



**May 2025**

**PRODUCT CATALOGUE**

Microlearning

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

**PINKTUM**

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# I Often Get Emotionally Overwhelmed

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing ways to maintain composure in heated situations

## Target group

Employees with or without Management Roles

# Understanding Emotions and Behavior with the ABC Model



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Knowing the impact of inner beliefs and understanding (pre)judgments on emotional reactions

## Target group

Employees with or without Management Roles

# My Coworkers Annoy Me and Make Me Angry



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Allowing yourself to internally acknowledge strong emotions like anger and pausing before reacting.

## Target group

Employees with or without Management Roles

# My Team Says the Project Is Done, but My Gut Tells Me Otherwise



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

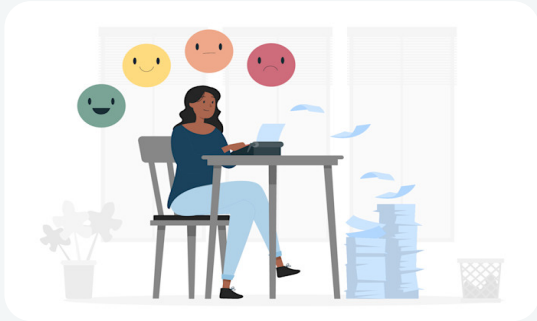
## Learning objectivesTyler

- Taking a moment to reflect before reacting

## Target group

Employees with or without Management Roles

# I'm Overly Emotionally Invested in My Work



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Regulating emotional involvement in the workplace

## Target group

Employees with or without management roles

# Others Seem So Confident and Strong—I Struggle to Measure Up



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

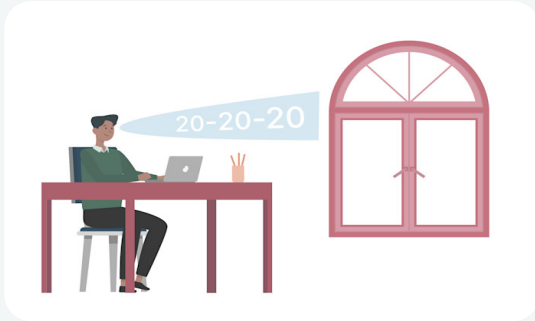
- Handling weaknesses and uncertainties constructively

## Target group

Employees with or without management roles

# Keep Your Eyes Healthy with the 20-20-20 Rule

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

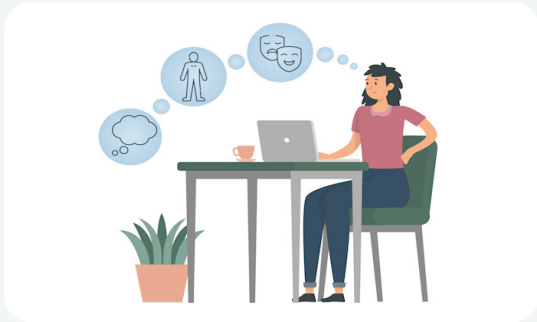
- Learning about the 20-20-20 rule and applying it to your daily work

## Target group

Employees with or without management roles

# Calmly Navigate Everyday Life through Mindfulness

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Being mindful in everyday work

## Target group

Employees with or without management roles

# I Am Afraid to Make Difficult Decisions!

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Seeking support by sharing concerns about difficult decisions

## Target group

Employees with or without Management Roles

# Assess Challenges More Effectively with the Scenario Analysis



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Using the scenario analysis to prepare for potential developments

## Target group

Employees with or without Management Roles

# I Made an Insensitive Remark to a Team Member

---



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Being able to apologize respectfully after an insensitive remark

## Target group

Employees with or without Management Roles

# I Am Afraid That AI Will Replace My Job



Available in these languages:



German



English



French

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Overcoming your fear of AI and being able to use it for your own benefit

## Target group

Employees with or without management roles

# Customer Conversations Can Sometimes Get Emotional



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding tools for de-escalating emotional customer conversations.

## Target group

Employees with or without Management Roles

# I Can't Make Any Sense of My Customer's Behavior

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

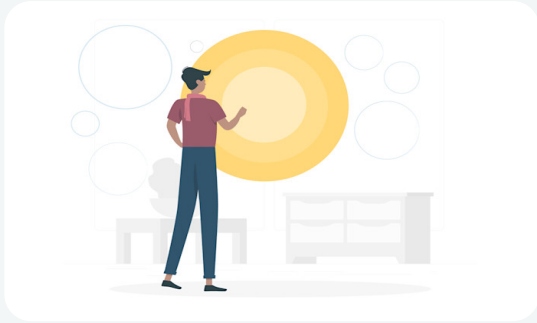
- Gaining insight into the reasons behind seemingly irrational client behavior through a shift in perspective

## Target group

Employees with or without Management Roles

# Finding Meaning in Your Work with the Golden Circle

---



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Discovering a sense of purpose in your job and infusing your work with meaning

## Target group

Employees with or without management roles

# Understanding action processes better with the Rubicon Model

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Available in these languages:



MICROLEARNING



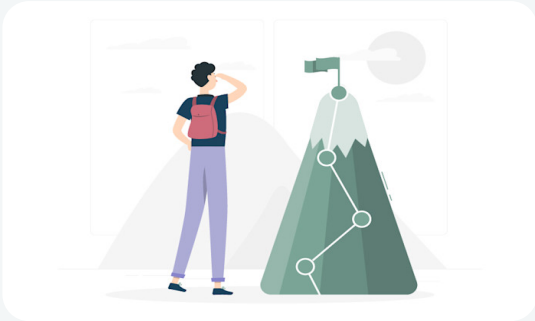
## Learning objectivesTyler

- Understanding action processes better with the Rubicon Model

## Target group

Employees with or without Management Roles

# Giving Meaning to Tasks



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

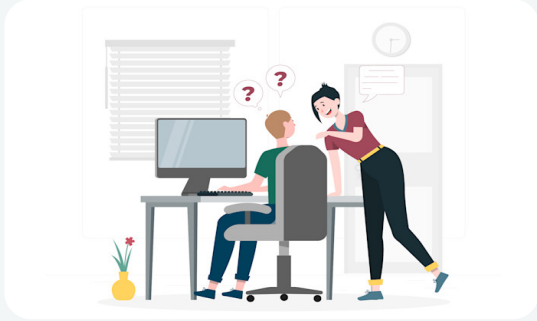
- Inspire employees with a real purpose

## Target group

Management

# Tackling the Fear of Acknowledging What I Don't Know

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Confidently and constructively identifying gaps in knowledge and making suggestions for eliminating them.

## Target group

Employees with or without Management Roles

# Persuading My Manager to Authorize Further Development

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

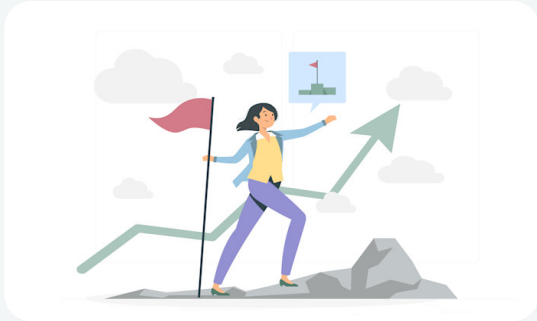
- Convincing your manager of your development goals

## Target group

Employees with or without Management Roles

# Staying Self-Motivated

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

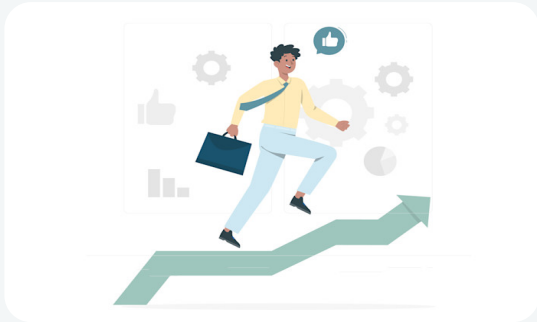
- Completing tasks that are difficult with motivation, goals and a plan

## Target group

Employees with or without management roles

# Using Signature Strengths for Professional Development

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Getting to know one's own signature strengths and consciously using them in everyday working life

## Target group

Employees with or without management roles

# Passion at Work

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Available in these languages:



German

MICROLEARNING



3 minutes

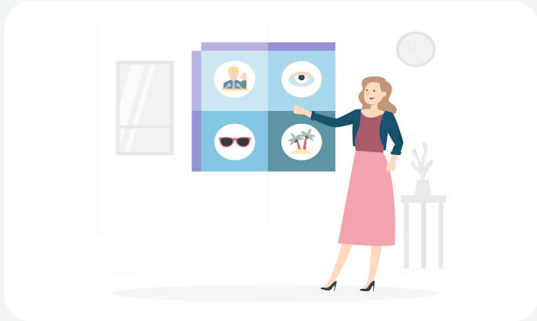
## Learning objectivesTyler

- Making the best use of one's own talents and abilities

## Target group

Employees with or without management roles

# Expanding the Self-Image with the Joahri Window



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Learn how to improve your self-esteem by using the Johari window.

## Target group

Employees with or without management roles

# I Never Find the Right Time to Start Implementing My Ideas



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Putting your own ideas into practice with concrete intentions

## Target group

Employees with or without Management Roles

# I Struggle to See the Point in Mundane, Routine Tasks



Available in these languages:



German



English



Spanish

MICROLEARNING



4 minutes

## Learning objectivesTyler

- Finding personal meaning in everyday tasks

## Target group

Employees with or without Management Roles

# My Work Responsibilities Are Exhausting Me



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Assessing and taking on responsibilities with the 'Love it, change it, or leave it' approach

## Target group

Employees with or without Management Roles

# Achieve Goals More Reliably with Implementation Intentions



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Achieve Goals More Reliably with Implementation Intentions

## Target group

Employees with or without Management Roles

# Weekly Planning Made Simple for Achieving Goals

---



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Managing your time with smart weekly planning

## Target group

Employees with or without Management Roles

# Anchoring Knowledge through Sustainable Learning Methods



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Anchoring knowledge sustainably

## Target group

Employees with and without Management Roles

# Finding a Start in the Learning Process is Challenging



Available in these languages:



German

English

Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Motivating yourself for learning and personal development

## Target group

Employees with and without a management function

# Remembering More Easily Using the Loci Method

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding and applying the method of loci

## Target group

Employees with or without Management Roles

# Enhancing Comprehension with the SQ3R Reading Method

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Available in these languages:



German

MICROLEARNING



2 minutes

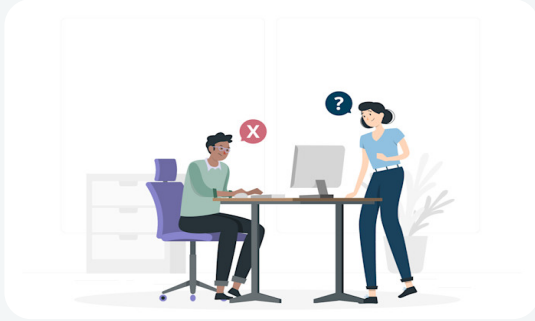
## Learning objectivesTyler

- Understanding and applying the SQ3R method

## Target group

Employees with or without Management Roles

# I Don't Want to Delegate Because I Prefer to Complete the Task Myself



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

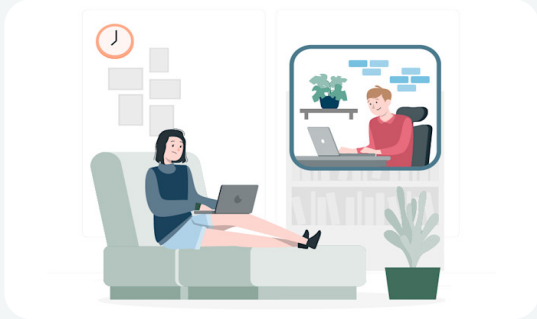
## Learning objectivesTyler

- Delegating tasks—even when they are enjoyable

## Target group

Management

# Struggling to Separate My Work in My Home Office from My Personal Life



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Structuring work time in your home office

