

SALAILEM SAIGNALS

Training courses tailored to boost learners' engagement through creative storytelling.

Course Catalogue 2023

متوفر باللغة العربية



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AI POWERED

Soft Skills and Personal Development



What are the most sought after personlity traits of employees?

Well, our soft skills training courses focus on developing your team's skills, attributes, and personality traits, while creatively delivering all the knowledge they need to succeed in the workplace.

"Of all the life skills available to us, communication is perhaps the most empowering."

- Bret Morrison, actor

Sub Category:

Communication Skills

AI POWERED

Communication and Presentation skills



- Identifying the components of a good presentation
- Explaining the key techniques for effective presentations
- How to get ready for a presentation

Managing Up



- Explaining what managing up involves
- Identifying what the benefits of managing up are
- Identifying some effective techniques of managing up

Professional Email Etiquette



- Identifying the importance of email etiquette
- Identifying the key elements of email etiquette
- How to avoid misunderstandings in emails

Meeting Protocol and Etiquette



- Explaining how to plan, manage and follow-up on a meeting
- Identifying the protocol of organizing and managing a meeting
- Identifying the etiquette of attending a meeting

The art of storytelling



- Identifying the importance of storytelling in the workplace
- Identifying how to use storytelling in an impactful way
- Explaining how to construct a relevant story using your own personal experience

Communicating Under Stress



- Identifying stressful situations that make it hard to communicate
- Tips on how to communicate and speak in stressful conditions and situations
- Identifying the different ways of effective listening under stress

Assertive Communication

- Recognizing the link between confidence and being assertive
- Tips on setting goals to become more assertive
- Explaining how to adopt a more assertive way of communicating

Managing Anger



- Recognizing unhealthy anger
- Identifying how can unmanaged anger can be dangerous
- Identifying techniques to adopt for managing your anger

Tone of Voice



- Identifying the importance of voice tone
- Identifying the impact of your voice tone on others and tips on how to improve it
- Explaining ways to adopt to match your tone to a situation

Sub Category:

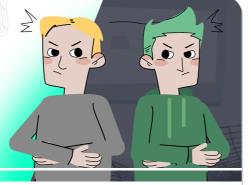
Communication Skills

AI POWERED

Communication through Body Language

- Identifying the importance of postive body language
- Tips on how to use your body language in a range of situations
- Tips on how to control your nonverbal social cues





- Recognizing effective negotiations and the art of negotiation
- Explaining how to apply negotiation skills in different situations
- Tips on developing the skills needed for effective negotiation

Email Etiquette



- Defining email etiquette
- Listing the benefits of practicing email etiquette
- Tips on the best practices when sending an email

Emotional literacy



- Defining emotional literacy
- Identifying the benefits of emotional literacy
- Identifying behaviors to adopt that help develop and improve emotional literacy

Influencing and Persuading



- Defining influencing and persuading; and distinguishing the difference between them
- Identifying the importance of influencing in business
- Identifying different methods of influencing

COMING SOON

Sub-Category: Self-Management

Time Management



- The importance of meeting deadlines and being punctual
- The importance of organizational skills and multitasking
- Identifying the skills of self and time management

Sub Category:

Personal Development

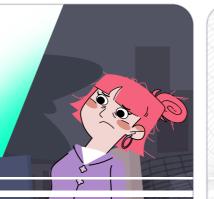
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Mastering the Art of Staying Calm



- Identify the common challenges of staying calm
- Identify the benefits of staying calm
- Tip and techniques to help you stay calm and centered

The Importance of a Good Work life Balance



- Understanding the concept of balance between work and life.
- Explain the importance of work-life balance.
- Understand how to improve productivity.

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Raising low self esteem



- Explain what is low self-esteem and its potential causes
- Identify the signs of low self-esteem
- Tips and techniques to raise your self-esteem

New

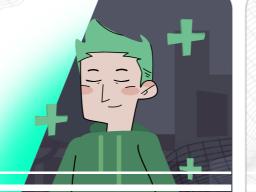
Mastering Happiness



- Identifying the components of a good presentation
- Explaining the key techniques for effective presentations
- How to get ready for a presentation

COMING SOON

Mindfulness



- Principles of mindful presence
- Identifying how can mindful presence improve negative thinking and automatic reactions
- Identifying the role of meditation in presence with full awareness

COMING SOON

Dealing with Grief



- Distinguishing between the different feelings that grief can cause
- Defining the five stages of grief
- Explaining the different support techniques during grief

COMING SOON

Stress, Fear and Panic



- Identifying stressful situations that make it hard to communicate
- Tips on how to communicate and speak in stressful conditions and
- situations
- Identifying the dierent ways of eective listening under stress

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Soft Skills and Personal Development

Sub Category:

Building Relationships

AI POWERED

Teamwork for members



- Identifying the power of teamwork
- Identifying the benefits of good collaboration
- Explaining how to overcome barriers

