



# PSA University Course Catalog



# PSA University Free Courses

PSA University has 150+ free courses for PSA members to access. More courses will be added each month!

## **A Camera is No Longer Just a Camera** ●●

*Length: Approximately 1 hour*

Cameras are increasingly becoming more like multi-use sensors for hyper integrated systems. In this one-hour interactive session the experts from the PSA Emerging Technology Committee will discuss the capabilities of these new cameras including machine learning, smoke and vape detection and LIDAR and what it means for the security integration landscape.

## **Access Control 101** ●●

*Length: Approximately 15 minutes*

This course is intended for new technicians and is a basics course on access control.

## **Are You Sacrificing Long-Term Strategic Goals by Overloading Your Finance and Accounting Team?** ●

*Length: Approximately 1 hour*

What additional work are you putting on your finance and accounting teams? By oversaturating your finance and accounting teams, are they able to focus on the work that will put your company in a good position going forward? In this PSA Finance and Accounting committee session an expert panel of industry professionals will discuss the challenges created by overloading your team as well as highlighting what they should be focused on and how they can put your company in a good position for what is coming.

## **Assess Your Inventory, Assets, and Data** ●

*Length: Approximately 1 hour*

The assessment of your cyber inventory, assets and data is one of the most important things a security integrator can do to protect themselves as it will help them recover when a cyber-attack happens. In this interactive discussion by the PSA Cybersecurity Committee our panel of experts will discuss this often overlooked but critical step in keeping your business running in the event of a cyber-attack.

## **Building a Managed Service Pricing Model** ●

*Length: Approximately 1 hour*

How does a security integrator determine which managed service solution is right for them? For an integration company transitioning to managed services, pricing ranks among a top consideration along with sales and service delivery. Finding the right managed solutions for your clients and building the right pricing model and compensation plan are critical steps and require careful consideration. A misstep can hinder an integrators prospect for growth and profitability. In this PSA Managed Services Committee session, panelists will describe the elements of delivering managed services as well as the different pricing models and their core attributes to help decipher the best fit between the model and how customers want to buy services.



## Building a Sales Community ●

*Length: Approximately 1 hour*

Many security industry sales teams are on an island in their roles. In this session by the PSA Sales Strategy committee our panel of industry veterans will discuss how to build a sales community, why these groups are so successful and show attendees how to find some of these groups.

## Company Culture - You've Got it Whether You Want it or Not ●

*Length: Approximately 1 hour*

Your company's culture starts at the top. A company's culture can impact almost every aspect of an organization, but the how and why is sometimes difficult to grasp, and specifics can be challenging to pin down and even more difficult to change. In this PSA Leadership committee session, our panel of industry leaders will discuss how leaders are responsible for creating company culture, how to translate vision into culture, the challenges of maintaining culture through acquisitions and how to take your company culture into the future.

## Culture and How to Engage ●●●

*Length: Approximately 1 hour*

There is no doubt that engagement is important to people's satisfaction and productivity at work. Yet, we find that roughly two-thirds of people are not engaged at work. One way to make an organization irresistible is to create a culture of engagement. In this PSA Corporate Social Responsibility Committee panel presentation, attendees will hear from industry peers on how culture and engagement is implemented at other organizations and some best practices on how to effectively change a company's culture. Although changing organizational culture takes a lot of time and effort, taking these steps to integrate these principles into your workplace will create a culture of engagement and pay long-term dividends.

## Cybersecurity: Detect & Protect ●●

*Length: Approximately 1 hour*

In this one-hour interactive panel discussion with experts from the PSA Cybersecurity Committee attendees will learn how to detect threats at the perimeter level as well as ways to protect their systems and the systems they deploy.