## Target group

Employees with or without management roles

# Dealing with Interruptions from My Children in Home Office



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

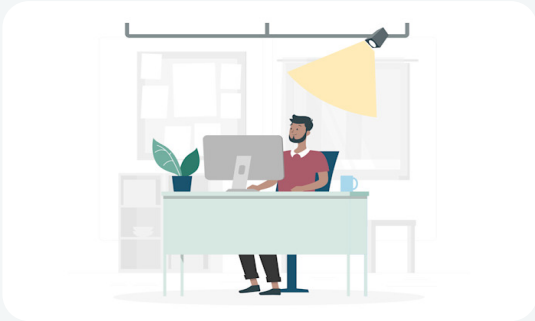
- Coordinating concentrated work phases in the home office with your family

## Target group

Employees with or without management roles

# Staying Visible in Your Home Office

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Available in these languages:



German

MICROLEARNING



3 minutes

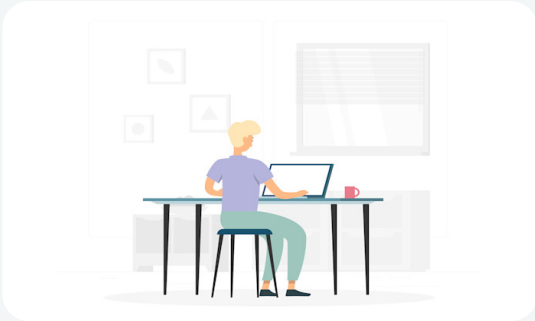
## Learning objectivesTyler

- Becoming visible in your hybrid team and finding a healthy balance in hybrid work

## Target group

Employees with or without management roles

# Monotasking: Full Concentration



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

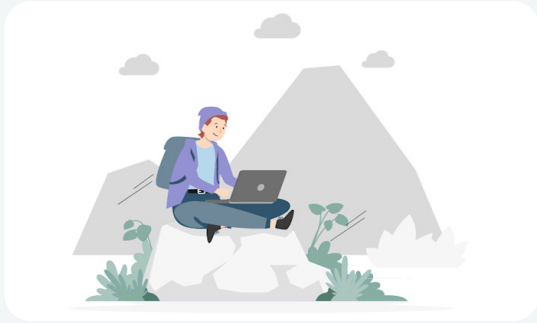
- Learning to work on a task in a concentrated manner

## Target group

Employees with or without management roles

# Work More Productively with the ALPEN Method

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

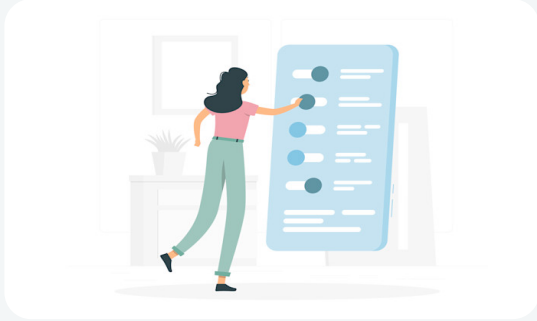
- Know and apply the ALPEN method

## Target group

Employees with or without management roles

# From Boredom to Joy: Using Job Crafting to Reshape Your Role

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Designing your own work with job crafting

## Target group

Employees with or without management roles

# The SMART Method

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Formulate goals according to the SMART logic

## Target group

Employees with or without management responsibility

# Clever Prioritization with the Eisenhower Matrix

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Apply the Eisenhower safely

## Target group

Employees with or without management roles

# How to Structure Working Time in Your Home Office

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

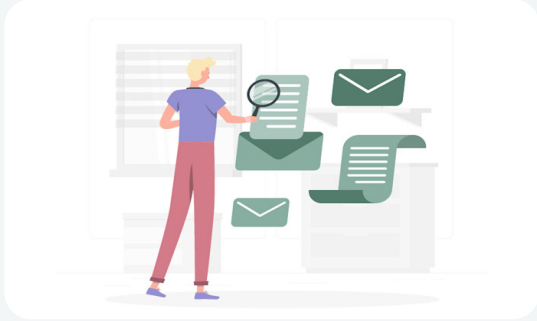
- Efficiently structure working time and clearly distinguish it from breaks and free time

## Target group

Employees with or without management roles

# Bringing Order to Your Mailbox Thanks to In-box Zero

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

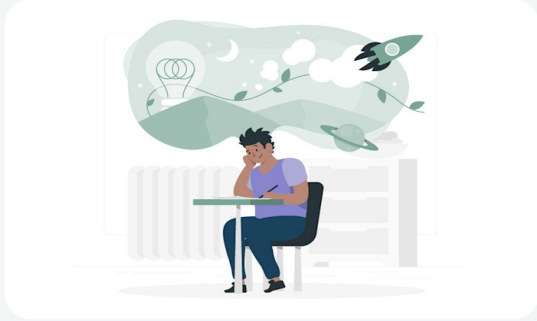
- Create order in the inbox

## Target group

Employees with or without management roles

# How to Prepare Your Team for the Design Thinking Process

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

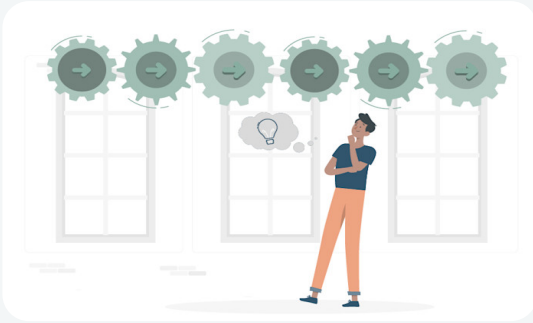
- Creating ideal conditions for a Design Thinking process

## Target group

Employees with or without Management Roles

# Acting innovatively and customer-oriented with Design Thinking

---



Available in these languages:



German

MICROLEARNING



3 minutes

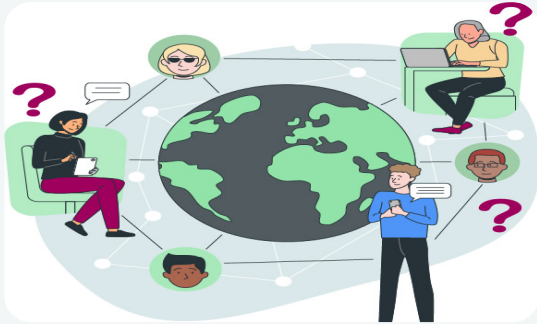
## Learning objectivesTyler

- Develop products that meet the needs of our customers

## Target group

Employees with or without management roles

# Cultural Differences in the Team Are Bothering Me and Impacting Our Collaboration



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Finding a constructive way of dealing with cultural differences

## Target group

Employees with or without Management Roles

# Acting More Consciously with the Three-Pillar Model of Sustainability

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Acting more sustainably in your everyday work

## Target group

Employees with or without management roles

# Practicing Sustainability in the Company—with CSR



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Commit to a sustainable and mindful everyday working life

## Target group

Employees with or without management roles

# Overcoming Prejudice

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

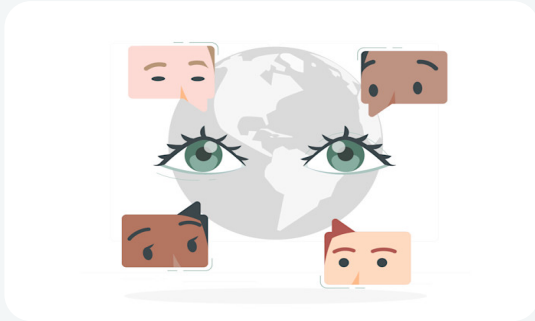
- Being able to question one's own prejudices

## Target group

Employees with or without management roles

# Recognizing and Avoiding Biases

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing and being able to recognize different biases

## Target group

Employees with or without management roles

# The Values of the Agile Manifesto



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Working in an agile, flexible, and customer-oriented manner

## Target group

Employees with or without Management Roles

# Encouraging Creativity Using the Walt Disney Method



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Develop creative ideas and look at them from different angles

## Target group

Employees with or without management roles

# Identifying and Managing Risks in Project Management

---



Available in these languages:



German

MICROLEARNING



4 minutes

## Learning objectivesTyler

- Recognizing risks in classic project management and taking countermeasures

## Target group

Employees with or without Management Roles

# Navigating VUCA with Flexibility



Available in these languages:



German

MICROLEARNING



3 minutes

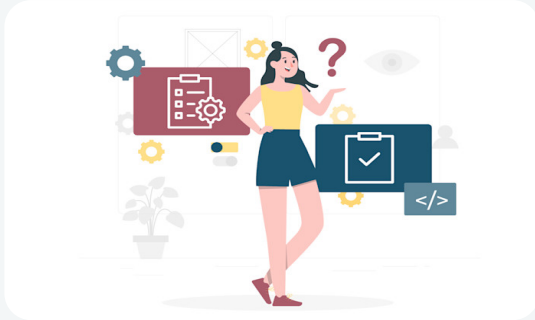
## Learning objectivesTyler

- Managing the challenges of the VUCA world through self-efficacy

## Target group

Employees with or without Management Roles

# Distinguishing a Project from a Task



Available in these languages:

 German

MICROLEARNING

 2 minutes

## Learning objectivesTyler

- Identifying a project as such

## Target group

Employees with or without Management Roles

# Four Success Factors for Classic Project Management



Available in these languages:



German

MICROLEARNING



3 minutes

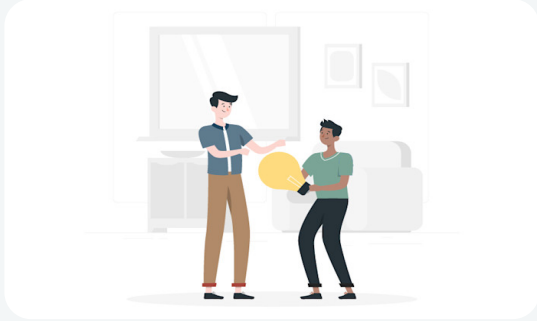
## Learning objectivesTyler

- Getting to know and internalizing the four success factors for successful project planning and implementation

## Target group

Employees with or without Management Roles

# Working Out Loud: Fostering Employee Knowledge Sharing



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Growing through collaborative knowledge sharing

## Target group

Management

# Planning Poker: Estimating Tasks Realistically



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Realistically estimate time and effort of tasks or projects together

## Target group

Employees with and without management role

# Creating Personas



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Adopting the perspective of customers

## Target group

Employees with and without management function

# Retrospective Meetings



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Improving processes and collaboration through regular retrospective meetings

## Target group

Employees with and without management roles

# What Is Agile Management?



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding the connection between globalization, digitalization, and agility