Teamwork for leaders



- Identifying the power of teamwork
- Identifying the benefits of good collaboration
- Explaining the steps for building an effective team

Sub-Category: Innovation

Business Innovation Essentials



- Identifying the importance of critical and creative thinking
- Explaining what the RED model is
- Identifying the importance of business adaptability in driving innovation

Critical Thinking



- Identifying the importance of critical and creative thinking
- Identifying the importance of critical observation and logical thinking
- Explaining how to find the right solution to your problem

Problem Solving



- Defining problem solving
- Understanding the process of problem solving
- Identifying and evaluating alternatives

Decision Making



- Identifying the importance of decision making
- Identifying the key factors that play a vital role in the process of decision making
- Explaining the steps of making a decision

Sub Category:

Empathy

AI POWERED

Social Intelligence



- Defining social intelligence
- Identifying the importance of social intelligence
- Identifying the characteristics of a socially intelligent individual

Emotional Intelligence



- Explaining how to apply EQ in the workplace
- Explaining how conflict is managed with EQ
- Identifying how to develop collaboration and EQ in teams

Emotional Intelligence Core



- Defining EQ
- Identifying the characteristics of EQ
- Identifying the four elements of EQ

Sub-Category: Networking

Networking



- Defining networking and identifying the key features of a successful networker
- Recognizing the common networking pitfalls
- Tips on being prepared to network

Techniques for Effective **Networking**



- Introducing strategies and techniques to develop your confidence while networking
- Identifying a set of strategies to successfully initiate, hold, and end a conversation
- Identifying the benefits of proper follow-up to a professional relationship

Virtual Networking



- Listing some common social media networking mistakes
- Identifying the benefits of virtual networking
- Identifying the strategies that improve your virtual networking

COMING SOON

Overcoming shyness



- Introducing a set of strategies and techniques to develop your confidence while networking
- Identifying the importance of having a personal elevator pitch for successful networking
- Identifying effective methods and techniques for creating your personal elevator pitch