## Cybersecurity: Governance and Buy-In ●●

*Length: Approximately 1 hour*

Sound governance of cybersecurity is the bedrock of standards and maturity. Equipping the organization with clear measures of transparency, accountability, confidentiality, integrity and other areas has a positive effect on security management. Enforcement of the security programs is an also important part of accountability and governance. The level of awareness and interest of executive management in securing the enterprise and maintaining this status is important in any security activity. Support from the onset should be obtained, managed and maintained throughout. The support of the internal and external stakeholders is necessary to support adoption of the mandates embedded in the security strategy. In this PSA Cybersecurity Committee presentation, industry peers will discuss important steps an organization needs to take in order to have a comprehensive cybersecurity program.



## Cybersecurity: Understanding the Threat ●●

*Length: Approximately 1 hour*

Systems integrators are under constant threats of cyber attacks. From infiltrations on infrastructure and breaches to spear phishing, threats are varied and don't discriminate organizations from individuals when looking for a target. In this session by the PSA Cybersecurity committee our panel of security industry thought leaders will help integrators to define the terms of risk management, identify the various cyber threat vectors and to know what kinds of specific threats they face as security integrators and what they can do about these threats.

## Diversity, Equity & Inclusivity ●●●

*Length: Approximately 1 hour*

DE&I, you've heard about it but what does it mean? What is its business impact to your company? In this one-hour interactive session by the PSA Corporate Social Responsibility Committee our panel of experts will discuss with attendees what they need to know about diversity, equity, and inclusivity in the world of security integration.

## Effective Sales Communication for Security Professionals ●●●

*Length: Approximately 1 hour*

Knowing when to listen, overcoming challenges and managing expectations are important skills for any security sales professional to possess. In this interactive education session by the PSA Sales Strategy Committee, a panel of industry sales experts will show attendees how to reach the decision-makers, become trusted advisors to clients and get customers to commit.

## Expanding the Scope of Managed Service Solutions ●

*Length: Approximately 1 hour*

The types of managed service solutions available to security integrators is continuing to grow and evolve. In this session by the PSA Managed Services committee our panel of security industry thought leaders will discuss some of the new and upcoming solutions utilizing the recurring revenue model and how they can help security integrators.

## Forecasting and Budgeting Best Practices ●

*Length: Approximately 1 hour*

In previous sessions, PSA's Finance & Accounting Committee has shown why forecasting and budgeting are critical. In this follow-up session, the committee will show attendees hands-on examples and provide practical tips on how to conduct forecasting and budgeting. Panelists will provide example data sets and identify key drivers that security integrators need to know.

## Growing Sales Professionals ●

*Length: Approximately 1 hour*

Companies with rising sales, or who see potential for revenue growth, often times seek to increase the size of their sales force. Doing this isn't as simple as hiring the right talent. Companies need to plan for fitting the new sales reps into the existing sales structure. How do systems integrators recruit and grow the next generation of sales professionals while retaining the existing team of multi-generational salespeople? In this session by the PSA Sales Strategy committee, our expert panel of industry professionals will discuss how to recruit a new generation of salespeople, the differences in training a sales team made up of different generations and understanding what factors motivate your sales team to stay with your company.

● Cybersecurity ● Finance ● HR ● Leadership ● Managed Services ● Operations ● Sales

● Security ● Soft Skills ● Technical



## How to Get Started in Sales ●

*Length: Approximately 1 hour*

When building a sales team, one of the first items to address is to define and document the duties of each role and how success will be measured. Based on that, new hires must be placed in positions they are well suited for in relation to their skills and ambitions. Also, new salespeople should fit within the culture of their sales team and the company as a whole. In this PSA Sales Strategy Committee session, attendees will hear from industry peers and how they grew their sales teams while positioning employees for career success.

## How to Handle Increasing Competition in the Managed Service Space ●

*Length: Approximately 1 hour*

With increased adoption of managed service solutions comes additional competition for integrators working in the same space. In this interactive session by the PSA Managed Services Committee, a panel of industry experts will discuss with attendees how to deal with expanding competition in the markets they serve.

