing and Reducing Prejudices and Stereotypes



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding the meaning of the term unconscious bias and the effects of unconscious bias
- Understanding unconscious bias as a shortcut and part of human survival strategy
- Knowing the most common and important mechanisms underlying unconscious bias
- Knowing and applying strategies for countering unconscious bias



## Target group

Employees with and without leadership functions who understand the causes of unconscious bias and want to develop new strategies for overcoming them

# Intercultural Communication in Teams



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Understanding the cultural definitions from the works of Geert Hofstede and Edward T. Hall
- Developing sensitivity around cultural differences
- Learning about common misunderstandings in intercultural teams
- Applying management tools in intercultural teams
- Developing and extending intercultural skills



## Target group

Employees and managers who work in an intercultural environment


# Agile Toolbox for Workshops and Meetings



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 50 minutes

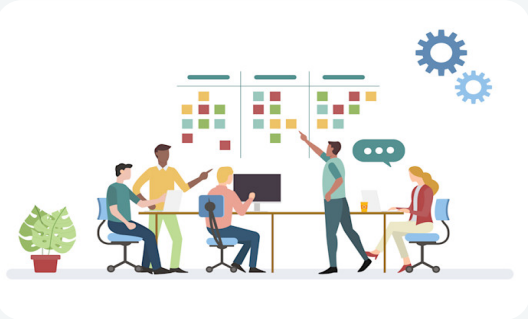
## Learning objectives

- Understanding the concept of agile and what makes up an agile meeting or workshop
- Creating a common foundation for working as a team
- Identifying current pressing issues, develop new ideas and rethink old ideas
- Planning and holding large-group workshops in a targeted manner
- Integrating agile meeting formats regularly and successfully into the daily work routine
- Implementing and realizing agile techniques


## Target group

Executives as well as technical managers; project managers; team leaders, etc., who have not yet worked with agile methods to any great extent, but who want to change this for themselves and their (project) team and—perhaps even more importantly—are able to do so.

# Agile Toolbox for Everyday Work



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 50 minutes

## Learning objectives

- Learning about agile approaches and understanding the difference between agile techniques and agile methods
- Communicating respectfully, openly, and as agilely as possible
- Planning and implementing time management and team organization in an agile manner
- Ensuring quality and increasing efficiency with the right agile tools
- Practicing and applying customer-centric thinking

## Target group

Employees and managers who currently still work in mostly traditional structures and have little experience with agile methods, but who want to AND can change this in their own daily work.

# The Basics of Business Process Management



Available in these languages:

 German

MACROLEARNING

 50 minutes

## Learning objectives

- Understanding what constitutes a process
- Learning about various process management methods
- Identifying and addressing sources of errors
- Continuously improving processes






## Target group

Employees who are project leaders or are being introduced to process management; Managers who want to implement process management and familiarize themselves with the basics


# Scrum—The Overview



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 80 minutes

## Learning objectives

- Understanding what is behind Scrum
- Learning how Scrum works
- Identifying the important roles in Scrum
- Understanding how a Scrum board is organized
- Learning how to implement a project based on Scrum



## Target group

Employees of all hierarchical levels who will work in Scrum teams in the future; employees who are interested in Scrum and/or who are preparing for further education to become a Product Owner or Scrum Master

# Working with the Kanban Board



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

## MACROLEARNING

 50 minutes

## Learning objectives

- Understanding the ideas that Kanban is based on
- Implementing Kanban for team tasks
- Adapting Kanban boards to individual needs
- Improving the work organization of a team with the Kanban principles
- Using the pull principle to create the basis for self-organized work in a team






## Target group

Teams that are looking for more productive ways to collaborate and use Kanban; project managers; executives; team leaders who want to use the Kanban board in a meaningful way and who are interested in and want to use agile methods

# Agile Project Management: Basics



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 70 minutes

## Learning objectives

- Understanding the difference between classic and agile project management
- Understanding the benefits of agile project management and its fields of application
- Defining your own values and principles for the agile approach
- Understanding and being able to apply the typical processes of agile project management
- Understanding and using the key features of agile project management

## Target group






Teams that intend to tackle an agile project; employees and teams who are looking for new methods of project management; employees who are interested in learning about agile project management



# Developing an Agile Mindset



## Available in these languages:

- |  |   |
|--|---|
|  German     |  English |
|  Spanish    |  French  |
|  Portuguese |  Chinese |

MACROLEARNING

 70 minutes

## Learning objectives

- Knowing what a mindset is
- Knowing the difference between “fixed mindset” and “growth mindset”
- Understanding what an agile mindset means and what effect it has
- Knowing the values that makeup an agile mindset
- Learning how to develop an agile mindset

