

HRD Press eLearning

Breaking the mold, not the bank!



Finally an
eLearning
program that
puts the

back in **R.O.I.**

R.O.I. Return on Investment

It sounds simple enough. Get more out than you put in, right? However, when it comes to measuring your eLearning investment it is anything *but* simple.

Historically you had three options when it came to purchasing eLearning courses.

- Low-cost courses that were little more than PowerPoint presentations with a quiz added on
- Attractive courses that did not achieve your learning objectives
- Expensive high-quality courses that were professionally designed and developed by industry leaders

Regardless of the option you chose, it was tough to get a **real** return on your investment. Either the courses provided no measureable learning, or they were so expensive that the “return” was a long-range goal at best.

Now you have a fourth choice.

HRD Press, a worldwide leader in soft-skill content, has partnered with Element K, the world’s leading provider of quality eLearning courses. The result is a high-quality, very affordable eLearning solution.

Our package includes courses professionally designed by industry leading authors and all of the technological bells and whistles you would hope for in an eLearning purchase, including interactive simulations, games, and questionnaires to keep your learners engaged.

All at a price point that won’t break the bank!

Putting the “R” Back in R.O.I.

In order to determine your “R” you need to look at two variables
(1) The Top Line—what you invested in the program and
(2) The Bottom Line—what you received for your investment.

The Top Line

Purchase and own these quality eLearning courses for as little as \$995 per course. With our competitors charging as much as \$35,000 for a similar course, you can easily see why this is such a great deal. Our special package pricing can even save you considerably more!

Our flexible purchase options include (i) source code version (ii) CD version (iii) seats on our LMS or (iv) your own LMS preloaded with our entire course library. All at a price point that is less than you might imagine.

The Bottom Line

Since ROI is equally about what you receive as well as what you invested, we have taken great care to ensure a better course. The result is a richer learning experience, complete with business simulations, quizzes, games, and the kind of content that can only be found working with leading subject matter experts.

With our courses you aren’t getting watered down and generalized content. It’s the best content, from the best authors, wrapped up in the best scorm compliant course design available.

***Call us today for
Special Introductory Pricing!
1-800-822-2801 x 138***

The eLearning library you've been dreaming about at a price you can actually afford!

The Potential of eLearning

eLearning has great potential: lower costs, reduced classroom time, increased knowledge retention, just to name a few. In addition, robust tracking can reduce your reporting requirements burden. However, for most companies eLearning has yet to fulfill its potential.

The LMS craze pushed technology companies with little practical knowledge of the subject matter to thrust out libraries containing thousands of courses — and we bought them — but what were they teaching? The focus on “speed to market” corresponded with a lack of results, particularly for training on soft skills.

To be effective, soft skills eLearning courses need a unique blend of high quality content and course design in order to teach skills that will transfer to on-the-job performance. This “marriage” of content, design, and delivery will help fulfill the potential of eLearning.

Better Content, Design, and Delivery = Better Results!

Although eLearning has been a great medium for certain types of technical training, it has sorely lacked in its ability to transfer competence in the soft-skill areas that make up as much as 60% of your overall training curriculum. With our dramatically enhanced content offerings, built with the assistance of the world's leading authors, you can be confident that your learner's and organizations will benefit:

- **Build More Effective Leaders**
- **Transform Your HR Capabilities**
- **Increase Communication Effectiveness**
- **We Make It Pleasurable, and Measurable!**

Better Pricing, Flexibility, and a Guarantee = A Better Value!

Purchasing an LMS and the type of eLearning courses you desire is an expensive proposition. However with our special introductory pricing you can get a lifetime of learning, for a fraction of what you would expect to spend.

Purchase the source code for added customization flexibility or add in our installation services for a turnkey package and save even more.

We back it all up with a full 90-day money back guarantee.

**Our better pricing,
coupled with our flexible
terms and money back
guarantee, assures a
greater return on your
investment!**



eLearning the Courses

Coaching in the Workplace

Establishing the Coaching Relationship

Leadership is a cornerstone of a successful business or organization. Leaders inspire, encourage, and motivate employees to work to their highest potential. Attributes of leadership are not fashioned overnight; they are grown and fostered, and the best way to grow and foster future leaders is through a workplace coaching relationship. This course is designed to help workplace environments run at full capacity by propagating leadership potential by establishing coaching relationships.

Coaching for Performance

Bring out your employees' optimal potential by learning how to coach for performance. In this dynamic follow-up to Coaching in the Workplace: Establishing the Coaching Relationship, managers are taught how to implement strategies that bring out the best in their employees. Managers who adopt these coaching skills will be able to empower their workers, encourage them to take risks, develop skills, and optimize their work performance. This course teaches coaches to coach for performance.