## Increasing Cyber Awareness for Security Integrators ●●

*Length: Approximately 1 hour*

Security Integrators are a gateway for cyber-attacks. Preventing a cyber-attack starts with buy-in from employees. Making employees at all levels aware of the threats and training them in how to deal with these threats is essential for all security integrators. In this session by the PSA Cybersecurity committee our panel of security industry experts will show you the steps to take to minimize the risk of a cyber-attack.

## Increasing Operational Efficiency Through Technology ●●●

*Length: Approximately 1 hour*

Delivering quality service, in as little time, and using as few resources as possible is the goal when it comes to operational efficiency. Technologies can benefit almost every business to help obtain improved efficiency. How can systems integrators leverage emerging technologies to increase operational efficiency? In this PSA Emerging Technology committee session, our panel of technology experts will show how technology can streamline your business through productivity monitoring, system usage, remotely managing and monitoring and more!

## Intrusion 101 ●●

*Length: Approximately ½ hour*

This is an introductory course on intrusion systems intended for new technicians.

## Leading Into the Future ●

*Length: Approximately 1 hour*

The current hiring marketplace for top talent is competitive, challenging, and aggressive. Today's hiring marketplace has pushed organization to identify how to attract top talent and how crucial it is for processes to be in place for employee retention. In this PSA Leadership Committee education session, industry peers will share their experiences, challenges and best practices when hiring and retaining talent in today's competitive hiring marketplace.



## Leading People and Producing Results ●

*Length: Approximately 1 hour*

Although no one leadership style is a perfect fit for all situations, it's critical to know your natural approach. In this one-hour session by the PSA Leadership Committee, a panel of industry leaders will look at the Blake Mouton Grid to identify a leader's degree of task-centeredness versus their people-centeredness. This translates to their organization's concern for people vs concern for production.

\*Note: Leadership Matrix Self-Assessment included with the course

## Managed vs Hosted Services ●

*Length: Approximately 1 hour*

What is the difference between managed and hosted services? In this one-hour interactive session by the PSA Managed Services Committee our panel of industry experts will discuss with attendees what constitutes a hosted vs managed service as well as building out the infrastructure and staying competitive in an evolving market.

## New Strategies for Recruitment ●

*Length: Approximately 1 hour*

The recruitment landscape has changed rapidly, and recruitment strategies have had to adjust to this change. In a candidate driven market, pre-pandemic hiring strategies now appear outdated and new strategies are required. In this interactive session by the PSA Corporate Social Responsibility Committee, our panel of industry experts will show you new strategies to attract talent to your company.

## Operations and Sales - A Roundtable Discussion ●●●

*Length: Approximately 1 hour*

Operations vs Sales is the reality at many security integration companies, but it doesn't have to be this way! In this one-hour interactive roundtable discussion Sales and Operations professionals will discuss how to build a culture of positive collaboration and trust between the two teams.

## Organization and Time Management for Security Sales Professionals ●●●

*Length: Approximately 1 hour*

"Time is Money" according to the old proverb and this is even more true for security sales professionals. In this panel discussion by the PSA Sales Strategy committee our panel of industry experts will show attendees best practices to prioritize and maximize their time.

## Performance Management Best Practices (PSA) ●●

*Length: Approximately 15 minutes*

This course is designed to equip managers with tools to support the annual Performance Management process.

## Planning for the Future - Building a Strategic Plan ●

*Length: Approximately 1 hour*

Having a mission and vision for your company provide a rallying point which gives clarity to the day-to-day operations. Knowing what you are building as well as your products and who you are servicing is essential when building your mission and vision. In this session by the PSA Leadership committee our panel of industry experts will show you how to build your strategic plan.



## PSA Onboarding Toolkit ●●●

*Length: Approximately 15 minutes*

We know joining a new team can be exciting, as well as a bit unsettling with all the unknowns. We are committed to supporting your journey, and we have brought together resources to help you quickly learn about your role, who we are, how we operate and how our employees make all the difference. This plan will serve as your blueprint for success over the next several months. This plan is intended to help you: Clarify your role and the business; Understand your short-term priorities and goals; Build key relationships essential for your success; Facilitate a smooth transition into the new role.

