Do you need to scale access to competency-based learning content to your entire organization?

eCornell On-Demand includes 5 libraries with 600+ lessons covering key professional development topics that equip both new and seasoned managers with just-in-time skills to solve their everyday challenges. You can build custom learning paths to suit your organization needs with our support to get you there.

5 LESSON LIBRARIES

- Data Analytics
- Human Resources
- Management Complete
- *Sales Growth
- Service Excellence

*To access this library, you must license Management Complete.
DATA ANALYTICS LIBRARY

Understanding and Visualizing Data
• Visualization and Analysis
• Bring the Data into the Decision
• Gather and Quantify Data

Implementing Scientific Decision Making
• Define a Hypothesis
• Test the Hypothesis
• Testing and Conclusions

Using Predictive Data Analysis
• Discovering Relationships
• Quantifying Impact
• Assessing and Validating Your Model
• Applying the Predictive Analytics Framework

Modeling Uncertainty and Risk
• Making One-off and Repeating Decisions
• Adjusting and Accounting for Risk
• Using Monte Carlo Simulation for Nuanced Decision Making

Optimization and Modeling
Simultaneous Decisions
• Using Optimization
• Developing Nonlinear Models
• Creating Noncontinuous Models That Work

HUMAN RESOURCES LIBRARY

Aligning Employee Performance with Organizational Goals
• Assess System Needs
• Examine System Considerations
• Design a Successful System

Aligning HR Strategy with Organizational Strategy
• Customer Value and Core Competencies
• Growth Strategies for Your Organization
• HR Strategy and Key Talent Groups
• Aligning HR Across Multiple Objectives

Applied Predictive Analytics in HR
• Analyze Talent Acquisition Data
• Analyze Diversity Data
• Evaluate Employee Engagement Data
• Assess Turnover and Retention Data

Assessing the Financial, Strategic, and People-Related Return on Pay for Performance
• Assess the Financial Return, Part I
• Assess the Financial Return, Part II
• Evaluate Strategic Alignment
• Assess Improvements in Staffing

Attracting and Retaining Talent with Performance Pay
• Defining and Identifying Key Talent and Superstars
• Comparing Pay for Performance Versus Pay for Potential
• Determining Whether to Drive Behaviors or Reward Results
• Examining Intrinsic and Extrinsic Motivation, and Pay for Performance
• Delving into Internal Pay Equity

Questions? Email: corporateprograms@ecornell.com
Benefits, Compensation, Safety, and Other Legal Issues
• Addressing Leave and Other Benefits Issues
• Addressing Compensation Issues
• Working with Labor Activity and Agreements
• Addressing Safety, Privacy, and Other Issues

Consulting Skills for Internal HR
• The Consulting Relationship
• Problem Diagnosis and Assessment
• Feedback and Solutions
• Implementation and the Change Process

Countering Bias in the Workplace
• The Dimensions of Diversity
• Recognize Unconscious Bias

Countering Bias in the Workplace for HR
• Identify Interventions

Creating and Sustaining Remote Work Programs
• Assess and Plan
• Implementing Policies and Support Systems
• Measure and Sustain Your Program

Designing and Implementing Effective Social Media Policies
• Assess Social Media Risk
• Make A Social Media Policy Plan

Diversity and Inclusion in Practice for HR
• Defining Diversity and Inclusion
• Inclusion at the Work-Group Level
• Aligning the Levels of Inclusion
• Evaluating Inclusion Initiatives

Driving Engagement
• Define Engagement
• Examine the Drivers of Engagement

Driving Engagement for HR
• Assess Your Organization (or Work Group)

Employee Training and Development
• Conducting a Training Needs Analysis
• Training Design and Delivery
• Facilitating Learning Transfer
• Analyzing Training Evaluation

Employment Laws Around the Globe
• Assessing the Legal Context of Workforce Requirements
• Identifying Employment Requirements in International Contexts
• Dealing with Appropriate Parties in Employment Law
• Addressing Local Variations in Workforce Restrictions

Essentials of HR Analytics
• Working with HR Data
• Interpretation and Insights
• Visualization and Communication