COMING SOON

Introductions and **Approaching People**

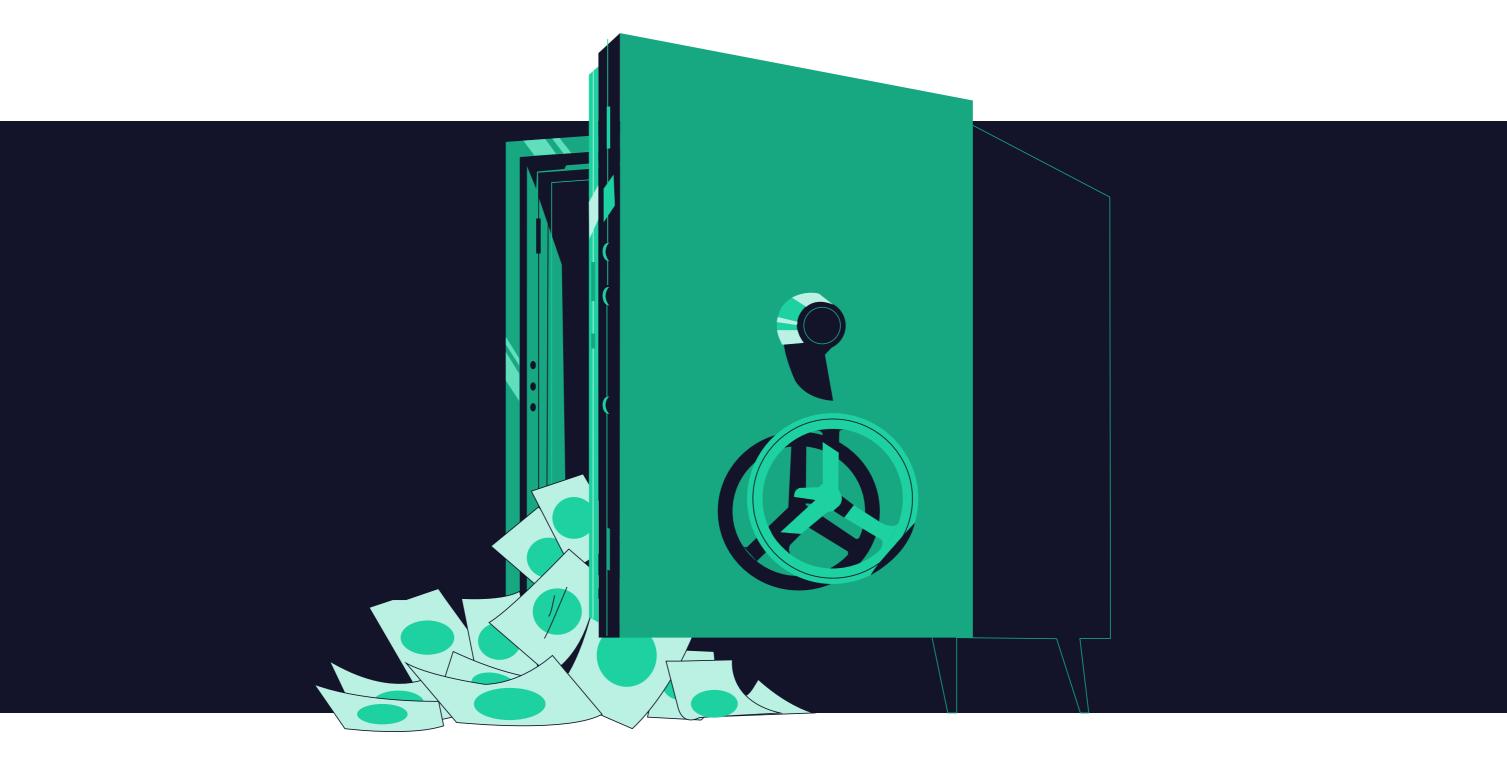


- The importance of body language and its effective and useful methods when approaching people
- A set of suggested strategies for starting, conducting, and ending conversations
- Explain the benefits of effective follow-up on professional relationships

AI POWERED

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Financial Literacy



Many find it rather challenging and burdening to manage their finances and debts... but it doesn't have to be anymore!

Our range of courses tackle and offer solutions to every financial pain point that might be in the way, helping make it a little smoother to manage and eliminate this pesky debt. On top of that, the courses grant you a few tips on how to adopt healthier spending habits in addition to some methods to control your finances in a more sustainable, clever way.

"Don't tell me what your priorities are. Show me where you spend your money and I'll tell you what they are."

– James W. Frick

Financial Literacy

Sub Category:

Finance

AI POWERED

- Explaining how to protect yourself from risks

- Choosing the right insurance product



Managing Risks and Using Insurance Products Wisely

- Introduction to insurance



Understanding

Saving

Products

- Identifying the importance of having a saving product
- Comparing dierent saving methods
- Explaining how to choose a saving product

- Recognizing the dierence among short, medium, and long-term goals
- Identifying the importance of setting financial goals
- Introducing a set of steps to achieve your goals

Financial Inclusion

- Understanding the role of international organisations in supporting financial inclusion

- Defining Financial Inclusion and its importance

- Identifying financial inclusion projects

Sustainability



- Understanding the concept of climate change and sustainability
- Defining sustainable finance and its role in addressing climate change
- Explaining ESG practices and their relationship to sustainability

Managing Income Wisely



- Explaining how to protect yourself from risks
- Introduction to insurance
- Choosing the right insurance product

Means of Payment and Money Transfer **Products**



- Identifying the dierent means of payment and money transfer products
- Identifying money transfer operators
- Explaining the process of sending and receiving money

COMING SOON

Tackling Debt



- Explaining how debt works
- Distinguishing good debt from bad debt
- Explaining how to form a plan to pay your debt(s)

COMING SOON

Using Credit Facilities



- Identifying some strategies of using credit facilities wisely
- The costs of a credit product
- Identifying the dangers of default and over-indebtedness

Financial Literacy

Sub Category:

Finance

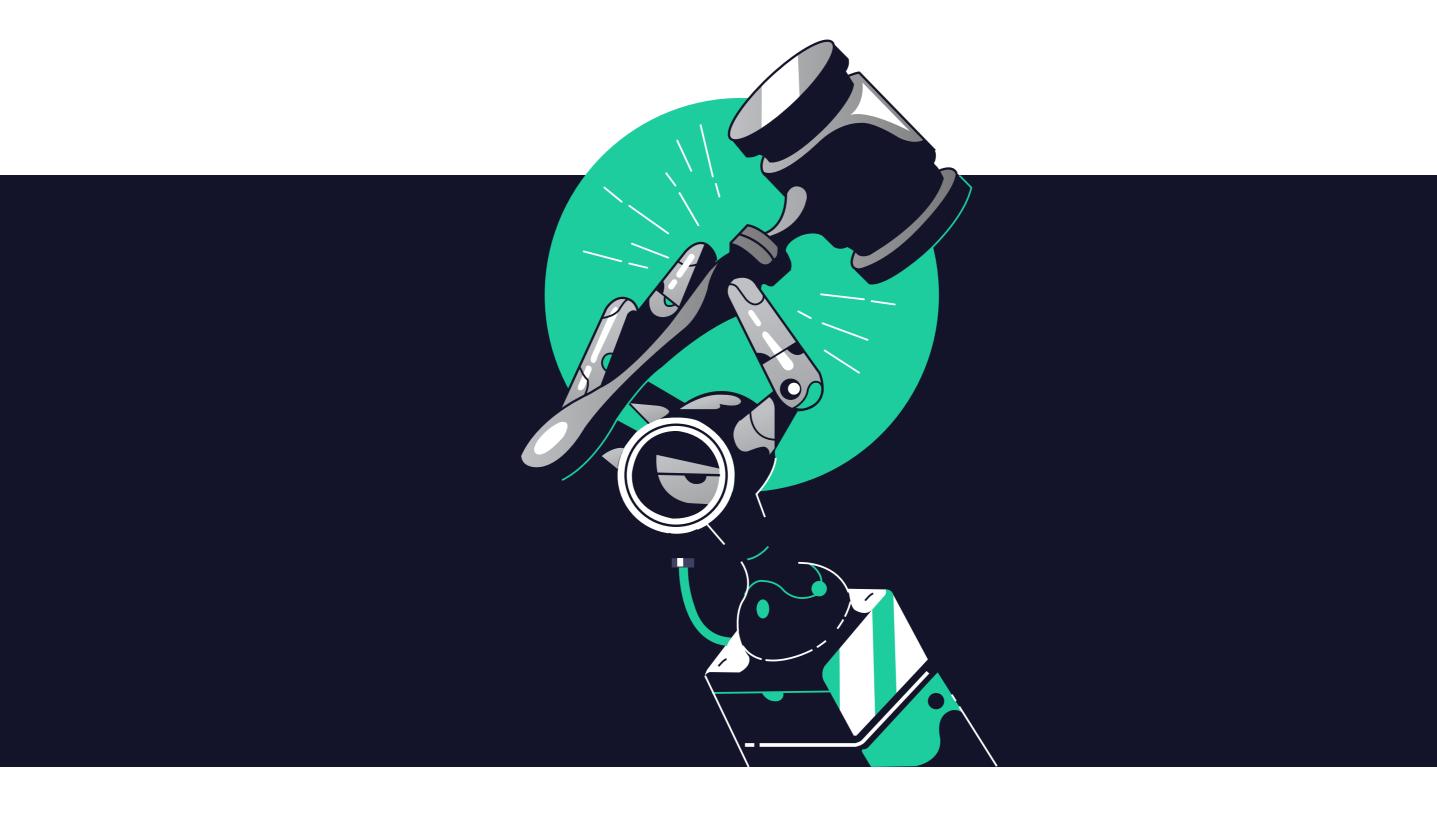
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- Explaining how to maintain good relations with financial institutions
- Identifying the dierent financial institutions
- Explaining how to use financial institutions with confidence

III.

Compliance and Regulations



Our range of courses offer a vast array of topics, rules, and regulations intended to keep your organization and team members safe from any negative exposure and ultimately granting better success and fulfillment in the workplace.

By taking our courses, you can leave all your worries behind and rest assured knowing that your team is well-equipped and ready to handle any challenge or tricky occurrence with utmost ease!

"A compliance plan shows you have a system of checks in place."

- Bruce Blehart

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Compliance and Regulations

Sub Category:

Compliance

AI POWERED

Equality & Diversity



- Defining equality and diversity.
- Listing the benefits of equality and diversity.
- Promoting equality and diversity in the workplace.

Fire Safety



- Understanding the dangers of fire.
- Avoiding fire incidents in the workplace.
- Reacting to an event of fire.

Anti Bribery



- Defining bribery.
- Spotting the signs of bribery.
- Avoiding and reducing the risk of bribery and corruption in the workplace.

Anti Money Laundring



- Identifying the risks of money laundering
- Defining the key components of an AML program
- Strategies and practices of implementing AML

Whistleblowing



- Defining whistleblowing.
- Reasons of whistleblowing.
- Explaining the whistleblowing process and policy.

Code of Conduct



- Identifying the benefits of a code of conduct.
- Identifying the risks of the absence of code of conduct.
- Tips of drafting an effective code.

Conflict of Interest



- Identifying the risks involved in a conflict of interest.
- Implementing a process about conflicts of interest in place.
- Best practices for managing a conflict.

Sexual Harrasment Employee Version



- Defining gender and sexual Harassment
- Categorizing sexual harassment
- Eectively responding to incidents of sexual harassment

COMING SOON

Sexual Harrasment





- Defining gender and sexual harassment
- Categorizing sexual harassment
- Eectively investigating and responding to incidents of sexual harassment

III. **Compliance and Regulations**

Sub Category:

Food Safety

AI POWERED

Food Safety Management **Systems**









- The purpose of food safety management systems
- Where food safety management systems are necessary
- How to use HACCP principles to create a food safety management system for your workplace
- The 4 types of food contamination
- How to recognize contamination risks along the food supply chain
- Food-safety best practices to help limit cross contamination risks in your workplace
- The different types of food fraud
- How to follow guidelines to help prevent food fraud in your workplace
- How to report potential food fraud to the correct person or agency for your workplace

Handling **Food Safely**







- Identifying how and where food can become contaminated
- Explaining how dierent food sorts should be stored and transported
- Best practices for food hygiene and suggested guidelines to ensure safe handling of food
- The 14 most common allergens
- The necessity of displaying allergens on product packaging, and the signs and symptoms of an allergic reaction to food
- Following procedures required to ensure the prevention of allergen contamination

Sub-Category: Safety

OSHA-**Worker Rights** & Protection



- OSHA worker rights and protection
- Personal Protective Equipment
- OSHA severe injury reporting and record keeping

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IV. Core Business Skills



The world of business is an intense one; yet, it is bursting with opportunities! And that is the reason why we offer our courses on a silver platter; to help you sharpen your team's skill set, so they're ready to glide through the rough waters of business!