## Seeing the Future of Your Business: Forecasting Best Practices ●●

*Length: Approximately 1 hour*

When security integrators use their current and historical data, they can more accurately predict future trends. In this one-hour interactive session by the PSA Finance & Accounting committee our panel of finance experts will show attendees why forecasting is critical for security integrators as well as sharing best practices to analyze financial data to help your business succeed.

## Supporting Your Managed Service Offerings ●

*Length: Approximately 1 hour*

Once a managed service offering has been sold the work of supporting the solution begins. In this PSA Managed Services committee session, a panel of industry peers and experts will discuss what it takes to support a managed service offering after the sale has been made. Some of the best practices shared in this discussion will include installations and labor, as well as, knowing what resources need to be available to best support the solution.

## The Evolving Relationship Between Security Manufacturers and End Users ●●

*Length: Approximately 1 hour*

Manufacturers of security equipment are increasingly selling direct to end users, cutting out the integrator and allowing the end user to choose which route to pursue. In this interactive session by the PSA Emerging Technology committee our panel of industry experts will look at this charged topic from the integrator's, end user's and the manufacturer's perspective and discuss the pros and cons.

## The Lifecycle of a Project - 1: The Handoff ●●

*Length: Approximately 1 hour*

Laying the foundation for the handoff from Sales to Operations is critical to the success of a project. Communication and interoperability between Sales and Operations helps maintain client confidence allows you to extend your relationship with your customer. There are many stages to an efficient project hand off and in this PSA Operations Committee session, a panel of industry peers will discuss the best practices and pitfalls in the handoff of a project.

## The Lifecycle of a Project - 2: Project Planning Methodology ●●

*Length: Approximately 1 hour*

Project planning is a key step in the lifecycle of a project. This is arguably the most critical of the phases of project management. In this PSA Operations committee session, our panel of security industry experts will show you the steps you need to take when planning a project including reviewing estimates, building and updating your bill of materials, and knowing your preconstruction deliverables.



## The Lifecycle of a Project - 3: Shop Drawing and Product Data ●●

*Length: Approximately 1 hour*

Reviewing shop drawings and product data is a critical step in the lifecycle of any project. In this session by the PSA Operations committee a panel of security industry operations experts will walk you through the process from reviewing safety and compliance deliverables to making sure you have the correct documentation in place for a successful project.

## The Lifecycle of a Project - 4: Project Planning and Logistics ●●

*Length: Approximately 1 hour*

In the fourth session of the Lifecycle of a Project series the PSA Operations Committee will take attendees on a deep dive into the steps of planning a project and arranging logistics. This panel of security industry operations experts will show attendees their methods for project planning and logistics with examples of tools they use to ensure project success.

## The Lifecycle of a Project - 5: Execution on Site ●●

*Length: Approximately 1 hour*

In the fifth session of the Lifecycle of a Project series the PSA Operations committee panel will discuss the process of a successful handover from the Project Manager to the Lead Technician through to the daily on-site closeout. In this interactive session attendees will learn from a panel of experts the steps to take when a security project begins the on-site phase.

## The Lifecycle of a Project - 6: The Last 5% ●●

*Length: Approximately 1 hour*

In the final session of the Lifecycle of a Project series the PSA Operations committee will take attendees on a deep dive into the steps of closing out a project including system closeout documentation, on-site commissioning, and job costing. This interactive one-hour session will allow attendees to learn from a panel of industry experts and peers.

## The Power of Finance ●●

*Length: Approximately 1 hour*

A high-performing finance team functions as the driver of the organizational strategy, serves as a role model to the rest of the company and holds itself and others accountable for achieving outcomes. However, cultivating effective teamwork can be challenging and complex. In this PSA Finance & Accounting Committee session, a panel of industry peers will discuss methods of establishing an engaged and highly effective financial team, along with the needed reports and measurements for a healthy financial organization.

