



## ***July 2020 Course Highlights***

### **Balancing Innovation and Risk 28(m)**

Author and CEO Lisa Bodell guides you through the importance of smart risk-taking in innovation. From evaluating ideas and managing your pipeline to setting metrics that connect to your innovation goals, you'll find practical strategies for risk-taking in your own business.



### **Improve Your Thinking 31(m)**

Our minds default to a certain style of thinking—a style that may actually inhibit us from making the right decisions. In this course, renowned scientist and best-selling author Dr. Michael Shermer shares how to improve the way we think by following a scientific set of steps. Listeners can hear why people think like lawyers, not scientists, and what we can do about it. Dr. Shermer explains common fallacies, techniques for approaching decisions with a skeptical mind, and why the unexplained is not inexplicable. Follow along and learn to unlock a new way of thinking for success.



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### **iPhone and iPad Photography with iOS 12 2(h) 50(m)**

LinkedIn is the one of the world's largest long-form publishing platforms. Writing on LinkedIn allows you to develop a following, demonstrate expertise in your field, and connect with new opportunities—all at a scale never before possible. But how do you make sure your voice is heard? Daniel Roth, executive editor at LinkedIn, introduces the best practices for writing great posts and offers tips for amplifying your reach on LinkedIn.

### **Marketing on Instagram 1(h) 42(m)**

Interested in marketing your product or service on Instagram? Join Anson Alexander as he acquaints you with key features and digital marketing strategies that can help you boost your sales and online presence using the popular social platform. Anson demonstrates how to use built-in Instagram tools for businesses, brainstorm content ideas, and develop a posting schedule based on the activity of your target market. He shares tips for creating engaging Instagram stories, using hashtags and location tagging to aid discovery, and leveraging Instagram Insights to review statistics and metrics regarding your posts. Plus, he provides insider tips that can help you navigate the Instagram community like a pro, including how to deal with pesky bot accounts.



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### **Communicating in Times of Change 51(m)**

Leadership communication is never more important than during times of change. This course helps supervisors and mid-level managers come up with a communication strategy that helps make a change initiative successful regardless of whether they are the ones instigating the change. Join communication experts Tatiana Kolovou and Brenda Bailey-Hughes as they address the who, why, when, how, and what of change. Tatiana and Brenda begin by reviewing success stories and survey data that emphasize why communication in times of change is so

crucial. Next, they explain how to strategize communication efforts, craft the change communication message, and answer common questions that people may have when grappling with change. To wrap up, they discuss how to manage difficult questions, emphasize with others, and overcome resistance.

### **Using Video to Convey Your Passion and Personality 50(m)**

Marketing via video is the biggest way to reach people today. It is nearly unstoppable. And once you know how to deliver the best version of yourself on camera, you will also be unstoppable. Uncover your on-camera presence with media expert and on-camera personality Lucy Norris. Lucy teaches you the ins and outs when it comes to sharing your brand's message through digital content, whether you're pitching a business, an idea, or yourself. Learn how to be authentic, convey your passion and personality, deliver your message and vision, create quality content on a budget, and build a library of original content that fits your brand. Lucy peppers in storytelling and editing tips that help you take your video from pre-production to post, and create messages that will never be forgotten.



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### **Holding Your Team Accountable 57(m)**

Explore ways to create a workplace culture of accountability that encourages trust, motivates high standards, and establishes credibility for leaders. Instructor Daisy Lovelace discusses the value of accountability in high-performing teams, and she outlines the consequences that can result when team members don't feel a sense of accountability. Daisy also offers insight into positive ways to make team members feel responsible with actionable techniques that promote accountability whether the team is virtual, in-person, or co-located.



### **Building Better Routines 41(m)**

Routine is an overlooked aspect of success. Better routines are essential to improving your life, your mindset, and your career. In this course, listeners can learn how and why routines work and how to build healthy habits. Join productivity expert Mike Vardy as he explains how to start simple with basic routines and build up to mode-based routines. Plus, learn how to stack habits, create accountability, and troubleshoot why routines aren't working. With these tips, you can begin building tomorrow's routines today.

### **Building Business Relationships 57(m)**

Have you been eyeing a promotion or new job? By learning how to form and leverage relationships with others in your professional orbit, you can propel your career to new heights. In this course, join Simon T. Bailey as he helps you master the art of building business relationships. Using scenarios and personal experiences from his own career, Simon explains how to build authentic professional relationships by focusing on four key areas: inspiring, influencing, impacting, and integrating. Discover how you can build meaningful rapport, set yourself up for visibility and success, manage up, build relationships with executives, and cross-train within a team to better serve your organization. Learning Objectives: Building relationships in person and virtually Internal networking in business Bringing people and groups together Building relationships by impacting others Finding a mentor Managing up Growing lasting relationships