Our plethora of courses exists only to provide your employees with the required tools to help them stand out and shine as they transform into top-tier candidates. This training aims to educate employees about consumer behavior as well as organizational trends, so they know how to represent your business in the best way, making them the organization's very own brand advocates!

"The present and future of knowledge attainment and essential business skills."

- Bill Gates

Sub Category:

Sales

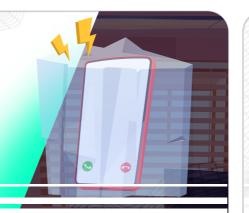
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Researching Your Prospect



- Explaining how to research prospects effectively
- Explaining how to use a variety of sources to build up a "full picture" of prospects
- Explaining how to engage a prospect by using your research

Mastering Cold Calling



- Listing the dos and don'ts when cold calling contacts
- Identifying the successful methods to use when making cold calls
- Listing the useful techniques and best times for cold calling

Mastering Cold Emailing



- Listing the dos and don'ts when composing cold emails
- Identifying the successful methods to use when sending cold emails
- Explaining how to create an effective cold emailing approach

Sales Listening Skills



- Listing the benefits of becoming an effective listener
- Identifying effective sales listening skills and techniques
- Explaining how to use your listening skills in everyday sales conversations

Effective Presentations



- Identifying the importance of the art of presentation
- Explaining how to communicate successfully
- Explaining the importance of storytelling

Selling the Proposed Solution



- Understanding the concept of selling solutions
- Explaining how to understand your customer's needs
- Demonstrating how to use the right questions in marketing and selling the proposed solutions

New

Building Benefits



- Recognizing the benefits of a product or service versus the features.
- Explaining why you should choose the benefits of a product or service?
- Clarifying the concept of return on investment.

New

Emotional Intelligence for Sales Success



- Learning about emotional intelligence and its characteristics.
- Explaining how emotional intelligence affects sales
- Explaining the importance of developing emotional intelligence

New

Closing Difficult Deals



- Learning about the types of clients
- Explaining how to deal with different types of clients
- Explaining the importance of persistence and how to deliver a compelling sales pitch

New

Sub Category:

Sales

AI POWERED

How to Build Rapport



- Explaining the benefits of building a rapport with clients
- Explaining the right way to ask questions to build a rapport with clients
- Learning reflection and matching techniques to build client confidence

New

Resilience in Sales



- Understanding Resilience in Sales
- How to Improve Resilience in Sales
- How to Maintain a Positive Mindset in Sales

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Questioning Skills



- Understanding the levels of asking questions in sales
- Recognize questioning techniques in sales
- How to apply questioning techniques to improve sales and close deals

New

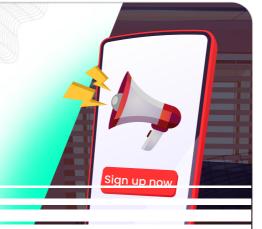
The Sales Pitch



- Knowledge and familiarity with the product or service being promoted.
- Tips to increase the level of your sales presentation.
- Sales promotion concept.

COMING SOON

Keeping Prospects Engaged



- The importance of engaging potential customers in sales.
- Personalize your marketing emails.
- Calls to action and how to use them in sales.

COMING SOON

Sub-Category: Customer Service

Maintaining CS Across Channels



- The differences between Customer Service and Customer Experience
- What multiple channels are, and how service should flow between them
- Finding the balance between online and human interaction

Cross-selling and Up-selling

- The importance of knowing your product
- Different methods of upselling or cross-selling and how to choose the appropriate method (upselling or cross-selling) for different channels
- Why it's important to focus on customer service rather than sales

New



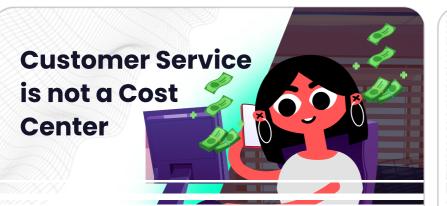
- How to set achievable goals
- How to offer promises about deliverables
- How to align customer and business goals

New

Sub Category:

Customer Service

AI POWERED



- The differences between a cost center and a profit center
- The benefits of seeing customer service as an opportunity
- Methods to turn customer service into a profit center



- How branding affects the consumer
- How lack of brand knowledge creates a bad customer experience
- How to train teams on your brand

COMING SOON

Going beyond Customer Service



- The life cycle of customer service
- How to use 'out of the box' thinking specific to your brand
- How to personalize without annoying your customers

COMING SOON

Sub-Category: Retail

Service at the **Cash Register**

- Recognizing the advantages of good service when accounting.
- Explain how to manage interpersonal interactions.
- Explain how different payment methods affect customers.