Equal Employment Opportunity and Employee Treatment Issues
• Exploring Core Concepts in Employee Treatment
• Addressing Issues Relating to Discrimination
• Addressing Issues Relating to Disability and Religion
• Addressing Harassment and Retaliation

Facilitating Staffing Decisions
• Staffing and Strategy
• Workforce Planning
• Candidate Sourcing
• Assessment Methods and Workforce Flow

Finding and Managing Talent Through Social Media
• Attract Talent with Social Media
• Select Employees with Social Media
• Retain Top Talent with Social Media
Fostering a Coaching Culture
- The Employee Development Landscape
- Identify and Prioritize Potential Coaching Opportunities
- Form a Hypothesis to Inform Your Coaching
- Develop a Coaching Plan

Fostering an Inclusive Climate
- Examine an Inclusive Climate
- Examine the Dynamics of Inclusive Climates
- Take Steps Towards Inclusion

Getting Results through Talent Management
- Examine Your Talent Philosophy
- Identify Your Key Talent
- Devise Development Strategies for Engagement and Retention
- Measure the Effectiveness

HR Analytics for Business Decisions
- Align Analytics with Organizational Needs
- Work with Data
- Strategic Analytics

HR Policies in International Contexts
- Assessing Hiring and Firing Requirements
- Assessing Wage and Hour Requirements
- Assessing Leave Requirements
- Assessing Anti-Discrimination Requirements

Human Resources Leadership
- HR Leadership Competencies
- HR Leadership Relationships
- HR Leadership Coaching
- HR Leadership as Change Agents

Measuring and Compensating for Performance
- Defining and Measuring Performance
- Recognizing Competitive Advantage from Performance Pay
- Distinguishing Facilitating and Hindering Factors
- Choosing the Elements of Performance Pay

Navigating Labor Relations
- Analyzing the Labor Relations Environment
- Assessing the Current State of Labor Relations
- Preparing for Possible Labor Disruptions
- Managing Workplace Conflict

Strategic Engagement
- Define Engagement
- Get Ready to Survey
- Interpret the Results
- Take Key Steps to Success

Strategic Talent Analytics
- A Strategic Approach to People Analytics
- Sharpening Your Analytical Acumen
- Using Data and Analytics to Persuade Others

Total Rewards Compensation
- The Total Rewards Framework
- The Point Method
- Total Rewards and Employee Preferences
- Rewards and Risks
- Short-term and Long-term Incentives

Using Design Thinking for HR
- Adopting a Consumer-Driven Approach
- Solving Problems with Design Thinking
MANAGEMENT COMPLETE LIBRARY

Addressing Workplace Behavior Issues
- Assessing Behavioral Issues
- Resolving Behavior Issues
- Handling Terminations and Harassment
- Managing Special Employee Requests

Agile Project Management Approaches
- Consider Incorporating Agile into Your Work
- Compare Agile to Traditional
- Consider the “Flavors” of Agile

Aligning Employee Performance with Organizational Goals
- Implement Your System

Analyzing Segmentation and Targeting
- Exploring Bases and Descriptors
- Analyzing Data to Divide the Market

Applied Marketing Strategy and Decision-Making Tools
- Market-Oriented Frameworks for Developing Strategy
- Segmentation, Targeting, and Positioning
- Strategic Pricing

Applying a Problem-Solving Approach to Conflict
- Moving from Conflict Diagnosis to Problem Solving
- Defining the Problem, Interests, and Criteria for Successful Resolution
- Generating and Implementing Measurable Solutions

Applying Strategic Influence
- Influencing Through Heuristics
- Influencing by Changing the Environment

Assessing Opportunities in Owned Digital Media
- Preparing for Marketing on Owned Media
- Foundational Channels in Owned Media
- Newer Channels in Owned Media
- Drafting Marketing Plans for Owned Media

Assessing Opportunities in Paid Digital Media
- Preparing for Marketing on Paid Media
- Considering Opportunities in Foundational Channels
- Considering Opportunities in Newer Channels
- Drafting Marketing Plans for Paid Media

Assessing, Managing, and Mitigating Project Risk
- Assess Risk
- Manage Risk

Assessing Your System’s Performance and Value
- Performance Criteria and Measurement
- Constructing a Decision Matrix