## Target group

Team members looking for ways to be more agile at work; Employees who want to renew their mindset and are interested in developing an agile mindset

# Classic Project Management—Planning Projects Successfully



## Available in these languages:



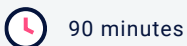
German

English

Spanish

French

## MACROLEARNING



90 minutes

## Learning objectives

- Evaluating a task's project nature through the use of project attributes
- Analyzing the suitability of classic project management as a management method for a project
- Understanding the importance of project planning in classic project management
- Recognizing the importance of having clear responsibilities over the course of the project
- Defining the different roles in classic project management
- Treating the project assignment as the primary planning document
- Designing a successful transition from project planning to execution

## Target group

Project managers who want to prepare themselves fully for a new project; Project managers aiming to draw lessons from challenges faced in previous project management and seeking to equip themselves for their upcoming projects.; Those involved in a project team, including clients, steering committees, and project stakeholders, seeking to explore the breadth and depth of goal-oriented project planning.

# Classic Project Management—Successfully Steering Projects




## Available in these languages:



German

Spanish

French

**MACROLEARNING** 80 minutes

## Learning objectives

- Keeping project objectives in view and achieving targeted control of a project's time
- Identifying the right time and starting points for project management during a project and taking action accordingly
- Understanding the role of project planning in project steering and implementation
- Considering costs and scope of work
- Analyzing, evaluating and managing identified stakeholders
- Analyzing, evaluating and managing identified risks
- Preparing projekt reports in an addressable and target-oriented manner






## Target group

All members of a project team who want to gain insight into the processes of project management; project managers who want to successfully steer their project on the basis of their project planning


# Making Good Decisions



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Recognizing and being able to analyze problems
- Knowing and using methods for finding solutions
- Being able to approach decision-making processes in a structured way
- Communicating decisions well and involving staff
- Implementing decisions

## Target group

Young managers and managers who need to be able to make decisions in an understandable and structured manner

# Promoting Learning: Fostering a Culture of Learning within Your Team



Available in these languages:

 German

**MACROLEARNING**

 45 minutes

## Learning objectives

- Promoting and embodying awareness of the necessity for a learning culture within the company
- Creating the framework conditions conducive to a thriving learning culture
- Demonstrating role-model behavior for employees in their learning endeavors
- Reinforcing employees' sense of personal responsibility

## Target group

Management


# Big Data—Understanding the World of Data



## Available in these languages:

-  German
-  English
-  French

MACROLEARNING

 60 minutes

## Learning objectives

- Knowing the definition and characteristics of Big Data
- Understanding the potential and challenges of Big Data for society and business
- Being familiar with the Big Data lifecycle
- Having an overview of important Big Data technologies
- Being able to classify artificial intelligence in the context of Big Data

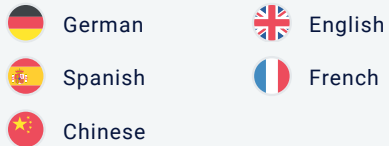
## Target group

Employees with or without a management role who know little about Big Data and related topics such as artificial intelligence and want to acquire basic knowledge about them.

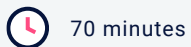
# Design Thinking



## Available in these languages:



## MACROLEARNING



## Learning objectives

- Recognizing the need for innovation and new creative methods
- Creating the right conditions for design thinking
- Understanding the design thinking process
- Becoming an immediate expert and understanding users' needs
- Implementing the process of finding solutions
- Being able to use prototyping, personas, and learning journeys

## Target group

Teams that intend to initiate a Design Thinking process; employees who are interested in Design Thinking; employees and teams who are looking for new methods of creative problem solving

# Innovation—Promoting an Innovative Mindset



## Available in these languages:



## MACROLEARNING



60 minutes

## Learning objectives

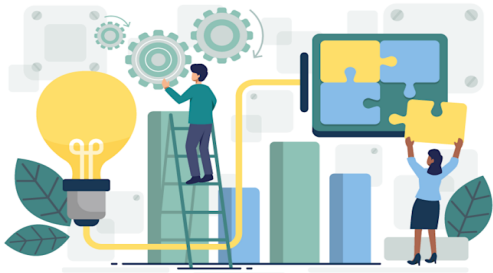
- Finding out what innovative thinking means and what conditions you can create for it
- Eliminating disruptors and overcome distractions to allow innovation to thrive
- Deliberately ignoring normality in your creative phases and learn to succeed through failure
- Leading in an innovation-friendly manner and promote the innovative power of your employees

## Target group

The target group for this training course are employees and managers who focus on strategy or are keen to do so. The e-training course offers valuable suggestions to promote your own innovative power and that of the whole team.