COMING SOON

Greeting **Customers**



- Recognize the importance of welcoming customers
- Demonstrate how to properly greet customers
- Explain how to choose the right words

Sub Category:

Project Management

AI POWERED

Project Time and Risk Management



- What are the six steps involved in project time management?
- Explaining how to create and assess a risk register
- Explaining how to determine the likelihood and impact of risks

Basics of Project Management



- Starting, planning, executing, and monitoring your project
- Concluding a project
- Identifying the importance of each step of the process

Project Management **Methodologies**



- Explaining the principles of the Waterfall, Agile, Hybrid, and Scrum methodologies
- Explaining the principles of the CPM, CCPM, IPM, PRiSM, and PRINCE2 methodologies
- Identifying and employing the most suitable methodology for your business

Managing and Organizing Projects



- Identifying the role of activity and resource planning within project management
- Identifying which factors need to be considered when organizing teams
- Explaining the steps of building a comprehensive budget for your project

Sub-Category: Business Conduct

Professional Conduct on Social Media



- Identifying the core values of professional conduct on social media
- The importance of professional conduct
- The objectives of professional conduct

Sub Category:

Leadership

AI POWERED

Effective Meetings



- Explaining the process of planning effective meetings
- Guiding steps on how to implement meeting etiquette
- How to create actions and set meeting objectives

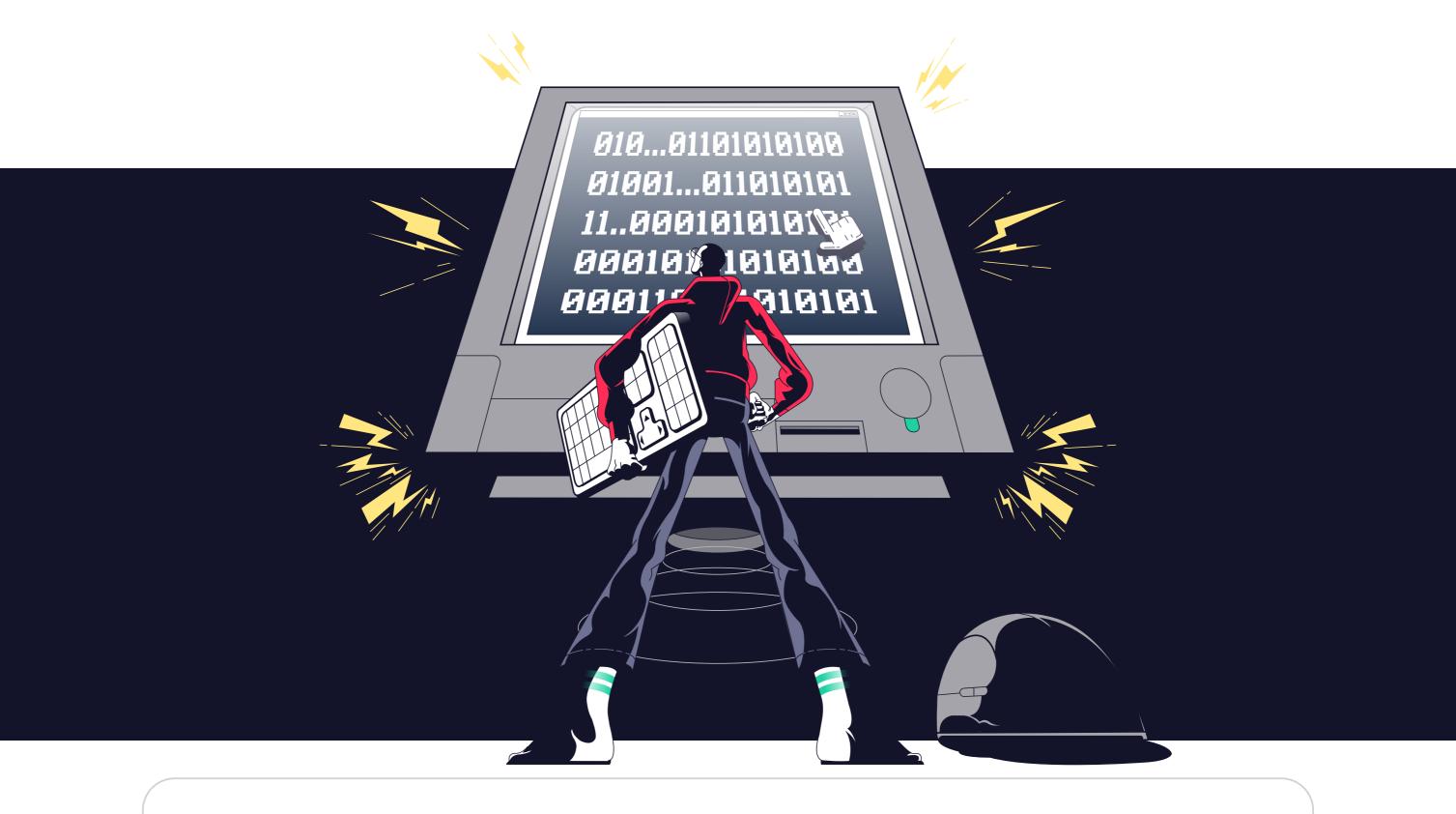
Managers Vs. Leaders



- Distinguishing the difference between management and leadership
- Identifying the different leadership styles
- Tips on developing your leaderships skills