## The Responsibility to Do Good ●●

*Length: Approximately 1 hour*

Companies are increasingly making a concerted effort to operate in ways that help to enhance society via the business model of corporate social responsibility. In this interactive panel discussion with the PSA Corporate Social Responsibility committee, attendees will learn why it's important for companies to get involved with corporate social responsibility initiatives externally such as taking part in community improvement efforts and internally with employee assistance programs.





## Training Your Team to Identify Cybersecurity Threats ●

*Length: Approximately 1 hour*

Having effective cybersecurity training for your team is critical to defend your company and the customers you serve. In this session from the PSA Cybersecurity Committee, our panel of cybersecurity experts will show you how to develop training processes to protect against persistent cyber threats.

## Transparency in Managed Services Sales ●●●

*Length: Approximately 1 hour*

Transparency is an important and surefire way to gain trust and build relationships with your managed service customers. How do you go about building that trust? In this interactive panel discussion with the PSA Managed Services committee attendees will learn how to talk about CapEx vs OpEx and different strategies for approaching a situation differently depending on which gatekeeper they're talking to.

## Unconscious Bias ●●●

*Length: Approximately 45 minutes*

This course on Unconscious Bias covers the following issues: What is unconscious bias? How does unconscious bias work? When is unconscious bias most active? Types of Bias and how can you overcome your biases?

## Understanding Economic Indicators ●●●

*Length: Approximately 1 hour*

What are the economic indicators that security integration professionals need to be aware of? In this one-hour interactive session by the PSA Finance & Accounting Committee our panel of experts will discuss what economic indicators and drivers you need to know as well as how to interpret them.

## Utilizing CRM for KPI Development ●●●

*Length: Approximately 1 hour*

Customer Relationship Management software gives you the tools for acquiring, developing and retaining customers. In this session by the PSA Emerging Technology committee our panel will show you how to utilize your CRM to develop KPIs to take your business even further.

## Why Forecasting and Budgeting are Critical ●

*Length: Approximately 1 hour*

Forecasting and budgeting are essential duties of your finance and accounting team but do leaders and other departments understand why? In this session by the PSA Finance & Accounting team our panel of industry leaders and finance & accounting professionals will show you the reasons that forecasting and budgeting are critical as well as the role that operations, sales and leadership teams play in making sure that your finance and accounting team has the right data.



## Essential Time Management Tools ●

*Length: Approximately 10 minutes*

After completing this course, you'll be able to utilize four time management tools, distinguish between being efficient and effective, and prioritize tasks using the important versus urgent decision method.

## Critical Thinking - Problem Solving and Decision Making ●

*Length: Approximately 10 minutes*

Take your critical thinking to the next level and become a more effective problem-solver and decision-maker. Learn about the subtle obstacles that can hinder or alter these processes, and how to identify and overcome them. Tackle complex problems more effectively, address barriers, and be more objective.

## Preparing for Tasks Effectively ●●●

*Length: Approximately 10 minutes*

Diving in describes starting any projects or tasks immediately, without investing much or any time into planning and preparation. Many of us are guilty of it, as evidenced by failed project post-mortems. This course will look at if it's the right thing to do, and if not, how you can improve.

## Project Budgeting ●●

*Length: Approximately 10 minutes*

Project budgeting is something that has to be done for all projects. There are certain considerations when determining how to budget and what to watch out for when creating a budget. However, remember that the amount of detail in the budget will depend on your organization. There are some important points to remember when creating a project budget. First, your accounting department will want you to categorize certain kinds of costs that go into your project.

## Culture Series: Bystander Strategies (Human Resources) ●

*Length: Approximately 10 minutes*

The actions of bystanders can play an important role in creating a more comfortable, healthy work environment. Here, you'll learn what bystanders are and why they're important. We'll cover what makes a good bystander, how to be one yourself, and how to foster a workplace environment that supports bystanders.

## Introduction to Project Management ●

*Length: Approximately 10 minutes*

Managing a project may seem easy, and, on the surface, it may be – you have a goal, you know the initiatives and the due date – it's simple. But within a project, there are many stakeholders and teams that may affect and even stall your project. So how do you succeed?

