



# May's Top 10 ~ 2019

## **Customer Service Mastery: How to Delight Every Customer 2(h) 12(m)**

When a customer receives exceptional service, you don't just earn their business—you earn their loyalty. And while every customer is different, the methods for thinking about delight are shared by all. In this course, Chris Croft focuses on these methods, sharing over two dozen practical ways to inspire yourself and your team to generate ideas for delighting your clientele. Regardless of your industry, these tips can help you and your colleagues go beyond the basics and create personalized, meaningful customer service experiences.

## **Marketing to Diverse Audiences 51(m)21(s)**

Good marketing reaches an audience where they are. And it's crafted by people who take the time to understand who their audience is and what they actually want. When marketing campaigns come across as tone-deaf, it's often because the campaign's creators leaned on their assumptions instead of investigating the nuances of their target market.

In this course, instructor Jonathan Jackson shares strategies for checking your assumptions at the door and reaching diverse audiences with organic marketing messages. Get insights on how to create tailored messaging, as well as how to build a community for—and by—diverse audiences. Plus, hear from a panel of experts on why diverse marketing should be a critical part of your marketing strategy today and into the future.

## **De-Stress (by Yogi Desk) 36(m) 20(s)**

Stress is toxic. Finding healthy ways to eliminate stress—to de-stress—is critical to a happy, healthy life. This course introduces a series of guided meditation and movement exercises that allow your body and mind to relax and refocus. Instructors from Desk Yogi leads you through grounding techniques to clear your mind while you're seated at your desk. Practice the ancient art of Qi Gong, discover how to center yourself with your breath, and relieve pain and fatigue with stretching and massage. Plus, learn how to use acupressure to reduce stress and feel more balanced.

## **Ergonomics 101 (by Yogi Desk) 35(m) 24(s)**

Learn the basis of ergonomics: creating a healthy work environment. Find out how to adjust the equipment at your desk so you are comfortable and avoid common injuries. In this course, certified ergonomics specialist Barb Phillips shows how to set up your chair correctly for your body type and find more opportunities to work standing up—

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even without a standing desk. She explains how to avoid neck strain, rest your eyes, and protect your spine to prevent lower back pain. Plus, learn how to use your laptop to your ergonomic advantage. Barb provides advice on keyboard and monitor positioning, chair placement, lighting, temperature adjustments, and more—quick fixes that anyone can do to immediately ease pain and discomfort.

### **A Mindful Workday (by Yogi Desk) 40(m) 20(s)**

Bring your best self to work. Join Dr. Britt Andreatta in The Mindful Workday, a series of mindfulness exercises to keep you connected, grounded, and focused at work. Learn how to maximize your commute—whether it's a two-hour drive or a short walk to your home office—so you show up prepared. Discover how to create a healthy working environment and communicate better with your boss. Find out how to use your downtime in a positive way, stop watching the clock so you can live in the present, and turn meetings into successful, collaborative experiences. Finally, learn how to mindfully leave work and arrive home fully present.

### **Writing: The Craft of Story 1(h) 55(m)**

In this course, author Lisa Cron digs into the craft of writing a compelling story based on what the brain is wired to respond to in every story we hear. Whether you're writing a story from scratch, or revising your story for the umpteenth time, this course offers practical how-to advice, then illustrates it using before-and-after examples. Discover how to craft a first page, zero in on your story's point, create empathy, find a character's secret goals and inner issues, translate generics into specifics, write for suspense, create cause-and-effect connections, build momentum and tension, and deftly implement setups, payoffs, flashbacks, subplots, and foreshadowing.

### **Finance Foundations 2(h) 40(m)**

Finance exists in the real world. It impacts everyone: individuals, families, companies, and governments. While it may sound complicated, at its core finance is about deciding what to buy, getting the money you need to buy it, and efficiently managing the resources you already own. In this course, Brigham Young University business professors Jim and Kay Stice provide a comprehensive overview of finance, touching on everything from reading a balance sheet to understanding derivatives and securities. They tackle questions such as "What is the difference between short-term financial management and long-term financing?" and "What is the difference between a traditional bank, an investment bank, and an investment fund?" Along the way, you can get an inside look at financial reports from companies such as Walmart and Toys "R"



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Us, the IPOs of Microsoft and Facebook, and even the data that go into personal financial decisions, such as deciding whether to buy a car.

### **Cultivating Cultural Competence and Inclusion 47(m) 36(s)**

Inclusive work environments can yield greater creative output, boost employee morale, and benefit a company's bottom line. But even as a slew of modern companies make strides towards true workplace inclusivity, many still miss the mark. This is often due to a lack of cultural competence, or the ability to engage and adapt across cultural differences. In this course, instructor Mary-Frances Winters explains why cultural competence is key to the success of any diversity-related initiative, as well as how to assess and grow your own cultural competence. She shares scenarios and techniques that can help you grasp how your worldview impacts your behavior, as well as how to more effectively engage and adapt across cultural differences.

### **Business Development: Strategic Planning 1(h) 2(m)**

Strategic planning is key to successful business development. If you plunge forward without clearly defining your goals and how you'll meet them, you run the risk of misplacing your energy and failing to make the kind of progress you envisioned. In this course, Meridith Powell shares how to use strategic planning to work smarter as you develop your business. Learn how to clearly define the long-term goal you want to accomplish, build your strategic planning team, and create a vision, mission, and purpose statement. Plus, learn how to create strategic initiatives, implement your plan, and assess the progress that you're making (or not making) towards your goals.

### **Leading Your Team Through Change 21(m) 24(s)**

Great leaders help their organization overcome challenges and change course. But change is hard, and anyone managing a team needs a proven playbook to help them rally their employees as they acclimate to new ideas and initiatives. In this course, join Mike Derezin—the vice president of learning solutions at LinkedIn—as he highlights frameworks and strategies for guiding teams through actionable change. Throughout the course, Mike shares insights gleaned from his own years in leadership, including how to address active resisters (and manage passive ones), take pulse checks, and hold people accountable for making change happen. Upon wrapping up this course, you'll be better equipped to lead your organization through both large and small changes.