

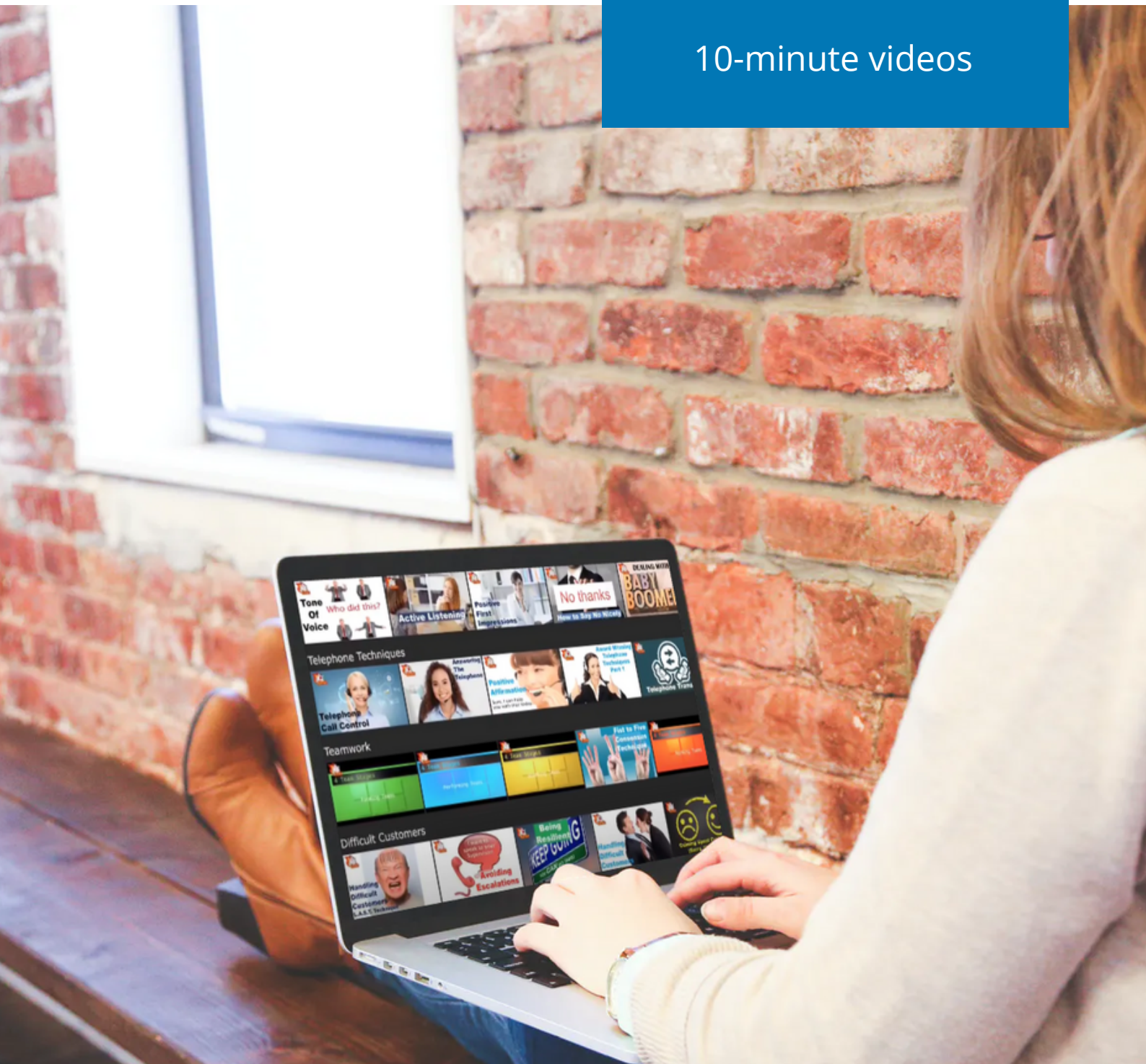


**traineasy**  
e-learning solutions for business

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# MICROLEARNING

10-minute videos



# Build the confidence and skills of your teams with bite-size videos!

These ten-minute videos cover a range of topics to help improve productivity and confidence through sales, service and leadership skills. Browse this course brochure to find the right content for your staff.