Topics include:

Basics of Project Management, Project Characteristics, and Project Managers Skills



## Planning Project Phases ●

*Length: Approximately 10 minutes*

Once your project is defined, and the project team assigned, you can go to the second phase in the project management life cycle, the project planning phase. Project planning is the base of the project life cycle because it informs all involved the plan of where you're going and how you're going to get there.

## Benefits and Pitfalls of Planning ● ●

*Length: Approximately 10 minutes*

We often talk about planning or things we plan to do in everyday conversation. To get to that goal, you have to have a plan. But when do you plan, or how do you develop an efficient plan? Or even how to identify an efficient or deficient plan? Let's start with a basic understanding of why we plan, the benefits of planning, but also when not to plan.

## Post Project Evaluation ●

*Length: Approximately 10 minutes*

You now know the whole planning cycle; the implementation of the project, and you've delivered the end project or service. There is one final thing that needs to be done before the project ends. That's the post-project evaluation or the postmortem. But the process of evaluating the project itself is something that you need to do relatively quickly. This is probably one of the most valuable learning opportunities that you are going to have, so don't skip it.

## Project Scheduling - The Basics ●

*Length: Approximately 10 minutes*

Project budgeting is something that has to be done for all projects. There are certain considerations when determining how to budget and what to watch out for when creating a budget. However, remember that the amount of detail in the budget will depend on your organization. There are some important points to remember when creating a project budget. First, your accounting department will want you to categorize certain kinds of costs that go into your project.

## Communicating Effectively ●

*Length: Approximately 30 minutes*

Effective communication is one of the most important life skills we can learn – and yet it's not something most people put a lot of effort into. We accept that some people are naturally good at public speaking, or are really good at getting their point across in meetings. The truth is, effective communication is a skill, and like any skill, with practice, you can improve. This course will provide you with the necessary knowledge, skills, and confidence to be an effective communicator.

## Introduction to Project Planning ●

*Length: Approximately 15 minutes*

Project Planning is a step-by-step process, essentially a process of documenting your thinking about the project. It's your primary tool for being able to track and manage the project. When you talk about Project Planning, the plan itself is almost an afterthought and typically occurs after you understand the scope and deliverables of the project. It's essentially the process of documenting your thinking about the project.



## Effectiveness vs. Efficiency ●

*Length: Approximately 10 minutes*

You know how to do things efficiently. The problem is that efficiency is only a small part of effectiveness, which is what we want to accomplish. Prioritizing your time for effectiveness is the next challenge.

## A Culturally Intelligent Workplace ● ●

*Length: Approximately 10 minutes*

Cultural intelligence is important so you can work and build better connections with your co-workers and customers by understanding their culture. This course will give you tips on how to improve your cultural intelligence.

## A New Way to Train Employees ●

*Length: Approximately 10 minutes*

Employee training and development is the process of developing employee's personal and organizational skills, knowledge, and abilities. Today, employee training has evolved to be more interactive and engaging for the trainee. Advances in workplace technology make orientations and company-wide trainings less expensive and more efficient for everyone involved.

## Adaptive Selling ● ●

*Length: Approximately 15 minutes*

Adaptive selling allows you to truly listen, understand the customer's needs, and then adapt your conversation and presentation accordingly. If you give a canned presentation, you won't learn what the customer thinks is important. The only way you can find out is by listening, asking questions, and adapting your recommendations and presentation. Adaptive selling is much easier to do when you establish a relationship with the customer.

## Reimagining Leadership ●

*Length: Approximately 10 minutes*

What will the future hold for leadership? This Leadership suite course will examine the mindset to adopt when it comes to future planning in management, how you can assess your own company and team's likely trajectory, some predictions for the next few years, and how you can adapt to the ever-changing business landscape.

## Building and Managing Your Dream Team ●

*Length: Approximately 10 minutes*

Managers must build high performing teams and then work through their people, because they can't do everything themselves—especially at a time of rising workplace demands. Building a high performing team takes time and effort.