Human Resource Optimization

Creating and Maintaining a Talented Workforce

End the turnover epidemic by creating and maintaining a talented workforce. High employee turnover is costing your company time, resources, and a lot of money. Instead of spending your time recruiting new hires and investing money in expensive training programs, focus your energy on fostering long-term commitments from your current employees.

Managing Employees

Get rid of those pesky TPS reports and learn how to effectively manage your employees in order to cultivate a successful business environment. The difference between a sterile performance management system and an active performance management system is the latter's potential for retaining quality employees, and the development of individual skill sets within the workplace.

Creating Development Plans

Today's employees are acutely aware of their assets and vulnerabilities in the current job market. Employee development helps motivated employees reach their career goals within the confines of your business. Creating action plans for employees fosters loyalty while optimizing productivity in the workplace. In this course, learn how to create effective development plans for your employees.

Communicating Effectively

Communication in the workplace can be tricky. What should employers share? When should they share it? And how? Employees resent both lack of communication and poorly planned communication in the workplace.

Team Sponsorship

Sponsoring a Natural Team

When children are young, a parent oversees their daily tasks, from brushing their teeth in the morning to making sure they are in bed at a reasonable hour. As they grow older, the parent begins to relinquish control, allowing the children to make their own decisions and run their own lives. Sponsoring a natural team is a lot like parenting children. Learn how to grow a team that will eventually be able to run itself, making informed decisions based on your previous guidance.

Sponsoring Standing and Ad Hoc Teams

After you have grown a natural team, what is the role of the team sponsor? While the traditional manager is the overseer of a team, a sponsor allows the team to act on a pre-confirmed plan. In this course, learn how to sponsor both standing and ad hoc teams.

Mentoring Others

As an experienced mentor, you are in a great position to share your accumulated workplace wisdom and expertise with someone else. You want to refresh your understanding of the theories behind effective mentoring to ensure the greatest possible return on your investment of time and energy. This course will give experienced mentors rapid access to important concepts and techniques they can directly utilize in assisting mentees.



Employee Relations

Communicating for Effective Employee Relations

How you communicate with your employees has a major impact on the overall atmosphere within the workplace. A positive, professional work relationship between the employer and the employee is a crucial aspect of successful businesses. This course explains how communication can foster or hinder employee/ employer relationships and what you can do to communicate effectively.

Satisfying Your Employees

Job satisfaction directly affects work performance. An unhappy employee will inevitably put forth a minimal amount of effort in his job. In this course, learn ways to satisfy employees in order to improve productivity and retain employees in the workplace. Satisfying your employees will motivate them to succeed, and therefore, your company will succeed.

Understanding Employment Law

Understanding employment law will help protect your company, yourself, and your employees. Take a crucial step in shielding your business from unwanted and costly litigation. Learn what laws affect your business and learn how to prevent violations. This course is a must for all managers and supervisors in any company.



Hiring Top Performers

Initiating the Hiring Process

Your hiring choices can determine the success or failure of your business. "Hiring choices" include not only who you hire, but into what position you place them. In this invaluable course, learn how to rethink the way you hire new employees, from how you recruit to how to determine placement. This course is perfect for both fledgling businesses and established corporations.

Handling Interviews

Do you take the necessary time and planning before conducting an interview with a potential new employee? Having an interview plan will help you gauge whether the interviewee is the right person for a specific position within your company. Learn what details to include in your interview plan, how to reach an unbiased decision, and what methods to incorporate during the interview.

Concluding the Hiring Process

It is critical for businesses to implement strategies to help retain new hires. Companies that are able to recruit and retain top employees are able to gain a significant edge because they waste less time, money, and resources managing constant turnover. Learn how to not only attract the best recruits, but how to make your brand new hires never want to seek work elsewhere.

Managing the Generation Mix

This course focuses on management techniques that make it easy to effectively lead a multi generational workforce. Accommodating your employees specific needs will help pique their work performance; Gen X parents may require different techniques than a Generation Y employee. This course helps managers recognize and juggle the complex nature of managing a generation-mixed work force.

Leadership Skills

Position Yourself to Lead

Senior managers are constantly looking for ways to attain better and more lucrative results from their team. Find out how effective leaders improve employees trust and dedication to bring out the best in their performance. Learn principles to great communication, organizing, and effective time-management.



Building a Winning Team

Running a successful workplace requires flexibility. It's time to lose preconceived notions about management and learn how to supervise a modern-day workforce effectively. This course teaches managers essential leadership skills that help you delegate more responsibility to your team while enabling you to strategize and focus on the bigger picture. Learn how to effectively manage a 21st century work team by implementing 21st century techniques.