## Target group

Employees with or without Management Roles

# Use Daily Stand-Up Meetings for Task Visibility



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Using stand-up meetings in agile collaboration

## Target group

Employees with or without management roles

# Collaborate Effectively in the Scrum Team



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Learning and being able to assign the three scrum roles

## Target group

Employees with or without management roles

# Work Innovatively and Effectively with Scrum



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Learning and being able to classify the most important scrum terms

## Target group

Employees with or without management roles

# Effectively Manage Everyday Work with Agile Tools

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing individual marketing measures and being able to use them effectively

## Target group

Employees with or without management roles

# Team Culture Workshop



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Hold a team culture workshop and create a basis for good and effective teamwork

## Target group

Employees with or without management roles

# The 9 Agile Values



Available in these languages:

 German

MICROLEARNING

 3 minutes

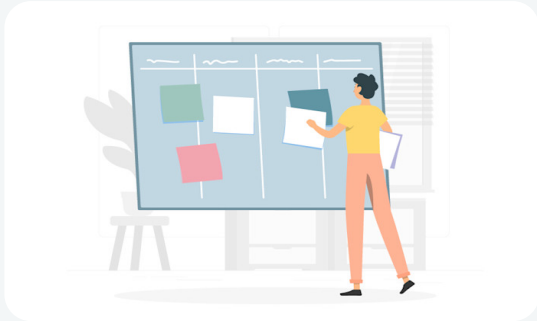
## Learning objectivesTyler

- Understand and internalize the nine agile values

## Target group

Employees with and without management function

# Visualize Processes with Kanban



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Visualize team work steps with Kanban

## Target group

Employees with or without management roles

# Developing Good Ideas with the Brainstorming Method

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Be able to use the brainstorming method correctly

## Target group

Employees with or without management roles

# Use Line Balancing to Streamline the Value Stream

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

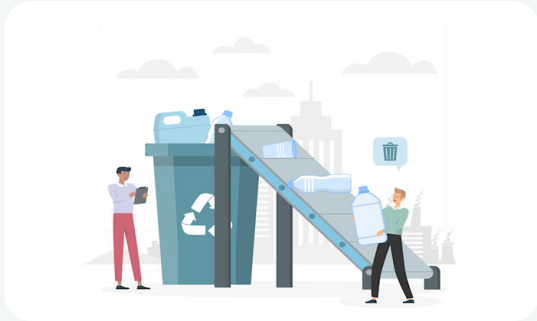
- Learn to use line balancing to streamline the value stream of your production line

## Target group

Employees with or without management roles

# Seven Types of Waste

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Know the seven types of waste and countermeasures to them

## Target group

Management

# Continuous Improvement with the PDCA Cycle



Available in these languages:



German

MICROLEARNING



3 minutes

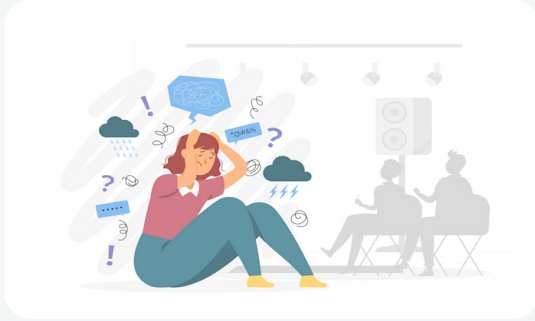
## Learning objectivesTyler

- Know and be able to apply the four phases of the PDCA cycle

## Target group

Management

# I Have a Presentation Coming Up and I'm Nervous



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Transform your anxiety into positive energy before presentations

## Target group

Employees with or without management roles

# I Find It Difficult to Convey Unpleasant Messages with Tact



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Being able to deliver unpleasant messages to employees with sensitivity

## Target group

Employees with or without Management Roles

# I Need to Be Persuasive, but I'm a Straightforward Person



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Conveying authenticity, confidence, and storytelling in presentations

## Target group

Employees with or without Management Roles

# Identifying Needs Using the GVZ Method



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Using the GVZ method for effectively identifying customer needs.

## Target group

Employees with or without Management Roles

# Using Active Listening to Understand the Interlocutor

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Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

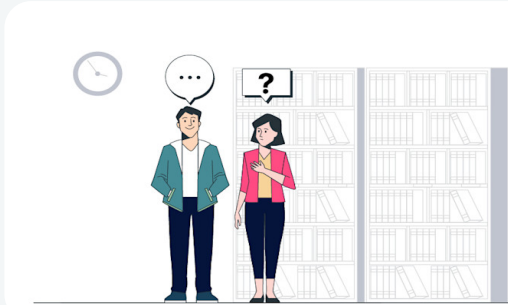
## Learning objectivesTyler

- Practicing and perfecting six key techniques of active listening

## Target group

Employees with or without management roles

# Optimize Your Communication with Questioning Techniques



Available in these languages:



MICROLEARNING



3 minutes

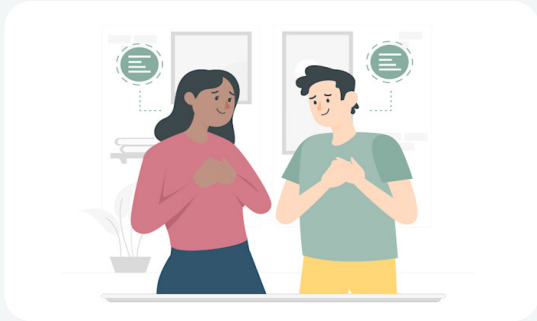
## Learning objectivesTyler

- Improving your own communication skills

## Target group

Employees with or without Management Roles

# Nonviolent Communcation



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Integrating the four steps of nonconfrontational communication into practice

## Target group

Employees with or without management roles

# Paul Watzlawick's Five Axioms of Communication

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding Watzlawick's five axioms of communication

## Target group

Employees with or without Management Roles

# Wow Your Audience with Organized and Prepared Presentations



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Organizing your presentation for maximum impact

## Target group

Employees with or without Management Roles

# Engaging Your Audience with Dynamic Knowledge Sharing



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Conveying knowledge in an engaging and dynamic way

## Target group

Employees with or without Management Roles

# Guiding Conversations to Your Goal Using the Right Questions



Available in these languages:



German

MICROLEARNING



3 minutes

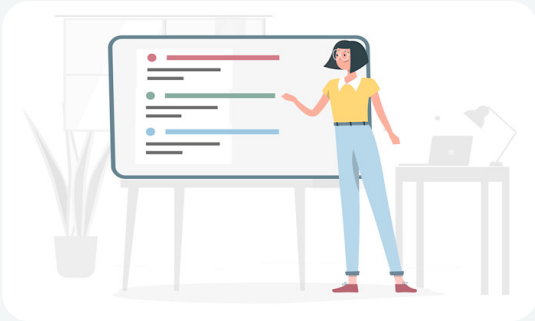
## Learning objectivesTyler

- Formulating and using open and closed questions effectively to achieve your goal

## Target group

Employees with or without Management Roles

# The Basic Elements of a Presentation



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Learn how to structure the introduction, main body and conclusion of a presentation.

## Target group

Employees with or without management roles

# Plan Ahead and You'll Present More Relaxed



## Available in these languages:



German



English



Spanish

**MICROLEARNING**



3 minutes

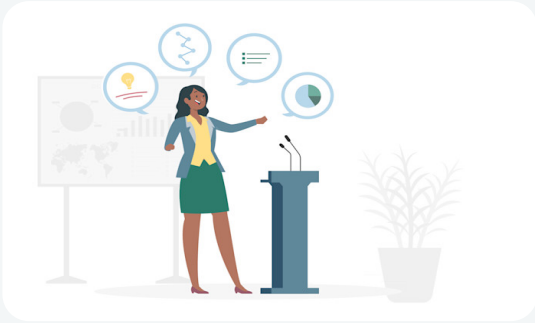
## Learning objectivesTyler

- Know how to take the stress out of presentations by planning time, place, seating arrangements, and technology

## Target group

Employees with or without management roles

# Present Better with the Four 'Presentation Zen' Tips



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Knowing and being able to apply the four “Presentation Zen” tips: simplify more, have a solid structure, remove the nonessential, and show and do the unexpected

## Target group

Employees with or without management roles

# The Eight Basic Communication Styles from Schulz von Thun

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

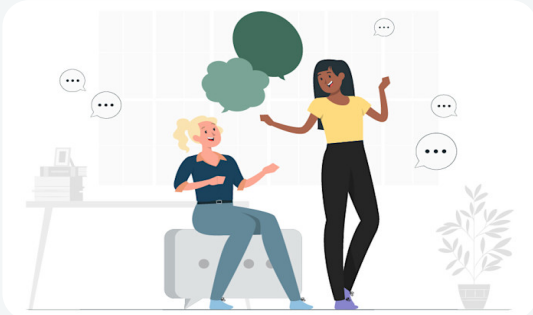
- Acquiring the ability to recognize the eight communication styles

## Target group

Employees with or without Management Roles

# Developing Your Own Communication Styles

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Available in these languages:



German

MICROLEARNING



3 minutes

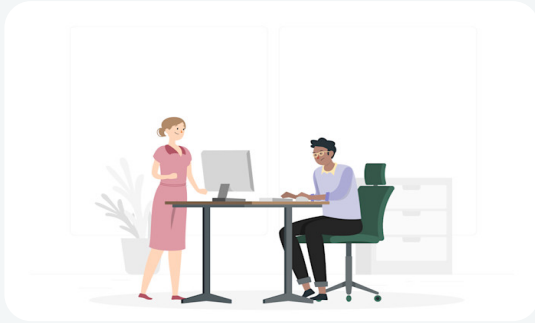
## Learning objectivesTyler

- Improving your communication behavior

## Target group

Employees with or without Management Roles

# I'm Afraid to Ask Because I Think My Counterpart Doesn't Have Time



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Asking questions promptly and in a solution-oriented manner

## Target group

Employees with or without Management Roles

# My Counterpart Is Rambling, and I Don't Know How to Interrupt



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Using verbal and non-verbal techniques to constructively steer or end conversations

## Target group

Employees with or without Management Roles

# Effectively Conveying Knowledge Online

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Being able to successfully impart knowledge online

## Target group

Employees with or without Management Roles

# I'm Uncomfortable Networking at Events



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

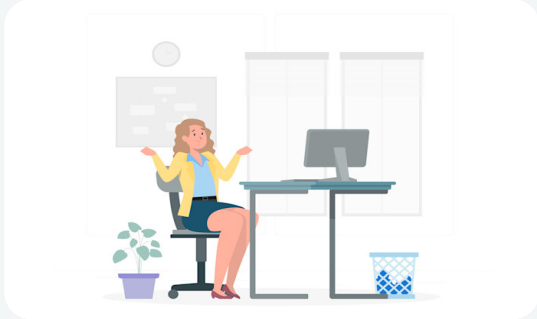
## Learning objectivesTyler

- Knowing the mindset, body language and content that will win you points at networking events

## Target group

Employees with or without management roles

# The Dilemma of Not Understanding Important Information and Feeling Uncomfortable Ask-



Available in these languages:



German

English

Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Preventing misunderstandings by asking specific, intelligent questions