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V. Digital Literacy



"Kids are growing up on a digital playground and no one is on recess duty."

- Kevin Honeycutt

As the world is constantly evolving, so should we as people, teams, as well as organizations. Our courses assist employees of all ages and backgrounds to qualify for the modern era of technology, in terms of using, sharing, and finding information, as well as understanding the importance of privacy and security, and being able to spot and evaluate information's credibility and updatability.

"Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills."

- The American Library Association

Sub Category:

Cybersecurity

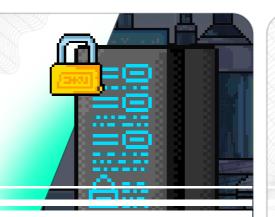
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General Data Protection Regulation GDPR



- How the GDPR applies to you
- What the 7 principles of the GDPR are
- How to apply the GDPR regulations to spot data breaches

Data Protection



- What some of the differences in data protection laws worldwide are
- How data can be used
- How to apply data protection techniques

Data Breaches



- How data breaches can be prevented
- What the consequences of data breaches are
- How to apply solutions to prevent data breaches

Information Security



- What the 3 pillars of information security are
- What the impacts of poor information security are
- How to apply information security successfully

Social Engineering



- What are the dangers of social engineering and how it works
- How to recognize the different types of social engineering attacks
- How to avoid becoming a victim of social engineering

WiFi Security



- The basics of how Wi-Fi works and why it can be disrupted
- The potential consequences of failing to secure your network
- How to implement practical ways to secure your network

Identity Theft



- What are the different types of identity theft and how they occur
- What are the effects and what to do if you are a victim
- How to prevent and reduce the risk of your identity being stolen

Use of External Drives



- The benefits of external-drive usage vs cloud storage
- Practical tips for keeping your external drive secure
- How to identify situations in which using an external drive could go wrong, so they can be avoided

Incident Management and Response



- How to identify potential risks and why swift incident response is required
- How to create a plan to help prepare for and manage an incident
- The incident response lifecycle

Sub Category:

Cybersecurity

AI POWERED

Internet of Things Attack



- How the Internet of Things works
- What are the security risks associated with the IoT
- How to protect yourself and avoid an IoT attack on your devices

New





- The security risks of remote working
- The benefits of secure remote working
- Best practices for remote-working security

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Threat Surveillance (24/7 Monitoring)



- How to identify potential threats to be monitored
- How to adopt ways to best protect your systems
- How to recognize the most vulnerable networks for 24/7 monitoring

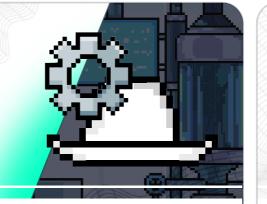
New

Information Security Governance



- The differences between Information security management (ISM) and ISG
- The areas that need to be protected by ISG policies and what policies you need to include in ISG planning
- How to recognize and adopt ISG best practices

Penetration Testing



- What penetration testing is, and why it's needed
- Types of penetration testing
- How to identify the necessary parts of an effective penetration testing system

New

Keeping Your Data Safe



- Why it's important to look after data
- The consequences of poor data storage
- How to keep data safe

New

Keeping Your Mobile Safe



- Why keeping your phone safe is so important
- The potential consequences of losing your work mobile
- Practical methods to minimize the risk of theft, loss, and damage

New

PCI DSS (Payment Card Compliance)



- What the requirements for PCI compliance are
- The benefits of PCI compliance and the impacts of noncompliance
- How to complete a security audit of your network

New

The Danger of Viruses and Malware



- Why people create viruses
- Common computer viruses and how they work
- What is malware

New

Sub Category:

Cybersecurity

AI POWERED

- Common uses of coding in technology
- Code-based cybersecurity threats
- How to adopt safer ways of working with technology

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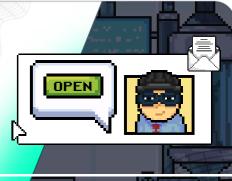




- How disaster can affect businesses
- How to identify the right disaster recovery plan
- What needs to be included in your disaster recovery plan

New

Phishing and Anti-Spam Software



- How to recognize a phishing attack, for example an email or cell phone message
- How anti-spam software works to prevent email spamming
- How to protect yourself and avoid becoming a victim of phishing