When you're ready to find out more, get in touch on 01908 508 777 or email [enquiries@traineasy.com](mailto:enquiries@traineasy.com)

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## Business Skills

### Managing Social Media

10-minute video on managing social media including managing it, informing staff, managing risks and tips for good results.

## Change Management

### Dealing with Change

This 10-minute video deals with change and how to deal with it in the workplace. You will learn ways to embrace change and help others with change.

## Communication

### Award-Winning Emails

This video outlines 9 criteria to provide award-winning emails including professionalism, spelling and grammar and adding value. These criteria are generally defined as good practice and getting them right will help provide an award-winning experience for your customers.

### Award-Winning Social Media Interactions

This video help explain some of the key ways to provide excellent service while interacting on social media platforms - particularly Facebook.

### Communication Skills

This video explains communication, tone, modulation and body language.

### Difficult Conversations

This video helps you understand how to hold an effective difficult or courageous conversation. It also provides tools for giving and receiving effective feedback.

### Giving & Receiving Feedback

This video covers encouraging and developmental feedback as well as descriptive and evaluative feedback.

### Listening Skills

In this video, we explain some important aspects of communication and in particular how to listen more effectively. Reflective and active listening are great ways to help ensure you communicate well and help to make sure there is a shared understanding between those communicating.

### Outbound Calling

This video covers the topic of outbound calling including cold calling, preparing for calls, call objectives and preparation.

### Questioning skills

In this 10 minute version, we examine the main questioning skills and how to use them for effective conversation control. Open, closed, leading, echoic, rhetorical and clarifying questions are all explained.

### Telephone Call Control

In this video, we explain what the benefits and best techniques are for demonstrating great telephone call control. This will help in reducing call times and unwanted additional calls. The benefits are both for you and the customer.



## Conflict & Negotiation

### Negotiation Skills

This 10-minute video explains the steps in negotiation and some tips on how to effectively negotiate. You will learn about the stages of negotiation, a beneficial outcome and useful tactics in a negotiation.

## Customer Service

### An Introduction to Contact Centres

This video explains the contact centre history, a brief history and some key components about contact centres.

### Answering the Telephone

This video shows some techniques for answering the telephone. It includes the phone greeting and asking permission to ask questions. This is ideal for anyone who answers the telephone in their role.

### Award-winning telephone techniques Part 1

This video focuses on the first five of ten telephone techniques that will help set you apart and above others in the contact centre industry and indeed for any phone-based roles. These techniques are based on Awards criteria and are suitable for all centres around the world.

### Award-winning telephone techniques Part 2

This video focuses on the first five of ten telephone techniques that will help set you apart and above others in the contact centre industry and indeed for any phone-based roles. These techniques are based on Awards criteria and are suitable for all centres around the world.

### Customer Service - Advanced

This 10-minute video covers some advanced techniques and ideas for providing excellent customer service. You will learn more about moments of truth with customers at various touchpoints, more on internal customer service for your organisation and customer needs and expectations.

### Customer Service Excellence

In this 10-minute video version, we explain the importance of delivering excellent customer service. There are a number of things every person in the organisation can do to provide great service. It is not just the responsibility of the customer service team or receptionist.

### Fix the Customer First

In this video, you will learn how to put the customer first and sort out the problem or issue later. We will cover rules to be aware of, hold-ups to customers and the benefits of putting the customer first.

### Keeping your Customers Informed

This 10-minute video helps to outline the reasons why you should keep customers informed and always contact them to update with information and stay in touch. You will learn some key tips on why to keep customers informed and how to do it.

### Managing customer needs

In this video module, we explain the importance of managing the needs of your customers and the ways in which you can do that. It starts with good listening and understanding your customer so you can lead them to the best outcome.



### **Positive First Impressions**

This 10-minute video explains in detail how you can create a positive first impression of your business to customers. You will learn some key techniques that will be easy to apply in phone and face to face situations.

### **Service Requests**

This video explains the processes that you should consider as an organisation that handles service requests. Organisations like local government, councils, central government and private companies which handle requests for service will find this video module useful.