## Target group

Employees with or without management roles

# Practice Netiquette and Have a Good Online Presence

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

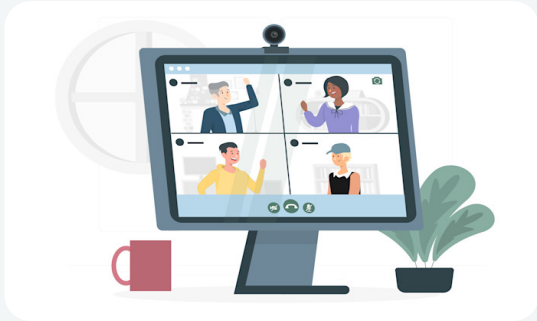
- Understanding netiquette rules and taking them into account in everyday life

## Target group

Employees with or without management roles

# Be Confident Online

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Being confident online and wowing the audience

## Target group

Employees with or without management roles

# Guiding Participants Through the Five Phases of a Training



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding the appropriate actions to take for each of the five typical phases of a training session

## Target group

Employees with or without management roles

# Successfully Communicating with the Iceberg Model



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding the iceberg model and using it for successful communication

## Target group

Employees with or without management roles

# Expressing and Addressing Emotions with the Verbalization Technique

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

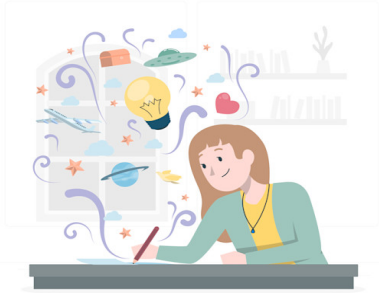
- Knowing and using the verbalization technique

## Target group

Employees with or without management roles

# Tracking Down Good Stories

---



**Available in these languages:**



German

**MICROLEARNING**



3 minutes

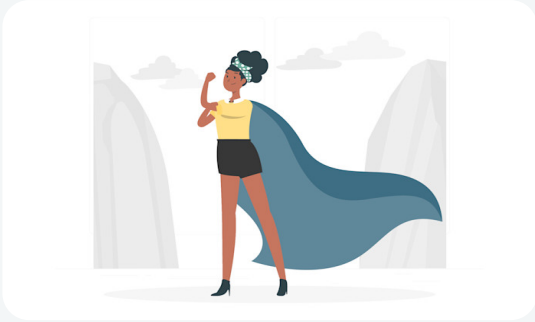
## Learning objectivesTyler

- Finding good stories in your own company and using them in conversations and presentations

## Target group

Employees with or without management roles

# Captivate Listeners with the Hero's Journey



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing and being able to use the concept of the Hero's Journey

## Target group

Employees with or without management roles

# Telling Compelling Stories with Storytelling



Available in these languages:



German

MICROLEARNING



3 minutes

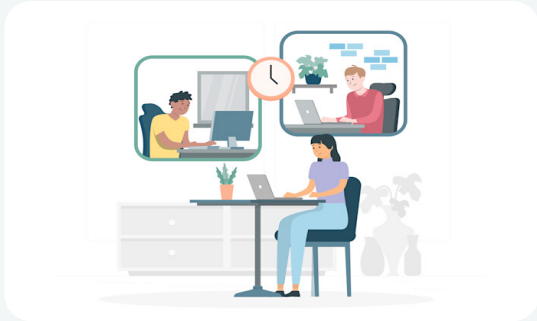
## Learning objectivesTyler

- Using storytelling to tell compelling stories

## Target group

Employees with or without management roles

# Conducting Online Meetings Successfully



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Successfully prepare, conduct and follow up online meetings

## Target group

Employees with or without management roles

# Typical Strategies for Constructive Conflict Resolution



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Gaining the skills to apply diverse conflict resolution strategies effectively in the workplace

## Target group

Employees with or without Management Roles

# I Always Back Down When There Is a Conflict



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

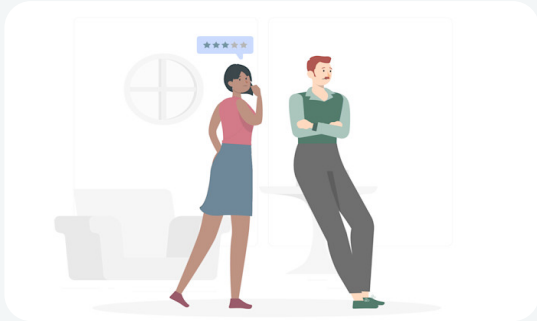
## Learning objectivesTyler

- Be able to actively address conflicts

## Target group

Employees with or without management roles

# My Colleague Takes Feedback Personally



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Confront negativity after feedback and strengthen a positive feedback culture

## Target group

Employees with or without management roles

# My Coworker Doesn't Take Feedback Seriously



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

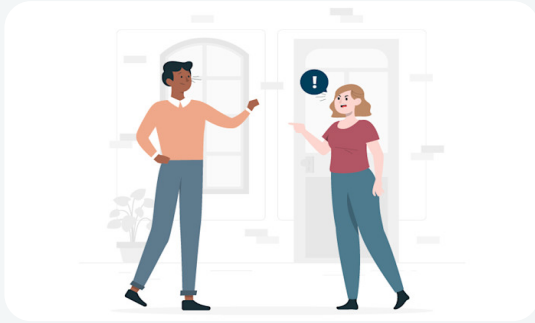
## Learning objectivesTyler

- Address the impression that feedback is not taken seriously and find countermeasures

## Target group

Employees with or without management roles

# My Coworker Turns Aggressive in Conflict Situations



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Steering heated conflicts towards a constructive solution

## Target group

Employees with or without management roles

# Deflect Verbal Attacks with the 4-“I” Method



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Use the four possible counter techniques of the 4-I method appropriately and unerringly

## Target group

Employees with or without management roles

# The Harvard Concept

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Available in these languages:



German

MICROLEARNING



2 minutes

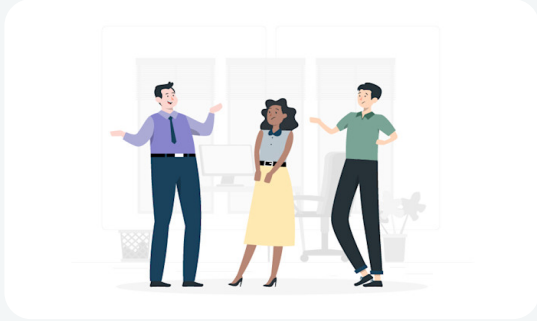
## Learning objectivesTyler

- Be able to apply the four principles of the Harvard concept

## Target group

Employees with and without management function

# Striking a Balance Between Professional and Personal Levels as a Manager



Available in these languages:



German



English



Spanish



French

MICROLEARNING



3 minutes

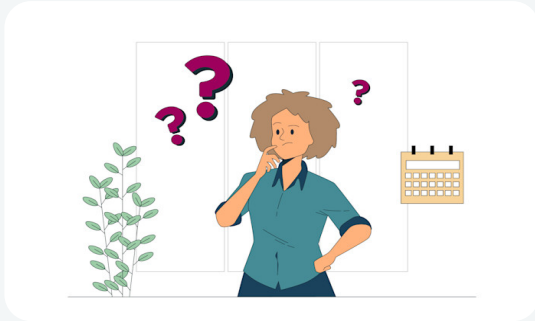
## Learning objectivesTyler

- Finding the right balance between professional and personal levels

## Target group

Management

# My New Team Member is Still Struggling After Months



Available in these languages:

 German  English

MICROLEARNING

 3 minutes

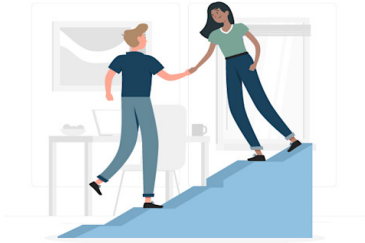
## Learning objectivesTyler

- Supporting new team members during onboarding process

## Target group

Management

# Coaching–Conversations with Employees



## Available in these languages:



German



English



Spanish



French

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Conduct coaching conversations with employees at eye level

## Target group

Management

# Onboarding Goes Beyond the Probation Period



Available in these languages:



German



English

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Integrating employees into the company beyond the probationary period

## Target group

Management

# My Team Member Rejects or Undermines Tasks

---



Available in these languages:



German

MICROLEARNING



2 minutes

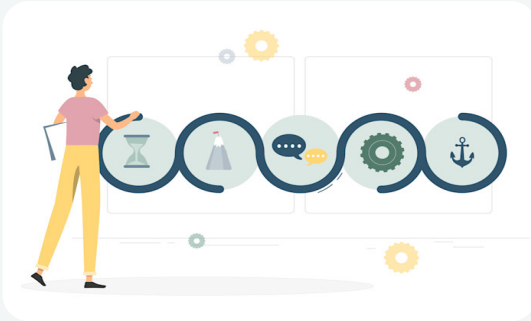
## Learning objectivesTyler

- Breaking resistance in seemingly uncooperative team members by identifying the causes

## Target group

Employees with or without Management Roles

# Leading Employees Through the Five Stages of Change



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing the five phases of change processes and applying employee management tips for each phase

## Target group

Management

# Challenges Faced When Asserting Myself in a Leadership Position



Available in these languages:



MICROLEARNING



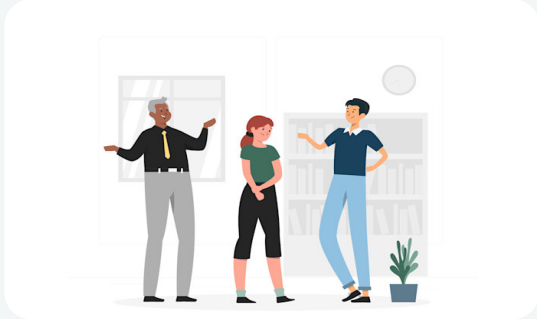
## Learning objectivesTyler

- Appearing competent and assertive in a leadership position

## Target group

Employees with or without management roles

# Being a Female Manager: I Struggle with Being Taken Seriously by Male Colleagues



Available in these languages:



MICROLEARNING



3 minutes

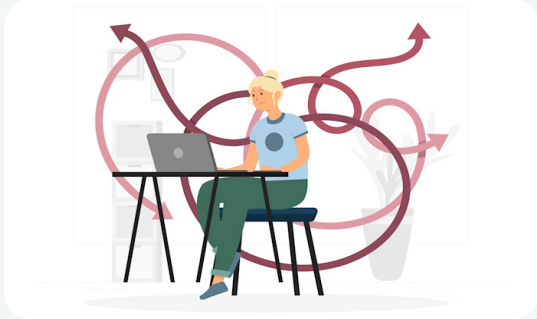
## Learning objectivesTyler

- Strengthening your own self-confidence and ending disrespect in the team

## Target group

Management (especially female management)

# I Realize That as a Manager I Can't Solve Everything



Available in these languages:



German



English



Spanish



French

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Reducing expectations of perfection and developing an authentic leadership style

## Target group

Management

# My Team Tenses Up When I Enter the Room and How to Fix It



Available in these languages:



German



English

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Understanding how to positively influence your employees' experience of stress as a leader

## Target group

Management

# I Gave My Team Autonomy, But They're Still Unhappy



Available in these languages:



German



English

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Recognizing the level of autonomy your employees need to ensure their well-being and achieve peak performance

## Target group

Management

# Tasks I Delegated Keep Coming Back to Me



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Finding and eliminating reasons for reassignment of tasks

## Target group

Employees with or without Management Roles

# I Struggle to Let Go of Delegated Tasks



Available in these languages:



German

MICROLEARNING



2 minutes

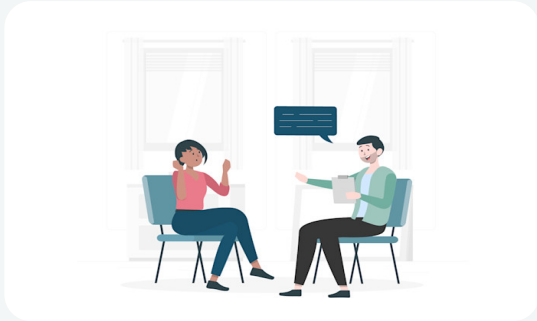
## Learning objectivesTyler

- Delegating tasks sustainably with appropriate handovers and trust in employees

## Target group

Employees with or without Management Roles

# Why My Employee Praise Sometimes Backfires—and How to Get It Right



Available in these languages:



German



English

MICROLEARNING



3 minutes

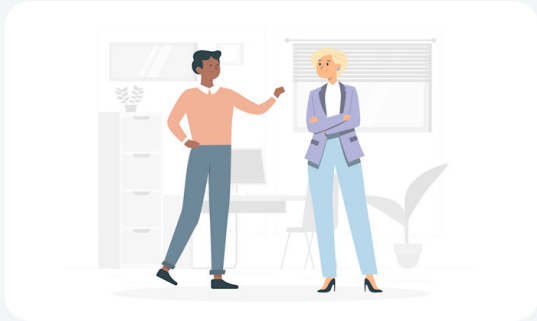
## Learning objectivesTyler

- Delivering specific, genuine, and personalized praise in a thoughtful and effective manner

## Target group

Management

# I Want To Be Firm on Issues While Showing Kindness to Coworkers



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

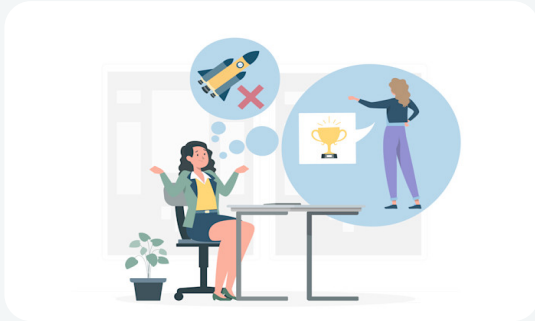
## Learning objectivesTyler

- Communicating clearly and appreciatively

## Target group

Employees with or without management roles

# A Team Member Wants a Promotion, But I Don't See the Potential



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- React clearly and appreciatively to the team member's aspirations to move up in the company.

## Target group

Management

# One of My Team Members is Spreading Negativity

---



Available in these languages:



German



English

MICROLEARNING



3 minutes

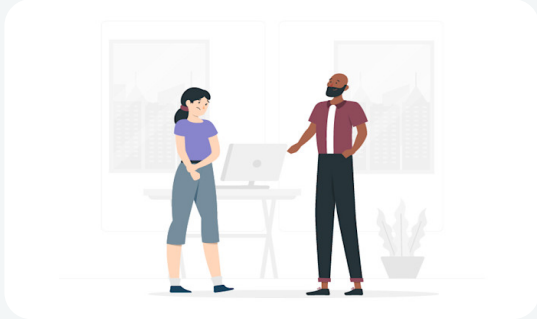
## Learning objectivesTyler

- Responding constructively when a team member spreads negative emotions

## Target group

Management

# Navigating Employees' Irrational Fears in Times of Crisis



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

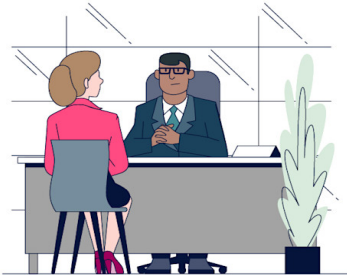
## Learning objectivesTyler

- Being able to react sensibly to employees' fears in times of crisis

## Target group

Management

# I Fear I'll Lose My Composure in the Termination Meeting



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Dealing with your own emotions in a termination meeting

## Target group

Management

# I'm Not Sure How to Lead as a New Boss



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Positioning yourself as a manager without changing your personality

## Target group

Management

# As a Leader, People Expect Me to Be Perfect



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Management

## Target group

Fulfilling your leadership role well with transparency and self-confidence despite your own weaknesses

# Holistic Goal Setting



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Designing goal setting

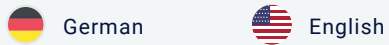
## Target group

Management

# My Team Member Thinks Our Company Goals Aren't Realistic



Available in these languages:



MICROLEARNING



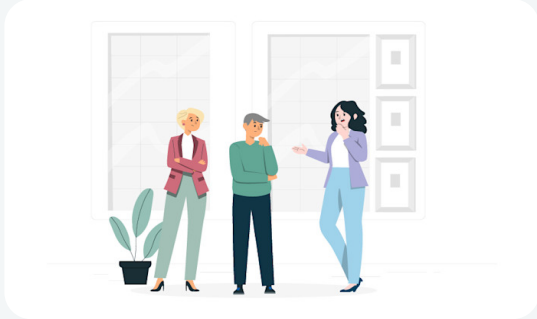
## Learning objectivesTyler

- Communicate challenging business goals

## Target group

Management

# My More Experienced Employees Don't Take Me Seriously as a Young Manager



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Skillfully navigating relationships with older employees as a young manager

## Target group

Management

# My Team Member Has Lost Motivation



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Motivating employees on the basis of McClelland's Needs Theory

## Target group

Management

# I Have a Feeling My Team Member Is Unhappy in the Company

---



Available in these languages:



German



English

MICROLEARNING



4 minutes

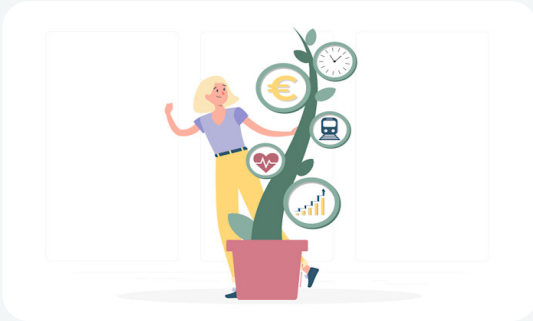
## Learning objectivesTyler

- Discussing problems constructively and empathically with team members

## Target group

Management

# Benefits Which Retain Employees



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing and offering helpful benefits

## Target group

Employees with or without management roles

# An Onboarding Process Which Fosters Loyalty



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Integrating employees in the company

## Target group

Management

# Improving Employee Well-Being by Preventing Reward Crises



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Preventing or resolving reward crises among employees

## Target group

Management

# I Doubt My Interviewee Is Being Honest



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Effectively managing the negative emotions of applicants, and evaluating them with empathy and appreciation

## Target group

Management

# My Employees See Further Development as Unnecessary



Available in these languages:



German

MICROLEARNING



3 minutes

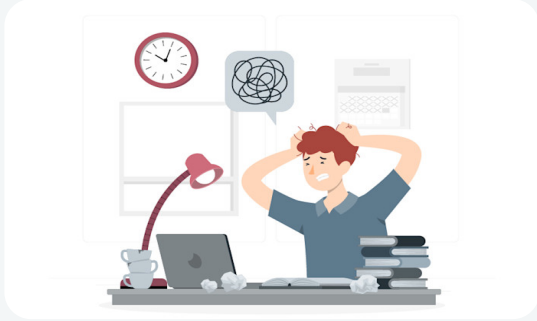
## Learning objectivesTyler

- Demonstrating commitment and leading by example to convey the importance of lifelong learning to the team

## Target group

Management

# My Employees Struggle to Incorporate Learning into Their Daily Routine



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Collaborating with your employees to establish and follow effective learning schedules

## Target group

Management

# Providing Targeted Employee Development through Tailored Learning Plans



Available in these languages:



German

MICROLEARNING



2 minutes

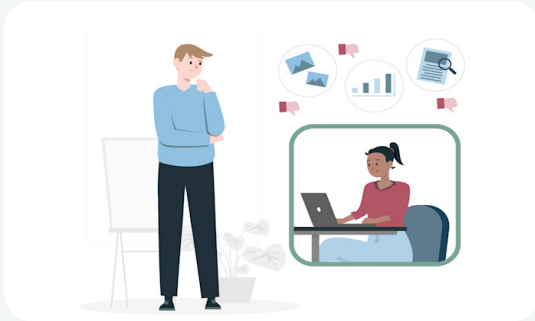
## Learning objectivesTyler

- Creating learning plans together with employees and being able to check progress

## Target group

Management

# When Delegating Tasks to My Employee Falls Short of Expected Results



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Successfully delegating tasks to employees

## Target group

Management

# My Team Member's Resistance to Embracing Digital Advancements



Available in these languages:



MICROLEARNING



2 minutes

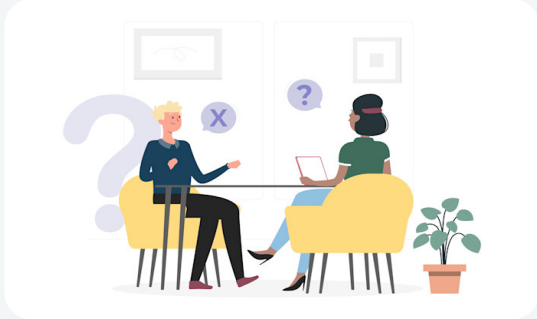
## Learning objectivesTyler

- Supporting employees during the introduction of digital innovations

## Target group

Management

# My Candidate Doesn't Ask Questions About the Job or Company in the Interview



Available in these languages:



MICROLEARNING



3 minutes

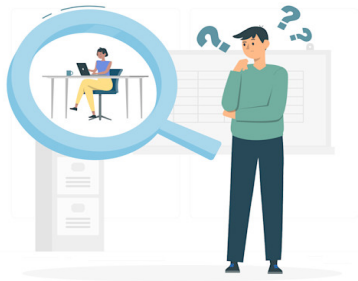
## Learning objectivesTyler

- Viewing applicants as potential candidates

## Target group

Management

# I Have No Idea What My Team Member Actually Does in Home Office!



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

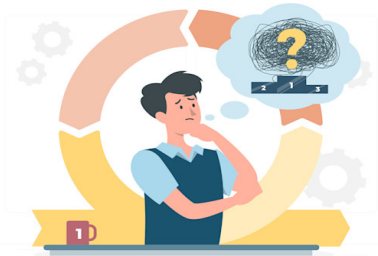
## Learning objectivesTyler

- Finding the right mix of autonomy and supervision when working with employees in the home office

## Target group

Management

# My Team Member Is Feeling Lost and Worried about Recent Changes Affecting Their Status



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

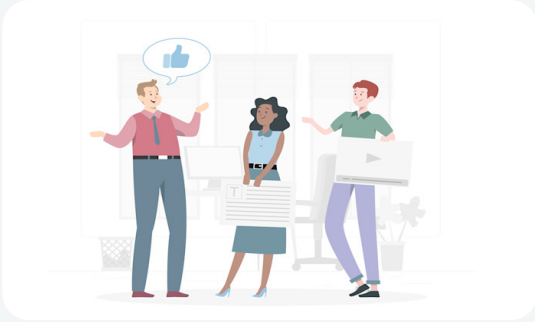
## Learning objectivesTyler

- Identifying and addressing formal and informal needs and fears to open employees up to change

## Target group

Management

# Promote Motivation with Praise



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Praise correctly

## Target group

Management

# Leading Through Change Processes with the Four Rooms of Change

---



Available in these languages:



German

MICROLEARNING



3 minutes

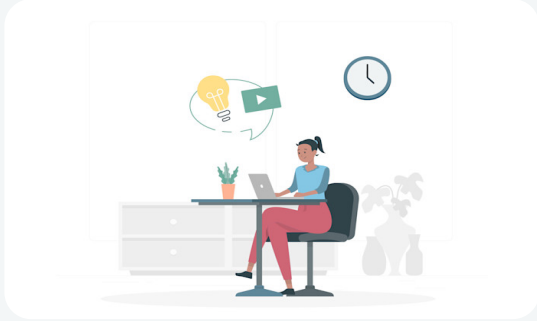
## Learning objectivesTyler

- Learning leadership tips for each phase in the four rooms of change

## Target group

Management

# Promoting Development for Home Office Employees



Available in these languages:



German

MICROLEARNING



3 minutes

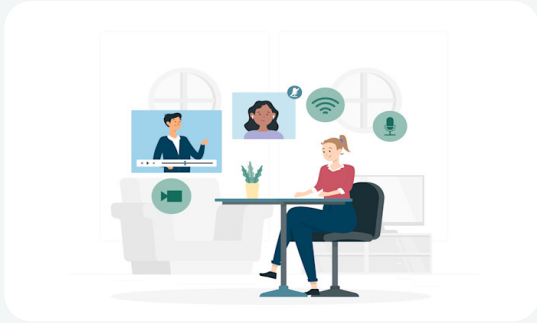
## Learning objectivesTyler

- Promoting development for home office employees

## Target group

Management

# Building a Personal Connection with My Remote Team is Challenging



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

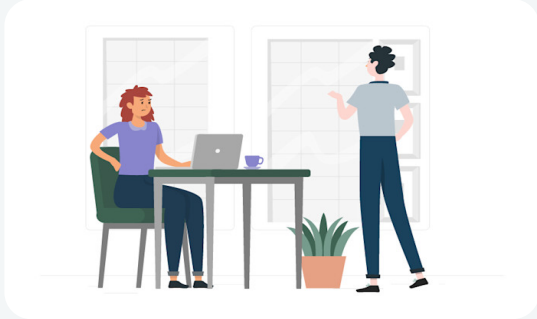
## Learning objectivesTyler

- Building a bond with employees

## Target group

Management

# A Team Member Undermines Team Performance with Frequent Mistakes



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Addressing mistakes and avoiding them together in the future

## Target group

Management

# Strengthening Cohesion in a Hybrid Team



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Strengthen connectedness and exchange in the hybrid team

## Target group

Management

# I Want to Increase AI Literacy in My Team



Available in these languages:



German



English



French

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding ways to improve AI literacy within the team

## Target group

Management

# Why Aren't My Employees Sharing Their Knowledge?



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Establishing a team culture that encourages knowledge sharing

## Target group

Management

# How Can I Inspire My Team to Strive for Excellence?

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Creating an environment that encourages knowledge sharing

## Target group

Management

# Targeted Team Building with the Team Development Model



Available in these languages:



German

English

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Identifying and choosing suitable team-building approaches

## Target group

Management

# Intergenerational Collaboration and How It Works



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Promoting intergenerational teamwork

## Target group

Employees with or without Management Roles

# Clarifying Team Responsibilities Using the RACI Matrix



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Aligning team responsibilities using the RACI matrix

## Target group

Employees with or without Management Roles

# Fostering Appreciation for Role Variations Within the Team

---



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Promoting open communication about role differences within the team

## Target group

Management

# Embracing and Leveraging Team Roles



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Leveraging and harnessing the roles of your employees effectively

## Target group

Management

# I Find It Difficult to Implement Equal Treatment for My Employee's Individual Problems



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

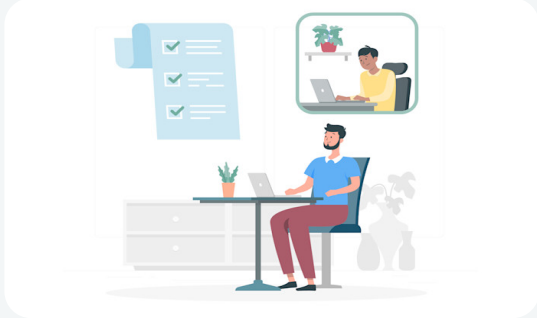
## Learning objectivesTyler

- Treating employees fairly and respectfully while considering their individual needs

## Target group

Management

# Rules of the Game for Hybrid Collaboration



Available in these languages:



German

MICROLEARNING



3 minutes

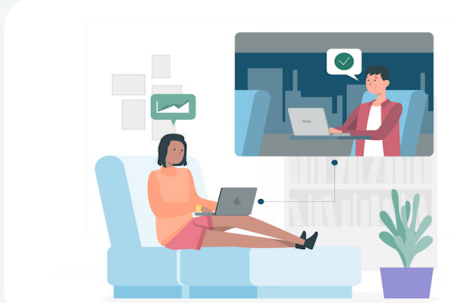
## Learning objectivesTyler

- Improving hybrid collaboration with consistent rules

## Target group

Employees with or without management roles

# Securing Results When Working Remotely Despite the Distance



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Getting results when working over distance

## Target group

Management

# The GROW-Model



## Available in these languages:



German



English



Spanish



French

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Be able to apply the four phases of the GROW-Model

## Target group

Management

# My Team Members Evaluate Their Skill Level Higher Than I Do



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Showing gratitude and figuring out personalized solutions for your team

## Target group

Management

# Motivate Employees Individually With The Basic Motives



Available in these languages:



German



English

MICROLEARNING



3 minutes

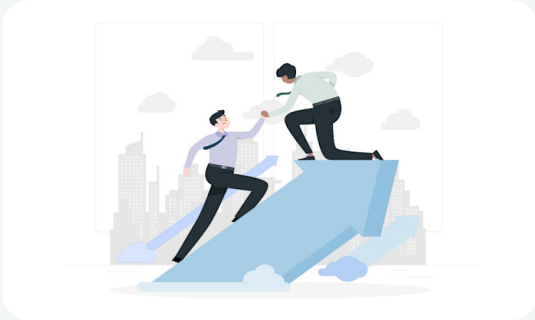
## Learning objectivesTyler

- Having a positive impact on the motivation of employees based on core motivators

## Target group

Management

# Making Success Measurable with Key Results



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Adequately formulate key results

## Target group

Management

# Enhancing Your Performance with the OKR Method



Available in these languages:



German



English

MICROLEARNING



3 minutes

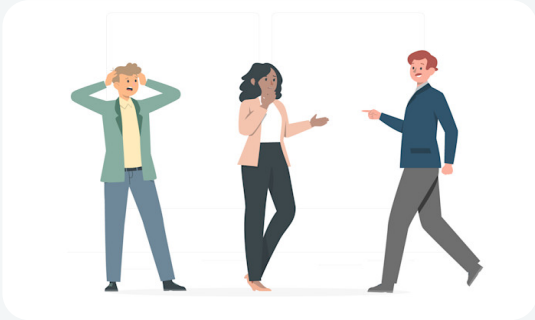
## Learning objectivesTyler

- Knowing and being able to use the OKR method

## Target group

Employees with or without management roles

# Managing Conflicts as a Lateral Leader



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing and managing the different types of conflicts

## Target group

Employees with or without management roles

# How Lateral Leadership Differs from Conventional Leadership

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding lateral leadership and starting the project with a clear vision

## Target group

Management

# Practical Instruments for Lateral Leadership



Available in these languages:



German

MICROLEARNING



3 minutes

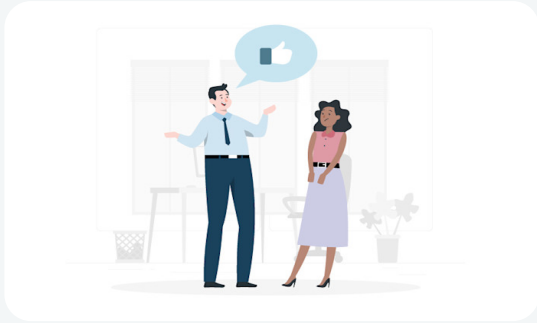
## Learning objectivesTyler

- Identifying different lateral leadership instruments

## Target group

Employees with or without management roles

# I Find It Hard to Accept Praise from Others



Available in these languages:



German



English

MICROLEARNING



3 minutes

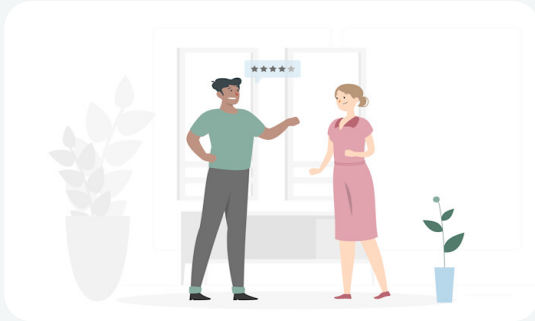
## Learning objectivesTyler

- Learning to accept praise

## Target group

Management

# Giving Effective Feedback



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Expressing feedback appreciatively and respectfully

## Target group

Employees with or without management roles

# I Don't Do a Good Job of Involving Everyone in Meetings



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Engaging participants effectively in online meetings

## Target group

Employees with or without Management Roles

# Less Experienced Colleagues Don't Respect My Wealth of Experience



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

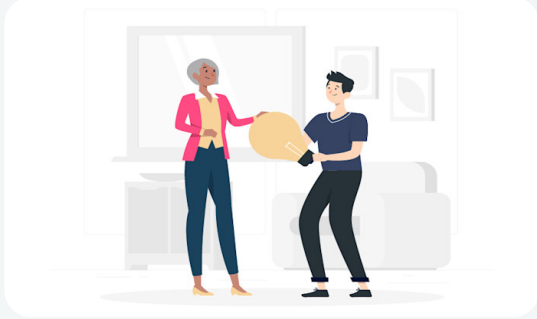
## Learning objectivesTyler

- Communicating appreciatively across age groups and receiving respect for your own performance/experience

## Target group

Employees with or without management roles

# Bridging Generational Gaps through Intergenerational Knowledge Exchange



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Facilitating knowledge transfer within the team across generations

## Target group

Management

# Actively involve participants in online training courses

---



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Be able to successfully involve participants in online training courses

## Target group

Employees with and without a management function

# I Want to Convince Management to Invest More in Process Management



Available in these languages:



German

MICROLEARNING



2 minutes

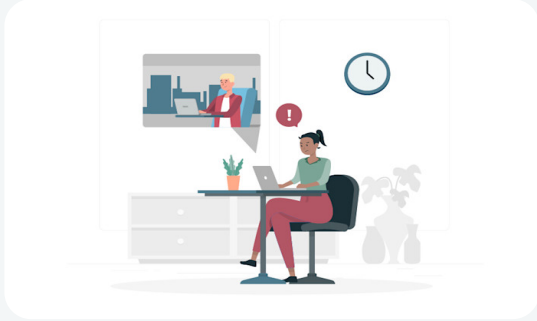
## Learning objectivesTyler

- Being able to articulate the benefits of process management

## Target group

Employees with or without Management Roles

# My Coworker Doesn't Respect My Boundaries and Is Constantly Pressuring Me



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Defending personal boundaries with others

## Target group

Employees with or without management roles

# I Am Worried About a Colleague, But They Say Everything Is Fine



Available in these languages:



German

English

Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Addressing colleagues' concerns and excessive demands in an appreciative, empathetic and confidential manner

## Target group

Employees with or without Management Roles

# I, as a Trainer, Receive Little Response from My Participants



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Resolving passive behavior of participants through openness and communication

## Target group

Employees with or without management roles

# I Can't Concentrate on the Conversation, but Don't Want to Seem Rude



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Ending conversations politely and appreciatively

## Target group

Employees with or without management roles

# Dealing with Challenging Training Participants



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing the five types of challenging trainees and how to deal with them.