Authenticity, Integrity, and Accountability
- Authenticity
- Integrity
- Accountability

Becoming a Powerful Leader
- Distinguishing Between Leading and Managing
- Overcoming Challenges
- Motivating People
- Evaluating Your Leadership

Becoming a Systems Leader
- Create a Systems Thinking Culture
- Using Systems Thinking with Teams
- Be a Systems Thinker

Brand Activation
- Identify Target Market and Consumer Insights
- Develop Brand Long-Term Essentials
- Strategizing for Brand Messaging

Questions? Email: corporateprograms@ecornell.com
Brand Purpose
- Command a Brand Premium
- Prepare to Profit from Change
- Define Brand Purpose

Brand Strategy
- Analyze the Market
- Identify Strategies to Strengthen Brand and Prioritize Options

Building a Resilient Services Marketing Information Systems
- Identifying the Components of a Services Marketing Information System
- Planning for Service Marketing Research
- Target Market Strategy

Building Analytical and Emotional Intelligence with Systems Thinking
- Bridge Knowledge Gaps
- Expand Your Thinking With New Logic
- Increase Your Metacognition and Emotional Intelligence

Building Great Teams
- Build Commitment to a Common Goal
- Instill a Commitment to Excellence in Your Team
- Create an Inclusive Environment

Building High-Performing Teams
- Diagnosing Your Team
- Cultivating Collaboration
- Utilizing Conflict to Develop Your Team
- Managing Virtual Teams
- Shifting Leadership Roles

Building High-Performing Virtual Teams
- Identifying and Addressing Key Challenges and Opportunities on Virtual Teams

Building Innovation Competencies
- Implement Lean Startup
- Build a Maker Culture
- Deploy Design Thinking

Building Leadership Character
- Choosing Your Leadership Character
- Self-Awareness, Self-Reflection, and Character Development
- Demonstrating Vulnerability

Coaching Skills for Leaders
- Explore Coaching
- Develop Your Coaching Skills
- Navigate Goals and Obstacles

Collaborative Communication for Engineering Leaders
- Leveraging Listening Skills
- Asking Powerful Questions
- Limiting Communication Interference
- Layering Communication Skills

Collaborative Communication for Technology Leaders
- Leveraging Listening Skills
- Asking Powerful Questions
- Limiting Communication Interference
- Layering Communication Skills

Communicate Well to Drive Project Outcomes
- Change Your Communication Strategy to Get Better Results
- Use Communication Best Practices
- Practice Better Strategies

Counteracting Unconscious Bias
- Examine Dimensions
- Recognize Unconscious Bias
- Identify Interventions that Can Help
Courage, Humility, and Compassion
- Courage
- Humility
- Compassion

Courageous Communication for Engineering Leaders
- Discover Courageous Communication
- Manage Emotional Reactions
- Develop a Culture of Feedback
- Use Conflict to Improve Team Outcomes

Courageous Communication for Technology Leaders
- Discover Courageous Communication
- Manage Emotional Reactions
- Develop a Culture of Feedback
- Use Conflict to Improve Team Outcomes

Creating and Sharing Interactive Data Models
- Relating Data
- Making Data More Interactive

Creating and Sustaining Remote Work Programs
- Assess and Plan
- Implementing Policies and Support Systems
- Measure and Sustain Your Program

Cross-Cultural Teams and Diversity
- Assess Diversity Challenges and Opportunities
- Compare Cultural Dimensions
- Diagnose Cultural Intelligence

Decision-Making and Accountability
- Develop a Plan for Leading Your Team through a Decision Together
- Assess and Address Bias
- Assess the Impact of Group Anomalies on Your Team

Decoding the Gender Gap in Board Membership
- Prepare Yourself for Board Membership
- Position Yourself as a Candidate
- Plan Your Strategy for Success

Defining Interfaces
- Discovering and Defining Operational Interfaces
- Managing Interface Specifications

Defining Scope
- Describing Your System in Terms of Interrelationships
- Identifying Key Scenarios
-Aligning Your Scope to Stakeholder Expectations