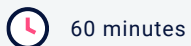
# Innovation—Methods for the Innovation Process



## Available in these languages:



## MACROLEARNING



60 minutes

## Learning objectives

- Getting to know the phases of possible innovation processes
- Being inspired by the approaches of successful innovation drivers
- Gaining insights into new products that are as insightful as possible, with little effort
- Engaging people with crowdsourcing and benefiting from external input
- Analyzing the needs of advanced users and staying ahead of the competition


## Target group

Managers and employees who want to focus on the innovation process and innovation methods. The course offers many suggestions for brainstorming and a comprehensive set of methods.

# Innovation—Needs-Based Development and Testing of Prototypes



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 60 minutes

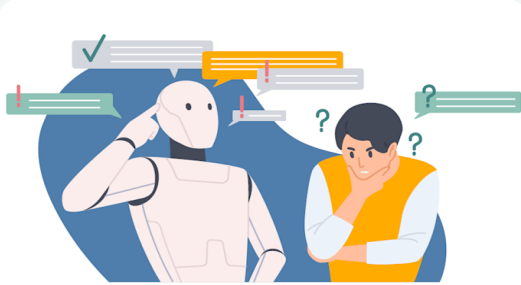
## Learning objectives

- Creating the right essential conditions for testing your innovations with your team
- Relying on analog methods for directional insights and needs-based prioritizing
- Pretending that your prototypes are further along than they actually are and learning from the behavior of the test subjects
- Letting yourself be guided by the ten basic rules for successful testing



## Target group

Managers and employees who want to focus on strategies and support innovation teams during the testing phase.


# Understanding Digitalization



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 60 minutes

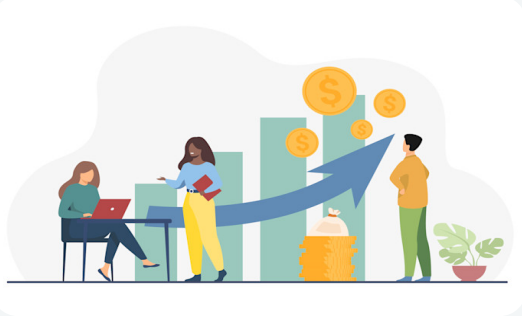
## Learning objectives

- Recognizing the essential drivers of digitalization
- Becoming familiar with the term VUCA and the associated diagnosis of time
- Understanding the impact of digitalization on traditional business models
- Recognizing that successes from the past are not automatically perpetuated
- Understanding customer centricity as a consequence of digitalization

## Target group

Employees who want to be primed for digitalization; teams analyzing their working environment with digitalization in mind; managers who are looking for new techniques, customers, and markets

# Strategic Sales—Basics of Strategic Sales



## Available in these languages:



German



English



Spanish

MACROLEARNING



60 minutes

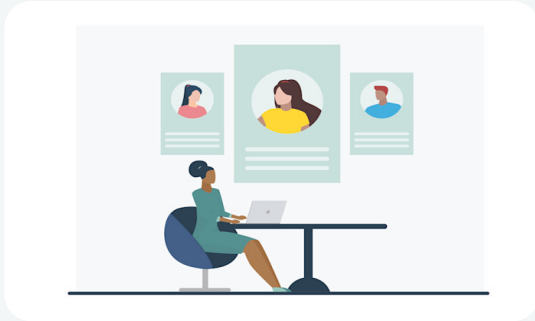
## Learning objectives

- Understanding the importance and content of strategic sales
- Being able to use strategic approaches in a meaningful way
- Knowing and mastering basic competencies and personal skills for strategic sales

## Target group

Salespersons who are responsible for the development of strategically important customers; salespersons who want to build a better relationship with their customers; salespersons who want to sell effectively and efficiently


# Strategic Sales—Strategic Customer Development



Available in these languages:

-  German
-  English
-  Spanish

MACROLEARNING

 60 minutes

## Learning objectives

- Knowing and being able to classify key account management
- Being able to identify your own key account customers and key people
- Being able to assess stakeholders correctly
- Being able to develop a strategic partnership with key customers


## Target group

Sales people; sales field service; employees in sales; inside sales; key account managers, especially in the B2B area

# Strategic Sales—Building Relationships



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 60 minutes

## Learning objectives

- Knowing the importance of good customer care
- Understanding and being able to serve the motives of customers
- Knowing individual marketing measures and being able to use them effectively
- Asking the right questions to find out more about the customers
- Being able to successfully use cross-selling to shape relationships




## Target group

Salespersons; key account managers; inside sales; sales staff; sales representatives

# Identifying Needs



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 60 minutes

## Learning objectives

- Learning how important identifying needs is for the sales process
- Determining customer needs in a targeted manner
- Categorizing questions and learning how to use them to determine requirements
- Identifying requirements that are individually tailored to a specific practice
- Understanding customer needs through active listening