## Target group

Employees with or without management roles

# Engage Participants in Online Meetings



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Effectively engage participants in online meetings

## Target group

Employees with or without management roles

# Hold Hybrid Meetings Inclusively and Without Disruption



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

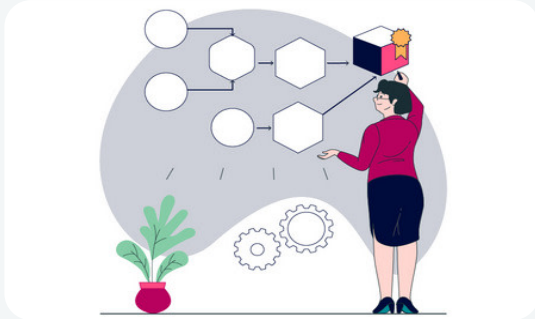
- Hold disruptive and inclusive meetings with hybrid teams

## Target group

Management

# Strategic Decision-Making

---



Available in these languages:

 German

MICROLEARNING

 3 minutes

## Learning objectivesTyler

- Making decisions strategically

## Target group

Employees with or without Management Roles

# Getting to the bottom of problems with the 5 Why method

---



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Being able to analyze the causes of problems with the 5 Why method

## Target group

Employees with and without a management function

# Analyzing and Managing Stakeholders



Available in these languages:

 German

MICROLEARNING

 3 minutes

## Learning objectivesTyler

- Analyzing and managing stakeholders within classic project management

## Target group

Employees with or without Management Roles

# Others Are Always Telling Me What I Should Do



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

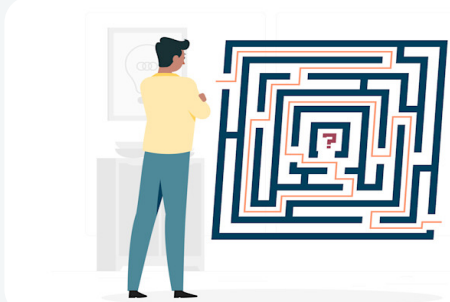
- Make decisions for yourself and not for others

## Target group

Employees with or without management roles

# The Decision-Making Process

---



Available in these languages:

 German

MICROLEARNING

 2 minutes

## Learning objectivesTyler

- Making decisions with confidence

## Target group

Employees with or without Management Roles

# Before Making a Decision, I Am Often Afraid of a Negative Outcome



Available in these languages:



German



Spanish

MICROLEARNING



2 minutes

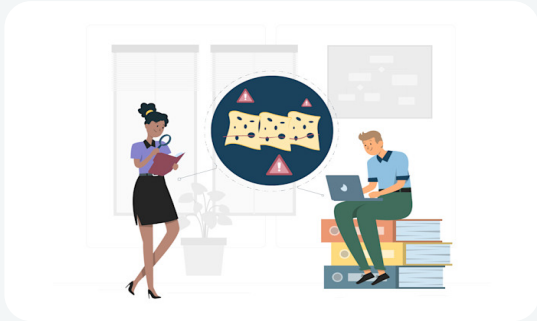
## Learning objectivesTyler

- Making informed and balanced decisions

## Target group

Employees with or without management roles

# Eliminating Errors at the Root Sustainably with the Swiss Cheese Model



Available in these languages:



German

MICROLEARNING



2 minutes

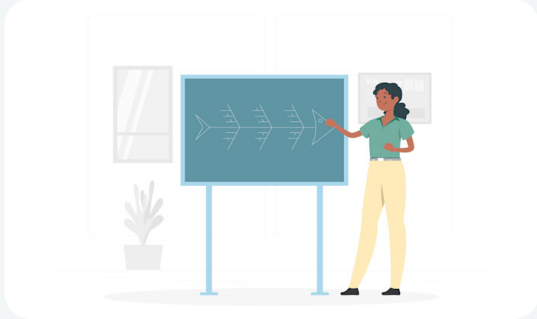
## Learning objectivesTyler

- Understanding the Swiss Cheese Model and being able to analyze the causes of errors

## Target group

Employees with or without management roles

# Finding Root Causes with the Ishikawa Diagram



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understand how to use the Ishikawa diagram to visualize the factors that influence failure and assess their importance.

## Target group

Employees with or without management roles

# I Made a Wrong Decision

---



Available in these languages:



German

MICROLEARNING



2 minutes

## Learning objectivesTyler

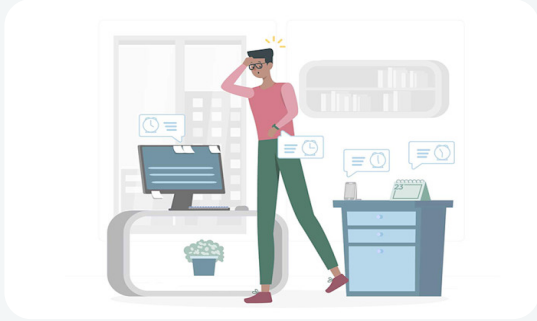
- Growing from mistakes with the right mindset and thorough analysis

## Target group

Employees with or without Management Roles

# My Employees Lack the Time to Make Good Use of E-training Courses

---



Available in these languages:



German

MICROLEARNING



3 minutes

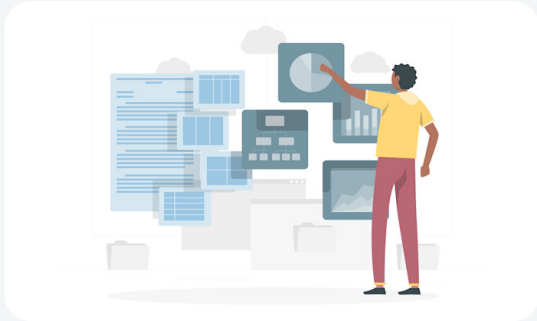
## Learning objectivesTyler

- Motivating employees to participate in e-training courses

## Target group

Management

# What Is Generative AI and How Is It Used?



Available in these languages:



German



English



French

MICROLEARNING



3 minutes

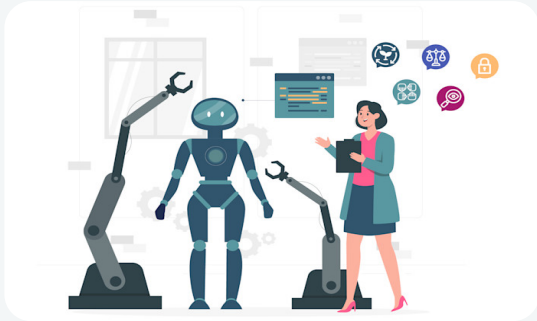
## Learning objectivesTyler

- Acquiring a basic knowledge of the function and use of generative AI

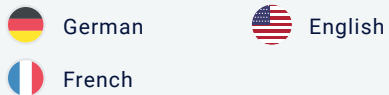
## Target group

Employees with or without management roles

# Responsible AI: Künstliche Intelligenz verantwortungsvoll nutzen



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Ziele und Herausforderungen von Responsible AI kennen

## Target group

Mitarbeitende mit und ohne Führungsfunktion

# Mastering the Challenges of Artificial Intelligence with Responsible AI



Available in these languages:



French

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Knowing industry-specific challenges posed by AI and their solutions using Responsible AI

## Target group

Employees with and without Management Roles

# Big Data in a Nutshell



Available in these languages:



German



English

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understanding the basics of Big Data, Cloud Computing, and Artificial Intelligence

## Target group

Employees with or without management roles

# I Just Don't Understand AI



Available in these languages:



German



English



French

MICROLEARNING



2 minutes

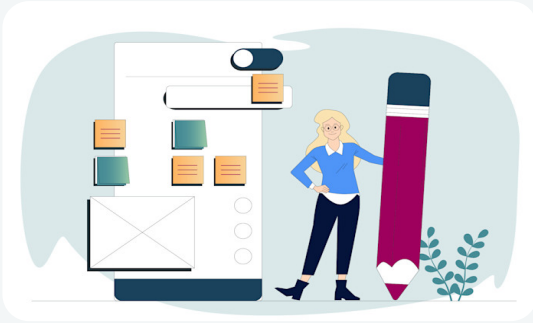
## Learning objectivesTyler

- Tackling the topic of AI with confidence and no reservations

## Target group

Employees with or without Management Roles

# Analog Methods of Testing: Card Sorting and Pre-Mortem



Available in these languages:



German

MICROLEARNING



3 minutes

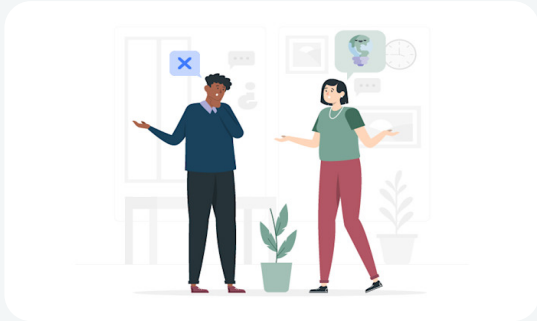
## Learning objectivesTyler

- Running preliminary tests to develop new products and services that are both cost-effective and customer-focused

## Target group

Employees with or without Management Roles

# I'm Struggling to Foster a Sustainable Mindset Within My Company



Available in these languages:



German



English

MICROLEARNING



4 minutes

## Learning objectivesTyler

- Consistently working on motivating employees and managers to embrace and conduct sustainable business practices

## Target group

Employees with or without management roles

# Golden Rules for Prototyping

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Available in these languages:

 German

MICROLEARNING

 3 minutes

## Learning objectivesTyler

- Understanding and embracing the golden rules for handling both prototypes and participants

## Target group

Employees with or without management roles

# How Do You Start Prototyping?

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Available in these languages:



German

MICROLEARNING



3 minutes

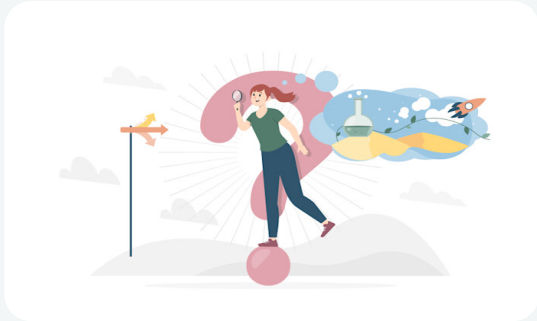
## Learning objectivesTyler

- Create conditions for prototyping and testing

## Target group

# Dare and Master the VUCA World

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

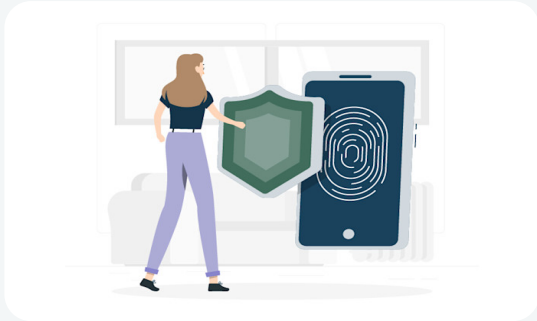
- Actively and successfully dealing with changes in the VUCA world

