

SMALL BUSINESS GLOBAL CLASSROOM

Global Classroom provides a total education solution in business, technology and career readiness. The solution includes thousands of online courses and video tutorials for business owners and their employees to access anytime...from anywhere. The platform also includes a Learning Management System (LMS) for course management, course development and tracking course participation. Course content comes from a growing list of nationally-recognized technology and training companies (e.g. SkillSoft, Microsoft, Franklin Covey, Emily Post and WIN Learning). Gwinnett Chamber members (and their employees) will have unlimited, free access to a Business Basic library and Microsoft 365 Essentials for Business library (see below for courses).



UNLIMITED AND FREE CLASSES INCLUDE:

BASIC ACCOUNTING PRINCIPLES

- Understanding Accounting
- Accounting Assumptions & Principles
- Global Convergence in Accounting

COMMUNICATING WITH CONFIDENCE

- Advantages & Elements of Confident Communication
- Accounting Assumptions & Principles
- Global Convergence in Accounting

THE ESSENTIALS OF BUDGETING

- Introduction to Budgeting
- Budgeting Sales, Production & Cash
- Approaches to Budgeting
- Budgetary Control & Variance Analysis

PLANNING A PRESENTATION

- Identifying the Audience
- Organizing Ideas for a Presentation
- Selecting a Presentation Method

USING EMAIL & INSTANT MESSAGING EFFECTIVELY

- Guidelines for Effective E-mail Messages
- Elements of E-mail Messages
- Keeping E-mails Concise
- Guidelines for Instant Messaging (IM) Etiquette

COMMUNICATING ACROSS CULTURES

- Speaking and Writing Across Culture
- Effective Cross-Cultural Presentations
- Practice: Communicating Across Cultures

ETHICAL DECISION-MAKING IN THE WORKPLACE

- The Ethical Decision Process
- Common Ethical Problems
- Obstacles to Ethical Decisions
- Perspectives for Ethical Decision-making
- Strategies for Ethical Decision-making

PROFESSIONAL NETWORKING ESSENTIALS

- Getting Your Professional Network Started
- Building Rapport with New Business Clients

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UNLIMITED AND FREE CLASSES (CONTINUED):

BUILDING RAPPORT IN CUSTOMER RELATIONS

- Being Customer-Focused
- Understanding Your Customer's Feelings
- Building Rapport with Customers

SCREENING APPLICANTS FOR INTERVIEWING

- Creating a Job Description for an Open Position
- Screening Resumes for Job Requirements
- Screening Resumes for Red Flags

UNDERSTANDING THE FUNDAMENTALS OF BUSINESS EXECUTION

- Why Is Execution So Difficult?
- Leadership, Workforces, and Execution
- Organizational Culture and Execution

MOTIVATING EMPLOYEES

- Introduction to Motivation
- Using Key Strategies of Motivation
- Encouraging Individual Motivation

UNDERSTANDING CHANGE

- Understanding Organizational Change
- Types of Organizational Changes
- Approaches to Managing Organizational Changes

PROBLEM SOLVING FUNDAMENTALS

- The Problem-Solving Model
- Problem-Solving Mind Traps
- Dealing with Problem Solving Traps
- Problem Solving Skills and Competencies

INTRODUCTION TO SALES

- Sales vs. Marketing: What's the Difference?
- Effective Sales: Competencies and Trends
- Buyer Behavior
- An Introduction to the Sales Process

SOCIAL MEDIA—BASICS

- Being Googleable
- Creating/Customizing Badges
- Retweeting

UNLIMITED & FREE MICROSOFT OFFICE 365 LIBRARY INCLUDES:

- Microsoft Office 365 Video Tutorials—Set-up
- Microsoft Office 365 Video Tutorials—Office on Demand
- Microsoft Office 365 Video Tutorials—Editing Documents
- Microsoft Office 365 Video Tutorials—Sharing
- Microsoft Office 365 Video Tutorials—Using the Admin
- Windows 8 Video Tutorials—Customization
- Windows 8 Video Tutorials—The Desktop
- Windows 8 Video Tutorials—Tools
- Windows 8.1 Video Tutorials—Basics
- Windows 8.1 Video Tutorials—Advanced Features
- Windows 8.1 Video Tutorials—Task & File Management
- Windows 8.1 Video Tutorials—Windows Store & Apps
- Windows 8.1 Video Tutorials—Windows 8.1 & IE 11

To explore this opportunity further, or to get started, visit gwinnettchamber.globalclassroomportal.com. For more information, please contact Stephanie Sokenis at ssokenis@gwinnettchamber.org or 678-672-2562.