Descriptive Statistics for Business
- Numerically Describing One Quantitative Variable
- Visually Comparing Multiple Variables
- Numerically Comparing Two Quantitative Variables

Designing and Implementing Effective Social Media Policies
- Assess Social Media Risk
- Make a Social Media Policy Plan

Designing Organizations for Systems Thinking
- Create Your Organization’s Vision and Mission
- Build Capacity and Learning Systems
- Map and Assess Your VMCL

Developing a Service Strategy and Managing the Brand
- Turning Marketing Goals into Action
- Utilizing Innovation as a Strategy to Capture New Business
- Applying a Systematic Process to the Development of New Services
- Analyzing Your Brand
• Designing the Customer’s Experience
• Managing Your Brand

Developing an Integrated Marketing Communications Strategy for Services
• Identifying Marketing Communications Objectives
• Planning and Designing Creative Marketing Communications
• Selecting the Right Integrated Marketing Communications Methods and Media
• Determining the Success of Marketing Communications Campaigns

Developing and Communicating Vision and Strategy
• Assess Your Operating Environment
• Outline a Clear Vision Statement
• Articulate Your Business Strategy

Developing Executive Presence for Women Leaders
• Define “Executive Presence” in Your Context
• Practice and Refine Your Executive Presence

Developing Innovation Strategy
• Explore Innovation Strategy
• Identify Your Company’s Goals and Establish Success Metrics
• Gain Insight Into Your Customers’ Wants and Needs
• Mitigate Challenges and Create a Vision for the Future

Developing System Requirements
• Developing Use Case Behavioral Diagrams (UCBD)
• Requirements That Best Serve Your Project

Diagnosing Workplace Conflict
• Recognizing Possible Conflicts within your Workplace
• Identifying the Type and Level of Conflict
• Recognizing Style Impacts
• Asking Questions to Check Your Diagnosis

Diversity and Inclusion at Work
• Distinguish Between Diversity and Inclusion
• Examine Methods of Fostering Inclusion in Work Groups
• Assess the Sources of Inclusion

Effective Hiring and Interviewing
• Define Your Target
• Preparing for the Interview
• Make and Communicate Your Decision

Embracing the Basics of Business Law
• Legal Resources and How to Find Them
• Business Structures and Their Legal Implications
• Fiduciary Duties and Why They Matter

Essentials of Marketing Strategy
• Market Orientation and Marketing Mentality
• Market Strategy Overview

Evaluating and Scaling Innovation
• Manage Your Portfolio
• Diffuse Your Innovation
• Sustain Your Innovation Strategy

Evaluating Business and Customer Factors Affecting Marketing Decisions for Services
• Performing a Situation Analysis of Micro Forces
• Performing a Situation Analysis of Macro Forces
• Analyzing Consumer Behavior

Examining Scarcity and Opportunity Cost
• Examine Scarcity and Opportunity Cost
Executive Presence
- Connect
- Be Ready
- Overcome Presentation Habits
- Take Your Space and Speak With Purpose
- Take Your Time
- Sell It
- Gesture It
- Enjoy It
- Take It Easy
- Project Energy
- Respond to the Unexpected
- Hear It
- Capture the Room

Exploring Specialty Areas of Business Law
- Employment Law and the Path to Compliance
- Real Property Law and Related Processes
- Litigation and Its Typical Stages
- Tax Law and Business Tax Reduction
- Startups and Their Legal Considerations

Exploring Your System’s Architecture
- Constructing a Functional Flow Block Diagram
- Analyzing Your Functional Flow Block Diagram

Facilitating Staffing Decisions
- Staffing System Management

FinTech Disruptions
- Examine FinTech’s Relevance in Your Context

Fostering a Coaching Culture
- The Employee Development Landscape
- Identify and Prioritize Potential Coaching Opportunities
- Form a Hypothesis to Inform Your Coaching
- Develop a Coaching Plan

Fostering an Inclusive Climate
- Examine an Inclusive Climate
- Examine the Dynamics of Inclusive Climates
- Take Steps Toward Inclusion

Framing Complex Problems with Systems Thinking
- Explore Mental Models
- Address the Mismatch Between Mental Models and Reality
- Recognize Systems Thinking is a Complex Adaptive System