Lead with Confidence

A manager should command respect from his employees; without confidence, there is no respect. A lack of respect equals less productivity in the workplace. This course teaches you how to present yourself as a strong leader who can motivate, manage, and set goals for individual employees, the work group, or the company.

Knowledge Management

Basics of Knowledge Management

Business managers understand that knowledge is their company's greatest asset. In order for knowledge to propel a company's success, it needs to be properly harnessed and effectively distributed to the workforce. In this course, managers learn how to manage and cultivate knowledge in the workplace.

Knowledge Management and Organizational Learning

This course teaches the basics of creating and implementing a knowledge management system (KMS.) Knowledge management systems are inextricably linked to organizational learning. Understanding how to create a knowledge management system that matches your company's specific needs and work culture is the first step to bringing the workforce together under one mission and leveraging company-wide learning initiatives.

Implementing Knowledge Management

This course teaches managers how to implement knowledge management systems after the design phase. Learn to effectively manage your knowledge management system to increase workforce knowledge of mission critical information and create a lasting competitive edge for your business.

Public Presentations

Deciding to Speak

You've been invited to give a speech at a conference. Flattery may impel you to accept right away; however, deciding whether or not giving a speech benefits your company should be your first consideration. Learn basic guidelines that aid in helping you consider which speech opportunities you should accept and which ones you should step away from.

Preparing Your Speech

Once you've decided to give a speech, your next step is preparation. Learn the pivotal elements and valuable tips that will enable you to prepare a dynamic, crowd-pleasing speech.

Delivering Your Speech

It doesn't matter how well your speech is written: if it is poorly presented, it will not influence or impress the audience. Delivery is everything! This course helps novice and seasoned public speakers by providing simple advice on how to give the best speech possible.

Publicizing Your Speech

Your speech was a success! You're finished! Or maybe not... this course discusses the critical importance of publicizing your speech. Increase the chances of being invited to subsequent speaking engagements by learning how to increase your publicity.

Wellness

These courses promote wellness within the workplace. First, employees assess their level of wellness in relation to their health and/or fitness goals. Follow-up courses include:

Introduction & Self Assessment—Where do you need help?

Stop Smoking—Kick the Habit!

Weight Control—Develop a healthier way of living!

Job Satisfaction—Understanding the effects and achieving results!

Blood Pressure Control—Reduce your risk of serious conditions!

Stress Management—Improve your stress resiliency!

Fitness Primer—Establish your own fitness program!

Personal Safety—Get "Safety Smart"!

Personal Growth—Set a clearer path for your future!

Creative Thinking—Strategies for expanding your creativity!

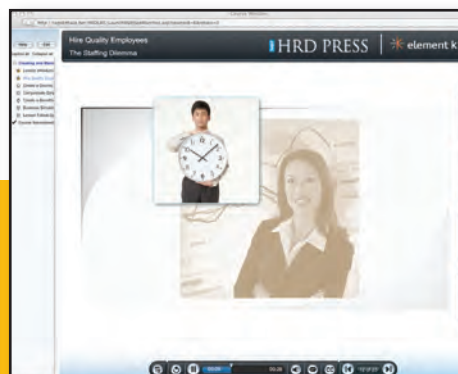
Low Back Care—Don't let the pain slow you down!

Managing Change—Navigate new situations effectively!

Nutrition—Gain knowledge on healthier eating!

Interpersonal Communication—Make all communication stress free!

Wellness learning spans the science behind blood pressure to stress management techniques to designing a personalized fitness plan. The wellness series benefits employers and employees by promoting and maintaining healthier lifestyles at home and in the workplace.



HR Skills

Managing Human Capital

The Ethical Dilemma—As a manager, you set the tone for your company. A manager who is perceived as unethical will instill a culture of distrust and substandard performance. Learn how to project an image of ethical superiority through principled methodology and internal accountability.

Downsizing—No one enjoys letting employees go. Your ultimate objective when downsizing should be to make sure your employees are treated with the utmost respect. Learn what considerations to take before downsizing and how to reduce your organization with dignity.

Mastering Key Retention Strategies—The American Management Association reports that the cost of recruiting and training a new employee costs between 25 and 200 percent of their annual salary! This means finding and retaining excellent employees is crucial for the ultimate success of an organization.

Winning with People at Work

Mastering Concepts for Getting Results—The most effective management strategies are the ones that never fail to obtain the best performances from employees. A good manager implements proven techniques, and consistently examines their results. This course introduces practical ways to implement management techniques that create success.