### **Showing Empathy**

Showing empathy is a key skill to develop in customer service, sales or leadership role. This video details ways to show empathy and how to more clearly understand it. Use the workbook to help complete the questions and empathy plan.

## **Difficult Customers**

### **Abusive Customers**

This 10-minute video module explains what is included in abusive behaviour from customers and ways of dealing with them. You will learn some response strategies, termination ideas and how to avoid being baited into the wrong kind of response.

### **Difficult Customer Types**

This 10-minute video contains information on how to deal with various difficult customer types including the non-stop talking customer, angry customers, know-it-all customers and customers with a language barrier. You will learn a number of techniques in dealing with these types of customers.

### **Difficult Customers - Advanced**

This 10-minute video provides some tips and techniques to help deal with difficult customers. You will learn about de-escalation techniques, understanding emotions and more ways to manage difficult customers. It is designed as a more advanced training video than a beginner would learn from.

### **Handling Difficult Customers**

This 10-minute video outlines ways you can deal with difficult customers and how you can calm them down. You will learn a few techniques for dealing with difficult customers.

## **Health & Safety**

### **Health and Safety Basics**

This video outlines some important aspects of health and safety in the workplace including employees' personal responsibilities. You will learn about RSI, hazards and emergency procedures.

### **Pandemic Awareness**

This 10-minute video can help with any seasonal flu, outbreak or pandemic fears. It explains what a pandemic is, a brief history of pandemics and five specific things you can do to help yourself and others. In 2020 with a Coronavirus outbreak happening, this video can give some comfort and advice to employees and individuals to help calm and take action.



## **Workplace Bullying**

This video training module explains the various types of workplace bullying that can occur. It includes some strategies for handling workplace bullying and preventing workplace bullying. It can help educate your leaders and teams on what is included in workplace bullying.

## **Health & Wellbeing**

### **Emotional Clients and Colleagues**

In this 10 minute video, we explain emotional trauma and what can cause it and some of the best ways to deal with someone who has it. You will learn the background for some of the reasons people become emotional, steps to assist them and things you can say.

### **Sexual Harassment at Work**

In this video, you will learn about the difference between non-sexual harassment and sexual harassment at work. You will understand what sexual harassment is, how to avoid doing it accidentally and what to do if you are a victim.

## **Human Resources**

### **Cultural Awareness**

This video explains how cultural awareness is important in business and what you can focus on to improve awareness and benefits of cultural diversity.

### **Managing Difficult Trainees**

10-minute video on how to manage difficult trainees in a training session or presentation. Learn some ways to deal with people who exhibit various difficult behaviours.

## **Leadership**

### **Being a New Leader**

This 10-minute video covers some core leadership basics and is a good refresher for all leaders. You will learn about leadership styles and some useful leadership tips. It also includes some tips on how you can ease into a new leadership role and how to deal with former peers.

### **Coaching for Change Part 1**

This 10-minute video module explains the first 5 of 10 principles for coaching for change. The second 5 principles can be found in Part 2. These 10 principles help explain how you can effectively coach to effect change and not just tick the coaching box.

### **Coaching for Change Part 2**

This 10-minute video follows on from part one and discusses an additional 5 key principles of coaching and feedback. These 10 principles help explain how you can effectively coach to effect change and not just tick the coaching box.

### **Delegation**

In this 10 minute video, you will learn some tips on delegation and some techniques to easily apply in your role. We will also cover the steps and levels of negotiation.



### **Giving instructions in the workplace**

This video explains how to give effective instructions in the workplace. This is ideal for leaders, supervisors and managers who need to give instructions. It covers basic techniques and things to avoid.

### **Leading Remote Teams**

This 10-minute video module describes six areas you can do to lead remote or virtual teams effectively.

## **Personal Development**

### **Attitude**

This video details how you can use your attitude to the best possible advantage. You will learn about ways to improve attitude, dealing with change and motivation factors.

### **Being Assertive**

In this video, we explain what assertiveness is and how you can be more assertive. You will learn about the difference between assertive, passive and aggressive behaviour and how to apply the principles in your role.