Gender Bias and Negotiation Strategies
- Examine Gender, Status, and Power in Negotiations
- Tailor Your Style
- Apply Effective Techniques

Getting Started with Spreadsheet Modeling and Business Analytics
- Familiarize Yourself with Business Analytics
- Prepare Your Data for Analysis
- Perform Text Management and Analytics

Goal Setting in Public Sector Organizations
- Set Goals for Your Organization
- Measure and Monitor Performance
- Overcome Challenges to Goals-Based Leadership

Harvesting Spreadsheet Data
- Introduction to Big Data

How to Identify, Measure, and Incorporate Risk and Return Into Capital Budgeting Decisions
- The Risk-Return Relationship
- Factoring Risk into Capital-Budgeting Decisions
- The Capital Asset Pricing Model
- Examining the Weighted Average Cost of Capital

Questions? Email: corporateprograms@ecornell.com
Identifying and Evaluating Risk
- Quantifying Risk
- Managing Risk

Identifying and Managing Emotions
- Identify Microexpressions of Emotions
- Why Should You Manage Emotions?
- Understand Your Emotional Profile
- Manage Your Emotional Reactions
- Recover from Repeated Negative Events

Implementing an Integrated Digital Marketing Plan
- Creating an Integrated Digital Marketing Plan
- Allocating Resources and Measuring Success
- Preparing for a Successful Implementation
- Adjusting Your Approach for Maximum Reach

Implementing Innovation
- Identifying Stakeholders to Develop an Organizational Plan
- Enable Innovation with Processes and Pathways
- Develop Policies that Support Innovation
- Develop and Leverage Infrastructure and Resources

Implementing the Quality Function Deployment Method
- Relate System Performance to Design
- Define and Refine Design Targets

Improving Engagement
- Define Engagement
- Examine the Drivers of Engagement
- Assess Your Organization Or Work Group

Inferential Statistics
- Estimating Population Parameters
- Identifying a Framework for Hypothesis Testing
- Testing for Averages Using P-values

Influence and Motivation for Engineering Leaders
- Getting Clear on What You Want and Why
- Choosing an Effective Influence Approach
- Creating and Delivering Persuasive Messaging
- Shaping Environmental and Situational Factors

Influence and Motivation for Technology Leaders
- Getting Clear on What You Want and Why
- Choosing an Effective Influence Approach
- Creating and Delivering Persuasive Messaging
- Shaping Environmental and Situational Factors

Innovation Tools
- Explore the Innovation Tools Spectrum
- Identify Tools for Your Innovation Strategy

Integrative Negotiation
- Separating Positions From Interests

Interpersonal Communication Skills
- Exploring and Developing Confidence
- Exhibiting and Developing Presence
- Using Social and Emotional Intelligence
- Displaying and Planning Mindful Communication

Interpreting the Behavior of Others
- Understanding Behavior in Limited Interactions
- Understanding Behavior in Extended Interactions

Introduction to Negotiation
- How to Split the Pie
- How to Grow the Pie
- Balance Cooperation and Competition

Launching Virtual Team Projects
- Creating a Shared Vision and Defining Roles and Responsibilities
- Building and Sustaining Trust, Motivation and Engagement
Leadership Skills and Traits in Public Sector Organizations
- Assess Leadership Traits
- Evaluate Your Organization and Your Leadership Readiness

Leading Across Cultures
- Explore Culture’s Impact on the Way We Think
- Refine Your Thoughts on Leadership Using Culture
- Develop Skills to Lead Cross-Cultural Teams
- Explore Culture’s Impact on our Relationships with Others

Leading Challenging Conversations
- Identify and Prepare for a Challenging Conversation
- Have a Challenging Conversation
- Determine Appropriate Next Steps After the Conversation

Leading Collaborative Teams
- Diagnosing Your Team
- Managing Your Team
- Growing Your Team
- Letting Go of Your Team

Leading for Creativity and Innovation
- Exploring Innovation
- Managing Innovative Teams
- Generating New Ideas