## Target group

Salespeople; Sales Staff; Field Sales Representatives; key Account Managers; Inside Sales

# Handling Objections



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Italian
-  Chinese

MACROLEARNING

 50 minutes

## Learning objectives

- Distinguishing objections from pretexts
- Reading objections correctly
- Developing a reaction pattern for different objections
- Knowing the acknowledgment method, and using it confidently to overcome objections
- Knowing how to systematically record, and deal with the objections that occur in everyday work

## Target group





Salespeople; inside sales; sales staff; field sales representatives; key account managers



# Closing the Sale



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 70 minutes

## Learning objectives

- Knowing and identifying verbal and non-verbal buying signals
- Knowing the means to effectively close sales
- Systematically applying the closing question as a method
- Providing customers the best possible support in their purchase decision





## Target group

Salespeople; field sales representatives; sales staff; inside sales; key account managers

# Demonstrating Value



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Italian
-  Chinese

MACROLEARNING

 60 minutes

## Learning objectives

- Knowing why sales is always about customer value – not product features
- Recognizing and responding to your customers' most important buying motives
- Arguing the benefits of a purchase with the help of the 5-step model in a simple and structured way
- Crafting a personalized demonstration of value





## Target group

Salespeople; Sales Staff; inside Sales; key Account Managers; Field Sales Representatives

# Building Relationships in Sales



## Available in these languages:

-  German
-  English
-  Spanish
-  French
-  Chinese

MACROLEARNING

 60 minutes

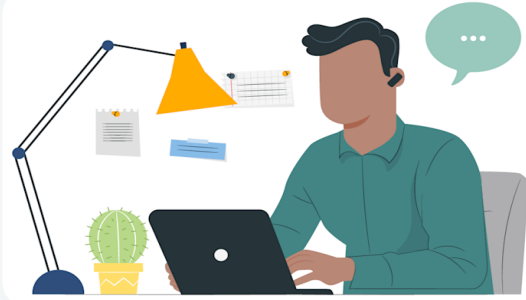
## Learning objectives

- Building relationships with other people in a targeted way
- Using small talk to establish good contact with others
- Recognizing non-verbal and verbal signals of approval and rejection
- Controlling your own body language
- Being responsive to other people





## Target group

Salespeople; field sales representatives; sales staff; inside sales; key account managers

# Making Initial Contact



**Available in these languages:**

-  German
-  English
-  Spanish
-  French
-  Chinese

**MACROLEARNING**

 60 minutes

## Learning objectives

- Recognizing and using opportunities to make contact with potential customers
- Systematically expanding your customer network
- Quickly identifying potential customers
- Using research tools
- Working effectively and efficiently thanks to good preparation
- Using the elevator pitch as a method for customer acquisition
- Mastering the basic rules for the right appearance and behavior in front of customers

## Target group

Salespeople; Field Sales Representatives; Sales Staff; Inside Sales; Key Account Managers

# Basics of Negotiations



## Available in these languages:



German



English



Spanish



French

MACROLEARNING



60 minutes

## Learning objectives

- Using ZOPA and BATNA to get negotiations off to the best start
- Systematically consolidate your position of power
- Build sustainable business relationships
- Correctly presenting offers
- Presenting a structured argument of the benefits
- Reliably concluding negotiations


## Target group

Employees who conduct negotiations with customers, partners and suppliers


# Difficult Negotiations



## Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 60 minutes

## Learning objectives

- Responding to unfair attacks
- Negotiating in a solution-oriented manner, based on the Harvard Concept
- Bringing stalled negotiations back on track
- Recognizing, and putting an end to, bargaining games
- Working on a factual level, even in difficult situations



## Target group

Employees who conduct negotiations with customers, partners, and suppliers


# Customer Centricity—Understanding, Inspiring and Retaining Customers



Available in these languages:

-  German
-  English
-  Spanish
-  French

MACROLEARNING

 70 minutes

## Learning objectives

- Focusing on customer needs and wants
- Contributing to customer centricity
- Understanding customers and learning how to motivate them and earn their loyalty
- Influencing the customer journey in a targeted and successful way
- Turning complainers into loyal customers




## Target group

Employees facing customer-centric issues; Employees who want to attract new customers and inspire their current ones

# Online Negotiations



## Available in these languages:

-  German
-  English
-  Spanish
-  French

## MACROLEARNING

 60 minutes

## Learning objectives

- Understanding how online negotiations differ from face-to-face negotiations
- Preparing for an online negotiation
- Building relationships online with your negotiating partner
- Knowing what you must keep in mind during an online negotiation
- Managing difficult situations in online negotiations
- Communicating and delivering presentations effectively, even in online negotiations.

## Target group

Experienced sales managers and sales professionals



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