### **Being Productive**

This video explains ways to be more productive including how to get started on a task, avoiding distractions and some time management concepts. There is a workbook for this video.

### **Coping with Redundancy**

This video discusses some key aspects of coping with redundancy. There are some positive steps that can be taken to take control.

### **Creativity and Innovation**

This video explains how to improve and encourage creativity and innovation in the workplace. Creativity is coming up with new ideas and innovation is looking for better ways to do existing things.

### **Emotional Intelligence**

10-minute video module about emotional intelligence. Included are components about EQ and self-awareness, self-regulation, social awareness, relationship management and how to handle emotions.

### **Influencing Skills**

In this video, we explain how to improve your influencing skills. You will learn the six laws of influence, seven traits of influential people as well as the difference between persuading, manipulation and negotiating.

### **Personal Grooming**

This 10-minute video runs through the areas of personal grooming and hygiene that are important in the working environment.

### **Problem Solving**

In this video, you will learn some basics around problem-solving techniques. We examine the problem-solving theory, types of problems and steps you can follow to look at solving problems.

### **Taking Initiative**

This video details the concept of taking initiative, what it is and some ways to take initiative.



### **Thinking on your feet**

In this video module on how to think on your feet, you will learn several concepts on helping to develop the skill of being able to think on your feet effectively as well as ways to combat uncertainty.

### **Time Management**

This video deals with various aspects of time management including organising tasks, email management and ways to reduce time wastage and interruptions.

### **Working from Home**

This video explains five areas you can work on to help have a successful working from home experience and is suitable for both employees and employers for tips and ideas.

### **Your personal Brand**

This video outlines the importance of a personal brand and things to be aware of and how to build one successfully.

## **Sales**

### **Closing the Sale**

This video covers ways to improve your confidence in closing a sale. There are several types of sales closes and we discuss some of them here with examples. Learn some key techniques in being able to ask for the business and successfully close a sale.

### **Door to Door Sales**

This 10-minute video explains several key aspects of door to door sales including preparation, territory, what to say, objections and value proposition. You will learn some key aspects in being effective in a door-to-door sales role that will help you get into the right headspace and give you some strategies that will help you succeed in boosting your objectives.

### **Introduction to selling**

This video explains the basics of selling including the concepts of uncovering customer needs, handling objections, features and benefits and closing the sale.

### **Know your Business**

This 10-minute video will help you understand the importance of being aware of your business, its mission, vision and values, as well as keeping information current and that there may be things you can and cannot say to customers.

### **Retail Sales**

In this video on Retail Sales, we examine some key concepts to ensure a great customer experience and increase in sales. You will learn about professionalism, acknowledging and greeting customers, selling to customers and helping customers stay informed.

## **Stress & Resilience**

### **Being Resilient**

Understanding resilience and knowing how to become more resilient can really help you and your teams to excel at work and bounce back from difficult experiences. The video module looks at what resilience is and shares some key ways to develop resilience skills.



## **Managing Stress**

This 10-minute video covers various aspects of managing stress including the body's stress response, good and bad stressors, ways to manage stress and the flight or fight response.

## **Mindfulness**

This 10-minute video on mindfulness explain what mindfulness is, meditation techniques and the benefits and tips for mindfulness at work.

## **Teamwork**

### **Being Part of a Team**

This video shares ideas on how you can contribute to a team more effectively. You will learn about different roles and tasks associated with teams. We will look at feedback, contributions and working cooperatively.

### **High Performing Teams**

This 10-minute video explains leadership styles around situational leadership and the 4 team stages. It gives tips on what to do in each required situation, how to adapt and how to move your team to be a high performing team.

### **Working with Other Departments**

This video provides some tips on how to work better with other departments including resolving and avoiding conflict.

## **Training**

### **Learning and delivery styles**

This 10-minute video is all about learning and delivery styles. This is ideal for anyone who people who train other staff or for leaders looking for insights into various styles that work in learning and in the working environment.

### **Remote Training Sessions**

This 10-minute video explains some key tips in running successful remote training sessions. These tips can also be used for running remote training and meetings for virtual teams.