Leading in a VUCA World
- Identify and Reduce the Impacts of VUCA on Your Organization
- Match Your Strengths/Weaknesses with Key Leadership Skills for a VUCA World
- Build a Plan to Improve Your Vision, Courage, and Character Skills and Lead More Effectively

Leading in Public Sector Organizations
- Build an Effective Team
- Lead Teams Successfully
- Manage Conflict on Your Team

Leading Organizational Change
- Consider What It Means to Be a “Change Agent”
- Develop Your Agenda for Change

Leading Project Teams
- Assess Three Key Leadership Styles
- Assess Motivational and Participative Leadership Styles

Leading Strategic Change Initiatives
- Strategically Approaching Change
- Developing a Plan for Change

Leading with Credibility
- Establish a Credibility Baseline
- Optimize Follow-through
- Enact Espoused Values
- Foster a Credibility Culture

Leverage Emotional Intelligence for Project Results
- Identify Emotions Affecting Project Leadership
- Analyze and Choose Emotions to Yield Better Results

Make a Convincing Case for Your Solution
- Summarize Your Analysis of the Problem
- Use Evidence to Prove Your Analysis and Prepare to Defend Your Proposal

Making Capital Investment Decisions
- Introduction to Capital Budgeting Rules
- Net Present Value
- Internal Rate of Return
- Payback Period
- Profitability Index and Equivalent Annual Cost
Making Predictions and Forecasts with Data
• Complete a Loan Analysis and Inform with Analytics
• Make Predictions with Data Tables and Simulations

Making Predictions Using Statistical Probability
• Determining Expected Value
• Understanding the Normal Curve

Managing Conflict on Project Teams
• When to Avoid
• When to Meet in the Middle
• When to Force a Solution

Managing Service Demand through Pricing and Distribution Strategies
• Estimating Market Demand for a Service Business
• Applying a Strategic Approach to Pricing
• Identifying Pricing Methods and Tactics
• Selecting Distribution Channels
• Reducing Channel Conflict

Managing Team Performance
• Establishing Performance Standards
• Individual and Team Performance
• Managing for Performance
• Addressing Performance Barriers

Managing Time and Priorities
• Aligning Time to Priorities
• Auditing Priorities to Assess Fit
• Audit Actions to Assess Time
• Evaluation for Performance Improvement
• Strategic Work Distribution

Market Response Modeling
• Conceptual Views of Market Response Models
• Steps in Building a Market Response Model

Mastering the Essentials of Influence
• Changing Your Beliefs
• Changing Your Behaviors

Mastering the Time Value of Money
• Build Your TVM Toolbox
• Perpetuities
• Annuities
• Future Values

Measuring and Improving Efficiency
• The Budget as a Baseline for Efficiency

Measuring Customer Preferences
• Exploring Conjoint Analysis
• Collecting Conjoint Data
• Simulating Business Decisions

Monitoring and Controlling Projects
• Exceed Standard Practices
• Manage Scope and Effort
• Use Monitoring Strategies

Motivating People for High Performance
• Resolving a Suspected Motivation Problem
• Using the Drivers of Motivation

Motivating Public Sector Employees
• Assess the Motivations of Public Sector Employees
• Apply Motivational Tools Effectively
• Motivate Employees With Your Behavior

Multivariable Comparisons
• Comparing Two Population Means
• Comparing More than Two Population Means
• Testing for Proportions—Qualitative Data
• Testing Two Qualitative Variables

Navigating Labor Relations
• Managing Workplace Conflict
• Negotiating Effectively
Navigating Power Relationships
- Power Situations
- Networks
- Responsible Use of Power

Negotiation Skills
- Elements of Negotiation
- Preparing for the Negotiation
- Defining the Negotiation Interaction

Optimizing Digital Advertising with Analytics
- Digital Advertising Trends and How They Are Changing
- Managing Sponsored Search Advertising
- Measuring Advertising Success
- Attributing Sales Outcomes and Using Randomized Controlled Trials

Organizing the Project and Its Components
- Identify the Project Scope and Complexity
- Create the Project Network
- Identify Sources of Uncertainty

Photography Fundamentals
- What Makes a Good Photograph
- Organize and Share Your Photos
- Analyze Photographs