## Target group

Employees with or without management roles

# Protect Personal Data

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**Available in these languages:**



German

**MICROLEARNING**



2 minutes

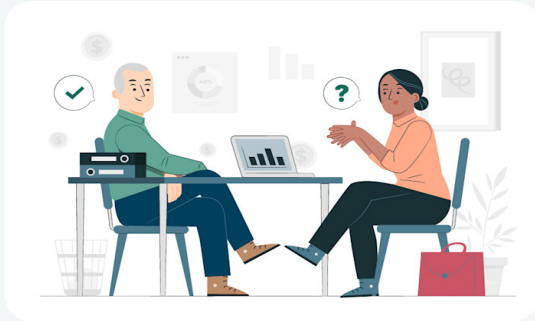
## Learning objectivesTyler

- Be able to manage privacy settings independently

## Target group

Employees with or without management roles

# I Don't Know What My Customers Really Want



Available in these languages:



German



English



Spanish

MICROLEARNING



2 minutes

## Learning objectivesTyler

- Finding out what really motivates your customer

## Target group

Employees with or without management roles

# Determining Customer Hierarchy for Decision-Making Can Be Tough



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Find out the decision-making structure of customers through targeted questions

## Target group

Employees with or without management roles

# My Customers Are Sidetracking Me with Unreasonable Discount Requests



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Using the four steps to respond to unreasonable discount requests

## Target group

Employees with or without management roles

# Buyer's Remorse: My Customers Are Backing Out of the Deal



Available in these languages:



German

English

Spanish

French

MICROLEARNING

3 minutes

## Learning objectivesTyler

- Preventing buyer's remorse after a successful sales call

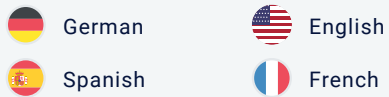
## Target group

Employees with or without management roles

# I Have to Explain a Price Adjustment to My Customers



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Know how to argue and act towards your customers when adjusting prices in order not to lose them to the competition.

## Target group

Employees with and without management function

# Needs Assessment: My Customers Do Not Disclose All Their Information



Available in these languages:



German



English



Spanish



French

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Gathering all relevant information from your customers when assessing their needs

## Target group

Employees with or without management roles

# I'm Not Advising My Customers Solution-Oriented Enough Yet



Available in these languages:



MICROLEARNING



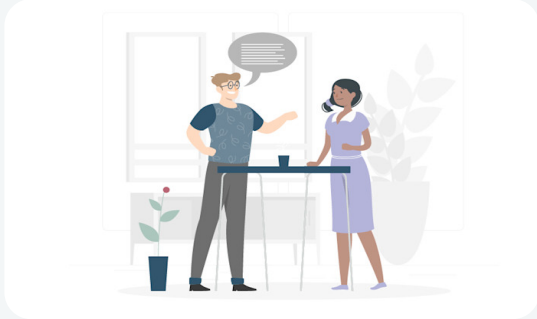
## Learning objectivesTyler

- Offering customers comprehensive solutions

## Target group

Employees with or without management roles

# Sales Pitch: I Don't Want To Take My Customers by Surprise



Available in these languages:



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

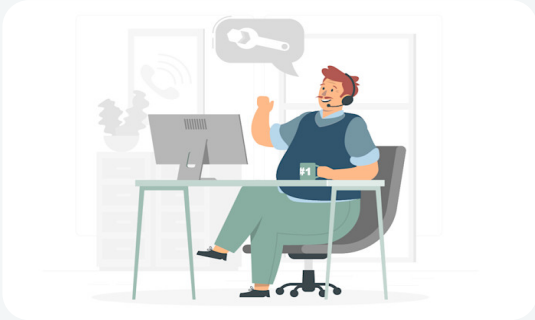
- Transitioning into the sales conversation successfully

## Target group

Employees with or without management roles

# Cold Calling Makes Me Uncomfortable

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Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

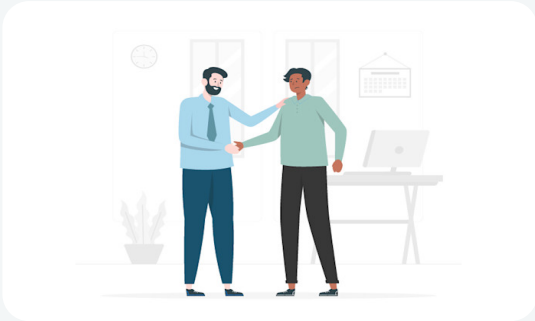
- Overcoming your inner cold-calling hurdles

## Target group

Employees with or without management roles

# I Don't Want To Pressure My Customers

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Available in these languages:



German



English

MICROLEARNING



3 minutes

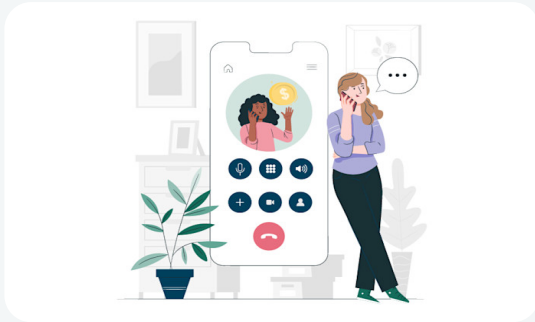
## Learning objectivesTyler

- Learning to make purchasing decisions successfully and in a customer-oriented manner

## Target group

Employees with or without management roles

# My Customers Find Our Product Too Expensive



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

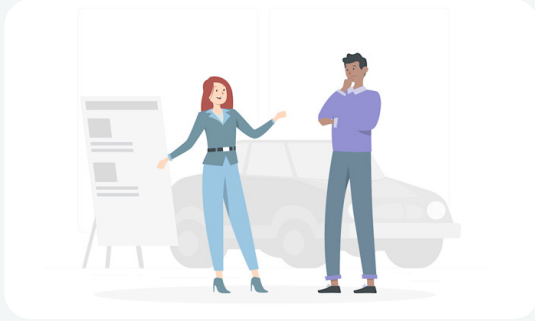
## Learning objectivesTyler

- Addressing the "product too expensive" objection constructively

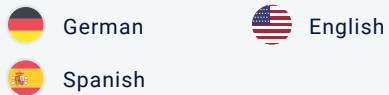
## Target group

Employees with or without management roles

# Even Good Arguments Don't Convince My Customers



Available in these languages:



MICROLEARNING



## Learning objectivesTyler

- Convince customers of the valuable personal benefits of a product or service

## Target group

Employees with or without management roles

# Help! I Don't Come-Off as Personable



Available in these languages:



German



English



Spanish

MICROLEARNING



3 minutes

## Learning objectivesTyler

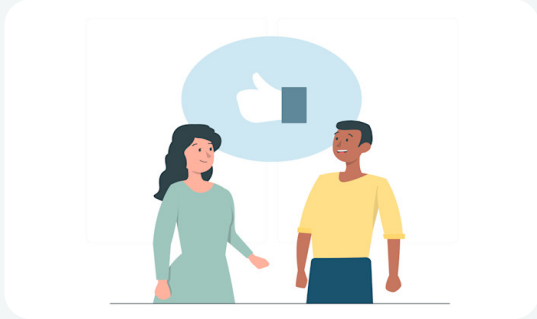
- Learning how to be more personable with customers

## Target group

Employees with or without management roles

# I Want To Deepen My Customer Relationships Without Being Annoying

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Available in these languages:



German



English

MICROLEARNING



3 minutes

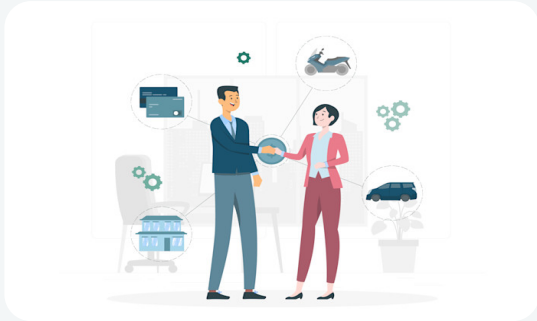
## Learning objectivesTyler

- Showing appreciation to your customers with personal gestures

## Target group

Employees with or without management roles

# My employees do not cross-sell



Available in these languages:



German



English

MICROLEARNING



3 minutes

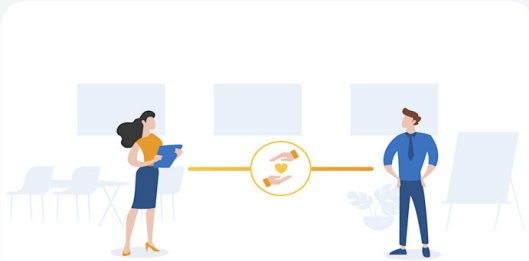
## Learning objectivesTyler

- Understand why employees are not actively cross-selling and support them in doing so.

## Target group

Management

# Tips for Building Relationships in the Workplace



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Establishing a good relationship with customers

## Target group

Employees with or without management roles

# Recognize and Capitalize on Networking Opportunities

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Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Identifying sales entry points

## Target group

Employees with or without management roles

# Improve and Deepen Customer Relationships



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Developing sustainable relationships with customers

## Target group

Employees with or without management roles

# Customer Focus Works—First Steps



Available in these languages:



German

MICROLEARNING



3 minutes

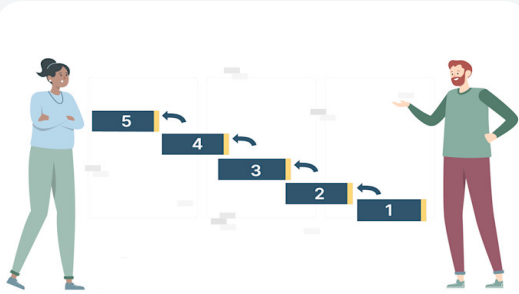
## Learning objectivesTyler

- Always align your own actions with the needs and wishes of your customers in order to be successful

## Target group

Employees with or without management roles

# Arguing Benefits with the Five Step Technique



Available in these languages:



German

MICROLEARNING



3 minutes

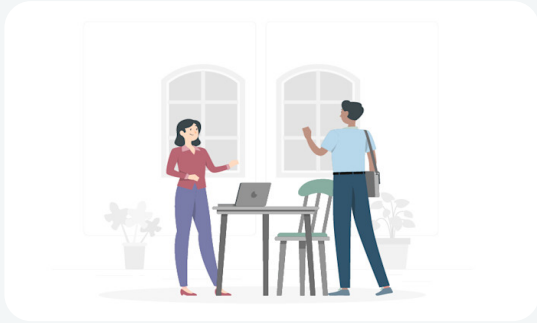
## Learning objectivesTyler

- Knowing the 5-step technique and being able to use it in everyday counseling

## Target group

Employees with or without management roles

# Responding Adequately to a "No" From Customers: "No" is Not Just "No"



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Responding constructively to customer objections

## Target group

Employees with or without management roles

# Countering Objections with the Acknowledgment Method



Available in these languages:



German

MICROLEARNING



3 minutes

## Learning objectivesTyler

- Understand, accept and be able to refute objections using the Acknowledgement Method

## Target group

Employees with or without management roles

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