Building a Winning Team—Winning teams work well together, and produce exceptional work on time through careful planning and strategic management. In this course, managers, supervisors, and team leaders learn the skills and steps to take in order to build a winning team.

Developing Ethical Leadership Skills—Is the ethical corporate leader more successful? Ethical leaders give their corporations a competitive edge by building upon the trust of both clients and investors. Learn how creating a work ethic based on principled management will boost your company's position in its markets and the community.

Performance Under Pressure

Managing Stress in the Workplace—Employees in today's workforce are expected to do more with less: more productivity, better results, and longer hours, all within the same five-six day work week. To counter these increased pressures, managers need to provide more ways of alleviating stress in the workplace.

Working Well Under Pressure—How do your employees cope with high-pressure situations? This course provides management techniques that help both employers and their employees learn how to cope under pressure. Learn invaluable stress management techniques to teach employees how to anticipate and manage potentially stressful situations.

Dealing with Stressors—Stress results from many different factors. This course addresses the various factors that create stress in the workplace, and provides techniques that help ease individual stressors. Learn how the SBRT (Stop, Breathe, Rewrite, and Take Action) technique will help your employees deal with pressure in the workplace.

Strategic Development of Talent

Creating a Strategic Development Plan—Often, a company-wide development plan is all talk and no action. In this course, learn how to create strategic development plans that demonstrate the company's commitment to continued learning. Motivate employees to develop themselves by implementing a reward and penalty system to foster a proactive workforce.

Choosing a Development Strategy—This course helps managers design development strategies that nurture employees' individual talents. The key to planning talent development in the workplace is to assess each employee's strengths and weaknesses. Learn how to organize a comprehensive needs assessment, and use that knowledge to develop a winning development strategy.

Developing a learning organization—This course teaches managers how to develop an effective learning organization. By implementing strategies that create a learning culture organizations can prevent stagnation and ensure continuing competitiveness and growth.

Just Published!

Client Relationship Management

Managing Relationships During Initiation and Planning—When projects don't go as planned, the result is an unhappy client. Your professionalism, listening skills, availability, responsiveness, and reliability are all factored into the client's level of satisfaction. These skills make the difference between a disappointing customer experience and a memorable one.

Managing Relationships During Execution and Close-Out—You may have made the best impression in the client's mind, but, it is the project implementation and close-out stages that determine the success of your project. During implementation you need to ensure your plan does not go off course. During the close-out stage, you need to ensure client satisfaction, determine reasons for client dissatisfaction, and draw a plan to extend long-term relationships.

Managing Interaction-Based Causes for Project Failure—A failed project has dire consequences. The causes can be due to poor technical performance or poor service performance. Technical aspects of a project are explicit deliverables. Whereas, the implicit aspects of service performance can be far more challenging to pinpoint. Managing and avoiding these failures are crucial to sustained business and positive relationships.

Value

Better courses at better prices

Order now to receive the accompanying *Manager's Pocket Guide*—in Microsoft Word—for each course you order for unlimited use and reproduction in your organization!

eLearning Course Pricing

Any Single Course

- CD Version - \$995.00
- LMS Version - \$1,995.00

Purchase the entire package and save more!

Call now to inquire about our special introductory package pricing & savings!

800-822-2801 x 138



Courses Include:

Position Yourself to Lead
Building a Winning Team
Lead with Confidence
Developing Ethical Leadership Skills
Communicating for Effective Employee Relations
Satisfying Your Employees
Establishing the Coaching Relationship
Coaching for Performance
Managing the Generation Mix
Winning With People at Work: Concepts
Winning With People at Work: Teams
Sponsoring Natural Teams
Sponsoring Standing & Ad Hoc Teams
Managing Employees
Creating and Maintaining a Talented Workforce
Creating Development Plans
HR: Communicating Effectively
Initiating the Hiring Process
Handling the Interview
Concluding the Hiring Process
Basics of Knowledge Management
Knowledge Management and Organizational Learning
Implementing Knowledge Management
HR Skills: The Ethical Dilemma
HR Skills: Mastering Key Retention Strategies
HR Skills: Downsizing
Managing Stress in the Workplace
Client Relationship Management: Initiation & Planning
Client Relationship Management: Execution & Close Out
Client Relationship Management: Managing Project Failure
Understanding Employment Law
Mentoring Others
Working Well Under Pressure
Dealing with Workplace Stress
Discovering the Employee of the Future
Developing a Compelling Recruiting Message
Planning Your Recruiting
Selecting the Right Employee
Choosing a Development System
Developing a Learning Organization
Wellness: 14 Great Mini-Courses

 **HRD PRESS**

22 Amherst Road, Amherst, MA 01002 • 800-822-2801 x 138 • www.hrdpress.com