Planning and Delivering Effective Presentations
- Taking Command of Your Delivery
- Evaluating Your Audience and Its Needs
- Formulating Your Message

Planning and Managing Resources
- Flex Schedules and Resources to Your Advantage
- Use Critical Project Management Tools
- Manage Scope, Creep, and the Unknown

Power and Gender Dynamics
- Assess Your Organization in Terms of Power and Gender Dynamics
- Assess Yourself as a Leader in Terms of Power

Practical Applications of Statistics
- Exploring the Role of Statistics in Quality Control
- Introducing Strategic Decision Making
- Introducing Multivariate Analysis

Predicting and Managing Customers’ Lifetime Value
- Customer Relationship Management
- Customer Lifetime Value

Preparing for Digital Transformation
- Map the Builder Process
- Locate Gaps in Your Builder Process
- Assess Readiness for Digital Transformation

Preparing for the Future
- Develop an Assessment Plan
- Address a Specific Challenge
- Build a Plan to Sustain Momentum
- Apply the REST Model in Your Daily Life

Presenting Quantitative Data
- Exploring Foundational Concepts in Statistics
- Describing One Qualitative Variable
- Visualizing One Quantitative Variable

Pricing Strategy
- Determine What Your Customer Is Willing to Pay
- Consider Behavioral Factors Affecting WTP
- Consider Other Pricing Strategies

Public Sector Leadership Strategies
- Apply the Situational Model of Leadership
- Explore the Contingency Leadership Model
- Assess the Path-Goal Model of Leadership
Quality and Service Excellence
• Defining Quality
• Fostering Customer Focus
• Supporting Employee Focus
• Promoting Process Focus
• Analyzing Outcomes and Thinking Strategically

Rapid Ideation
• Up-level the State of Digitization
• Shift When Business Activities Occur
• Create New Marketplaces

Services Marketing Planning and Management
• Assessing the Role of Marketing in Your Organization
• Determining How Your Organization Uses the Service Marketing Process
• Explaining How Your Organization Succeeds in the Marketplace
• Assessing How Your Organization Counts the Dimensions of Services
• Focusing on the Customer’s Experience

Setting Internal and External Conditions for Success
• Determine Your Most Important Internal Priorities
• Determine Your Most Important External Priorities
• Create a Plan to Prepare for What You Cannot Control

Solve Problems Using Evidence and Critical Thinking
• Assess the Context of the Problem
• Bridge the Gap
• Determine Root Causes

Statistical Forecasting
• Introducing Time Series
• Forecasting No-Trend (Stationary) Data
• Forecasting Linear Data
• Forecasting Seasonal Data

Strategic Decision Making
• Assess Your Decision
• Account for Biases
• Gather and Weigh Information
• Follow-Through

Strengths-Based Engineering Leadership
• Manage Your Inner Critic

Strengths-Based Technology Leadership
• Manage Your Inner Critic

Structuring Business Agreements for Success
• The Fundamentals of Contracts
• Introduction to Transactional Agreements
• Working with Representations and Warranties
• Working with Covenants
• Working with Post-Closing Price Adjustments

The Network Effect
• Evaluate Your Network
• Identify Barriers to Building a Network
• Identify and Attract Potential Sponsors and Protégés

The Process, the Players, and Strategic Considerations of Raising Capital
• Financing Choices and the Debt-Irrelevance Proposition
• Factoring Taxes into the Financing Decision
• Financial Distress Costs
• Factoring Transaction Costs into the Financing Decision

The Psychology of Getting Things Done
• Know Where You’re Going
• Align Your Network
• Make Starting Effortless
• Managing Your Beliefs and Decisions
Total Rewards Compensation
- The Total Rewards Framework
- The Point Method
- Total Rewards and Employee Preferences
- Rewards and Risks
- Short-term and Long-term Incentives

Turning Groups into Teams
- Distinguish Between Groups and Teams
- Analyze a Team’s Stage of Performance
- Identify Possible Gaps

Understanding Financial Statements
- Reading the Income Statement
- Reading the Balance Sheet
- Reading the Cash Flow Statement

