

COURSE CATALOGUE



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Contents

01

CUSTOMER

The customer comes first. Thus, the best skills for businesses are customer-centric and include marketing, sales, and customer support skills to raise awareness, acquire customers, generate revenue, retain customers, and provide them with the best experience possible.

02

PROCESS

This set of skills focuses on process, which includes onboarding, standard operating procedures, HR, and finance, and is essential for all employees to understand to perform their job roles effectively. The training for these skills can be tailored to meet each organization's specific requirements, utilizing technology to increase efficiency.

03

CULTURE

The culture category focuses on how to build a cohesive team that works effectively together to grow the business. Skills such as teamwork, communication, productivity, conflict resolution, and more can be included in this category. By skilling the team in this category, they can work well together and produce excellent results for the business.



01

CUSTOMER

Business Courses	Course Description	Target Audience
Adopting a New Sales Mindset	The course helps one understand the importance of having the right mindset and skills to succeed as a sales professional to meet business objectives. The team will learn more on the sales pipeline and the difference between B2B and B2C sales.	Sales, BD, Marketing
Customer Service	This course empowers participants to create memorable customer experiences, adopt a customer-centric mindset, and effectively address their needs, including managing issues and complaints	Sales, BD, Marketing, Operations, product & CX teams
How to Drive Sales Using Social Media	This course provides practical tips from influencers and experts to help businesses struggling with online conversion. It covers content creation, engagement, advertising, freemium tools, and more	Marketing, Sales
Sales Training for Exceptional Performance	In this course, you will learn how to become a high-trust selling person, and key strategies on not only how to sell, but also how to do so digitally.	Communication, Sales, BD, Marketing, Admin, HRs
Winning Customer Trust	This course is designed to share insights on understanding and winning customer trust.	Sales, BD, Marketing, Communication
Sales Growth Tactics	This course empowers sales teams with tactics to grow sales and covers how to increase customers, deal size, purchase frequency, and repeat sales	Commercial Management Teams, Sales Managers and Teams
Pitching and Presentation Skills	This training is designed to help teams learn how to pitch and present remarkably, with an out-of-the-box style. You will learn how to tell a story and communicate your ideas.	Marketing, Sales, Departmental Heads
Networking With Confidence	This course gives you 5 tips and strategies which will help you approach any networking situation with confidence.	Sales, Marketing, Communication, BD
Advanced Customer Care	This course provides advanced skills and techniques for exceptional customer service beyond foundational principles.	All departments, Customer Service & Sales

Business Courses	Course Description	Target Audience
Finance for Non-Financial Managers	This course prepares you to understand the financials of your business to make better decisions. It helps you gain a greater understanding of the importance of financial management, financial statements, budgeting, and business plan modeling.	HR, Operations, Admin
Leveraging Blended Learning	Learn tips on how to make e-learning work for your organization.	HR, Departmental heads, training managers, CEO, Founder, L&D's
Transitioning To Virtual Training	Learn how to implement virtual training for impact and engagement.	HR, Departmental heads, training managers, L&D's
Building Effective social media For Your Brand	Learn how to leverage social media- an underrated tool for sales - as well as tricks that work in this digital frontier. Create a social media strategy that will help you connect with your audience like never before.	Marketing, Sales
Effective Use of Technology	Learn the 7 I's that can help you effectively use and mobilize your team to use technology in your business	Business owners, Head of departments, CTO
Excel Fundamentals	This course teaches Excel basics for data entry, formatting, analysis, and useful formulas applicable to work and daily life.	HR, Production, Customer Service, Product, Procurement, Operations.





CULTURE



Business Courses	Course Description	Target Audience
Communication & Professionalism	You will learn the practical aspects of communication as well as key areas where professionalism is applied, the problems and solutions;	Front Office, Sales, Marketing, BD, operations, Finance.
Leading In Uncertain Times	Learn the leadership secrets to managing your team during uncertain times. Leveraging key skills and tools to turn panic into productivity.	HR, Management, Heads of departments
Leading In A Time Of Change	You will learn how to lead effectively and share the vision for and details of change early and often and learn how to approach change. You will learn how leaders remain a constant source of information and support for their teams.	HR, Management
Productivity	This course helps you do more with your day and time, understand the different tools you can use to become more productive, manage your time efficiently as well as achieve more!	All departments
Professionalism	This course teaches you the foundations of how to distinguish between appropriate office behavior and what is not, how to carry out yourself and fulfill the business goals and expectations as part of the business roles.	Sales, Marketing, Communication, BD, Operations, Finance
Secrets To Becoming A Great Speaker	In this course, you will learn how to captivate your audience as well as speak effortlessly in front of people.	Communication, Sales, BD, Marketing
Team Success Skills	In this course, teams learn how to be productive and engage with each other, including how to manage conflict and negotiate.	All departments
Teamwork	Learn more about yourself, the different personalities, and how to work effectively in a team.	All departments
Performance Management	The course is designed to help both line managers and employees understand the process of managing performance, why it is important and how best it can be implemented.	HR, Operations, Management

Business Courses	Course Description	Target Audience
Discover Your Personality	This introductory course on understanding one's personality empowers employees with the self-awareness that can drive a better understanding of themselves and improve their job performance as well as how they interact with others.	All departments
Inspired Personal Excellence	This course is about improving yourself and empowering you to take control of your career, no longer looking at yourself as an employee but as the CEO of your life.	All departments
Become a Great Leader: Key Leadership Skills	In this course, learn about people's behavior and the key people skills which you will need to lead effectively and become a Great Leader.	Management, HR
Become A Great Leader: Understanding Leadership	The course helps you become an effective leader able to leverage your team's potential to achieve great results.	Management, HR
GIBEBE : Unleash your potential at work	A transformative training that helps the team understand the power of self-awareness, discover their personalities, and how to tap into the power of their mind. Teams will also learn about productivity, leadership, and branding	All departments
Strategy and Development	In this course, you will learn about strategy as a game plan, types of strategies, and their benefits in your business.	Departmental Heads, Supervisors
Talk the Talk : Mastering Communication	In this course, you'll learn confidence-building techniques, presentation skills, and personal branding - critical for success in today's competitive world.	All departments
Transitioning into Leadership	This course helps non-leadership individuals develop leadership skills, style, team-building, and positive work environments through interactive activities.	Transitioning /new managers and supervisors
Breathwork Course	This course explores breathing techniques for improving physical and mental health, mindfulness, and centering	All departments



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