Vew

The Risks of Ransomware



- What ransomware is
- The consequences of not protecting data
- How to protect yourself from ransomware attacks

New

Cloud Computing Security



- What is the importance of securing your network and cloud services
- How to identify the risks of inadequate network and cloud security
- How to improve protection and prevent threats

New

Responding to a Ransomware Attack



- Common types of ransomware attacks
- What common ransomware attacks look like and what action to take
- How to defend yourself or your business against future ransomware attacks

COMING SOON

Security and Compliance Audits



- What are the differences between security and compliance
- What is the importance of audits and why these must be carried out
- How to prepare for and conduct effective audits

Sub Category:

Digital Transformation

AI POWERED

Digital Culture



- Defining the personal benefits of a digital culture
- Explaining how to support a digital culture in your workplace
- Identifying the technology required for creating a digital culture

The Design Thinking Mindset



- The key steps of design thinking
- The potential barriers to using design thinking in the workplace
- How to successfully apply design thinking in the workplace

Digital Transformation



- Explaining how digital transformation works
- Defining the benefits of digital transformation
- Identifying the four types of digital transformation

Digital Disruption



- Why digital disruption is a positive step
- The challenges associated with digital disruption
- How to apply digital disruption techniques at every level

Visualization

of Data

The Power



- How data visualization enables digital transformation
- The benefits of data visualization in digital transformation
- How to create data visualizations to aid digital transformation

COMING SOON

The Impact of Training on Digital Change



- What is digital change
- Training tips for successful digital change
- The value of ongoing and adaptable training for digital change

COMING SOON

Leading a

Digital Transformation



COMING SOON

- How to communicate digital transformation"
- How to build digital capabilities
- How to help your workplace culture embrace change

Sub Category:

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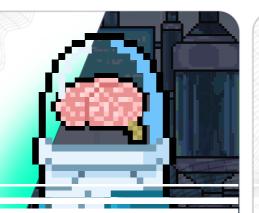
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Machine Learning

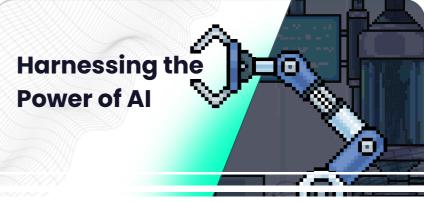


- Definition of machine learning
- Identify some of the most common types of machine learning
- Learn how machine learning affects our daily lives

Artificial Intelligence



- Defining artificial intelligence
- Identifying the dierent types of artificial intelligence
- Explaining how AI can be used in everday life



- The potential of artificial intelligence to benefit society
- The main areas in which artificial intelligence is used effectively
- Ways to use artificial intelligence in the future

Ethics & Artificial Intelligence



- The main ethical considerations that must be taken into account when use of artificial intelligence
- Potential ethical implications of artificial intelligence in different sectors
- How can these effects be dealt with?

COMING SOON

Deep Reinforcement Learning



- Explaining how deep reinforcement learning works
- Identifying ways in which deep reinforcement learning is used in artificial intelligence
- Recalling everyday scenarios which deep reinforcement learning has affected

COMING SOON

Sub-Category: Blockchain

Basics of Blockchain



- Explaining and defining blockchain and its different types.
- The different uses of blockchain.
- Listing the benefits and drawbacks of using blockchain.

Smart Contracts



- Defining smart contracts: the digital vending machine.
- Explaining how smar contracts work and its applications.
- Listing the benefits of using smart contracts.

Blockchain-based Cryptocurrencies

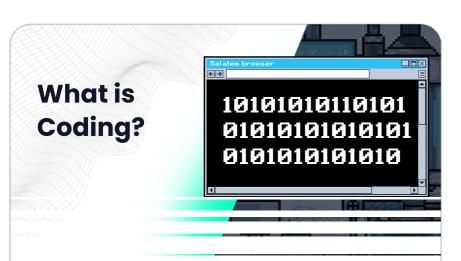


- Identifying and explaining cryptocurrencies that are based on blockchain.
- Identifying the different types of cryptocurrencies.
- Listing the benefits and drawbacks of using cryptocurrencies.

Sub Category:

Coding

AI POWERED



- Defining coding
- Explaining the dierent types of code
- Explaining the usage of dierent types of code

Sub-Category: Data Analysis



- Defining data literacy
- Recognizing the impacts of data literacy
- Explaining the creation and comminication of data as information

Do you have a topic in mind that you believe we should cover? Please feel free to suggest it to us, we'd love to add it to our plan... Or you can request your own customized course!

We also find it worth reminding that through the Salalem platform, you have the flexibility to:

- 1. Upload your own training material and enjoy the amazing features and tracking our plat-form provides
 - 2. Or integrate any third party sources' training material

* Don't forget to ask us about our industry specific catalogs!



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THANK YOU!