Understanding the Digital Marketing Landscape and the Customer Funnel
- A Tour of the Digital Marketing Landscape
- Using Frameworks to Identify Objectives and Strategies
- The Customer Funnel and the Customer Journey
- Evaluating Success and Preparing for Change

Using Data for Positioning Brands
- Positioning
- Perceptual Maps

Using Earned Value Management for Project Managers
- Implement Project Controls through Meetings
- Calculate Planned Cost, Actual Cost, and Earned Value
- Forecast Project Cost

Using Prescriptive Analytics in Excel
- Prescriptive Modeling Using Solver
- Reporting and Managing Solver for Prescriptive Modeling

Using Ratio Analysis to Evaluate Financial Performance
- Asset Management Ratios
- Solvency and Capital Structure Ratios
- Profitability Ratios and DuPont Analysis
- Cash Conversion Cycle
- Fixed Asset Ratios

Using the Four Simple Rules of Systems Thinking
- Make Distinctions
- Organize Part-Whole Systems
- Identify Relationships
- Explore Perspectives

Value-Based Engineering Leadership
- Manage Your Inner Critic
- Checking Value Alignment
- Applying Personal Values to Leadership
- Creating a Values Roadmap

Value-Based Technology Leadership
- Discovering Values
- Checking Value Alignment
- Applying Personal Values to Leadership
- Creating a Values Roadmap

Virtual Communication, Constructive Conflict, and Collaboration
- Assess Your Team
- Overcome Threats to Communication
- Using Negotiation Techniques to Manage Conflict

Visualizing and Communicating Insights in Excel
- Use Pivot Tables to Communicate Data Clearly and Accurately
- Visualizing with Charts and Graphs

Visualizing and Modeling Complex Problems
- Visualizing the Information and Structure of Your Thinking
- Increase the Efficiency of Your Thinking
- Build and Analyze Visual Maps

Questions? Email: corporateprograms@ecornell.com
Women in Leadership, Giving and Receiving Feedback
- Plan to Give Feedback that Matters
- Find the Sweet Spot of Effective Feedback
- Address Problems in Feedback

Women in Leadership, Navigating the Double Bind
- Explore Your Myers-Briggs Type
- Examine the Gender Dimension
- Handle Conflict

Women in Leadership, Negotiation Skills
- Outmaneuver Common Negotiation Traps
- Use a Negotiation Style that Fits You
- Practice Proven Negotiation Techniques

Women in Leadership, Outsmart the Work-Life Balance
- Take Personal Inventory
- Make the Most of Flexible Options
- Perform a Systems Check

Women in Leadership, Using Emotional Intelligence to Drive Results
- Examine Emotional Intelligence
- Develop the Self-Related Competencies
- Develop the Social-Related Competencies

Working with Legal Professionals
- Establishing an Attorney Relationship
- Collaborating on Litigation Matters
- Working with Lawyers on Transactions
- Working with In-House Counsel

SALES GROWTH LIBRARY

Discovering Sales Growth Opportunities
- Segment Your Customers to Focus Your Search
- Find Pockets of Growth in Your Market
- Identify Your Top Opportunities
- Manage Your Sales Funnel

Getting the Most From Your Sales Efforts
- Prioritize Your Accounts
- Align Your Efforts Against Your Highest Value Opportunities
- Maximize Your Time Spent Selling

Managing Sales Performance for Growth
- Establish Clear Sales Metrics, Accountabilities, and Targets
- Track and Manage Sales Performance
- Coach to the Sales Metrics

Sales Negotiation to Maximize Value
- Conduct an Effective Sales Call
- Drive Value Beyond Price
- Negotiate to Maximize Value

Winning with Your Key Accounts
- Assess Your Key Accounts
- Tailor Your Value Proposition to Specific Customers
- Drive Growth through Account Planning

Questions? Email: corporateprograms@ecornell.com
SERVICE EXCELLENCE LIBRARY

Service Excellence
- The Service Experience Cycle
- The PERC Toolkit
- Contextual Sensitivity
- Anticipating Needs

- Communication
- Listen, Observe, Ask
- Conflict Resolution
- Service Recovery
- Service Excellence for Senior Living