BUSINESS RESOURCES

BUSINESS MANAGEMENT TRAINING

LEDC is pleased to offer the following educational opportunities to the Latino business community using the Learngenix platform. Participants in this series of courses will receive training in a variety of areas of interest and gain the tools they need to bring their businesses to the next level.

The following are descriptions of each of the available courses

To register and access the courses, visit:

REGISTER

If you need help registering or have other questions, contact:

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East Side Enterprise Center
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CUSTOMER SERVICE

Course details

In a business, everyone provides customer service in one way or another. Some work on the front lines, directly serving the people buying goods or services. Others, for example accountants, provide a service to employees by cutting paychecks and fulfilling other duties that keep the business afloat. Even business owners provide services, tending to the needs of their staff and clients.

In this course, we’ll examine all different kinds of ‘customers’ and the strategies we can use to better serve them and become better communicators in the process.

Course Objectives

At the end of this course, participants will be able to:
• explain the meaning of customer service as it relates to both internal and external ‘customers’
• recognize the ways attitude affects customer service
• identify what the customer needs
• provide outstanding customer service to generate higher earnings
• build good relationships through in person customer service
• provide excellent customer service over the phone
• connect with customers through online platforms
• handle difficult or demanding clients

REGISTER
ONBOARDING

Course details

The process of onboarding new employees is crucial for retaining the best talent. Beyond just orientation, an onboarding program shapes the way new hires relate within their new work environment. Implementing an onboarding program helps shape the culture of the business and develops a highly qualified talent pool.

Course Objectives

At the end of this course, participants will be able to:
- define onboarding
- understand the purpose and benefits of having an onboarding program
- explain what’s needed to implement an onboarding program
- identify ways to involve employees and follow up
- set expectations
- recognize the importance of resiliency and flexibility

REGISTER
COMMUNICATION STRATEGIES

Course details
The ability to communicate clearly and effectively is essential to success in any activity, whether personal, familial, or business-related. In this course, participants will be introduced to different communication methods and learn to reap the benefits of each method.

Course Objectives
At the end of this course, participants will be able to:
- explain what communication means
- identify different ways communication takes place
- identify communication barriers and how to overcome them
- develop nonverbal and paraverbal communication skills
- utilize the STAR method to speak in the moment
- listen actively and effectively
- come up with good questions
- utilize appreciative inquiry as a communication tool
- identify effective ways of engaging in conversation and expanding networks
- identify and mitigate precipitating factors
- find common ground with others
- speak in “I” statements

REGISTER
CONFLICT RESOLUTION

Course details

Conflict resolution is a set of methods, actions, skills, and processes used to peacefully resolve dilemmas or problems between two or more parties who disagree at first. When the parties can’t resolve the problem on their own, a mediator is often used.

The primary goal of this tool is to avoid violence and come to an equitable and just solution for everyone involved.

In this course, participants will learn a six-step process that can be used to modify and resolve conflicts of all sizes. They’ll also learn essential conflict resolution skills such as managing anger and Agreement Frames.

Course Objectives

At the end of this course, participants will be able to:
- define ‘conflict’ and ‘conflict resolution’
- identify the six phases of the conflict resolution process
- name the five main conflict resolution styles
- adapt the process for all types of conflict
- separate out the parts of the process and use tools to prevent conflict
- utilize basic communication tools, including agreement frames and open questions
- utilize basic anger and stress management techniques

REGISTER
BUDGETING AND FINANCIAL REPORTS

Course details

This course serves as an introduction to the professional skills and knowledge small business owners need to have relevant conversations and make decisions based on financial information.

In this course, participants will work through several user-friendly modules, taught by an experienced professional, to learn how to apply financial terms in the context of real life.

Course Objectives

At the end of this course, participants will be able to:
- identify and understand financial terms
- read and analyze financial statements
- understand budgets
- easily prepare a budget
- use advanced projection techniques
- manage a budget
- make smart purchasing decisions
- identify the legal aspects of finance

REGISTER
TIME MANAGEMENT

Course details

Most training in time management starts with setting goals. These goals are tracked and categorized as projects, action plans, or task lists. Then, activities are classified by urgency and importance, priorities are assigned, and timelines are established. This process takes the place of to-do lists and activity calendars, helping to cut down on time spent doing routine, repetitive tasks in order to focus more time on tasks that contribute to the most important goals.

Effective time management requires a set of abilities, including personal motivation, the ability to delegate, using organizational tools, and crisis management.

Course Objectives

At the end of this course, participants will be able to:
• plan and prioritize daily activities for increased efficiency and productivity
• quickly and easily overcome procrastination
• manage crises quickly and effectively
• organize workspace and workflow in a way that makes better use of their time
• utilize rituals to bring more calm to their lives