## Barriers to Communication Success (Part 1) ● ●

*Length: Approximately 10 minutes*

Successful communication is vital to any effective manager. However, there are many mental and verbal barriers that can prevent communication success. If you understand these barriers, you will be better equipped to avoid them and to deal with them when they arise. After completing this course, you will have taken a major step to improving your interpersonal communications skills.

## Barriers to Communication Success (Part 2) ● ●

*Length: Approximately 10 minutes*

Cultural intelligence is important so you can work and build better connections with your co-workers and customers by understanding their culture. This course will give you tips on how to improve your cultural intelligence.

## Bloomberg Game-Changing Figures - Jeff Bezos (Amazon) ●

*Length: Approximately 25 minutes*

Jeff Bezos didn't just invent online shopping; he almost single-handedly turned it into a 34-billion-dollar enterprise. With the launch of Amazon.com in 1994, Bezos put online shopping on the map and Amazon.com has sold every product imaginable since the company's inception.

Interviews include former Amazon employees James Marcus and Eric Best, tech entrepreneur Esther Dyson, Zappos CEO Tony Hsieh, Wired Magazine editor-in-chief Chris Anderson and ex-Harper Collins CEO Jane Friedman.



## Microsoft Office 365 ●

*Length: Approximately 5 minutes*

This short introductory lesson on Microsoft Office 365 provides a quick overview of how to improve individual and team productivity in Office 365, through collaboration with colleagues in the cloud, along with ongoing artificial intelligence (AI) assistance. The module provides informational videos covering key points, along with transcripts, closed captions, and additional resources expanding on the module's topic.

## Microsoft Word Basics ●

*Length: Approximately 20 minutes*

This instructional course is designed to guide participants through the fundamental functionalities of Microsoft Word. Microsoft Word offers a user-friendly interface facilitating the creation of diverse document formats. This course aims to demonstrate the ease with which various documents can be crafted using Word. Upon completion, participants will have acquired proficiency in the basic operations of the software and gained insight into the spectrum of document types achievable through its utilization.

## Microsoft Excel Basics ●

*Length: Approximately 20 minutes*

Welcome to Microsoft Excel! In this e-learning course, you'll dive into the basics of Microsoft Excel, the go-to tool for handling numbers, organizing data, and making cool charts. Get ready to learn how to move around in Excel like a pro, enter data neatly, and make it look awesome with formatting tricks. We'll also show you how to use basic formulas to crunch numbers and make your spreadsheets work for you.

## Microsoft PowerPoint Basics ●

*Length: Approximately 20 minutes*

This instructional course will walk you through the basics. By the end, you will be able to create stunning presentations that look like they were designed by a professional. Throughout this course, we will delve into the essentials necessary for crafting impressive presentations. By the conclusion, you will be proficient in developing presentations with a polished, professional appearance. Upon completing the course, you will know to create visually captivating presentations.

## Microsoft Teams Basics ●

*Length: Approximately 5 minutes*

This short introductory lesson on Microsoft 365 Teams provides a quick overview of one of the most popular and effective ways to create ideas in a collaborative session through social networking. The module provides informational videos covering key points and simulations demonstrating the steps necessary to achieve the learning outcomes, along with transcripts, closed captions, and additional resources expanding on the module's topic.



## Microsoft SharePoint Basics ●

*Length: Approximately 5 minutes*

Microsoft SharePoint is a web-based platform that serves as a centralized hub for collaboration, content management, document storage, and workflow automation within organizations. It allows teams to work together more efficiently by providing tools for sharing documents, managing projects, and communicating seamlessly. At its core, SharePoint enables users to create websites where you can store, organize, and access various types of content, including documents, spreadsheets, presentations, and multimedia files.

## Excel - Intermediate Skills ●●

*Length: Approximately 1 hour*

Basically, once you've got your head round the main bits of Excel, the cells and the data entry and that, you're at intermediate. It's a good level to be at. But could you be better? Find out. Excel's a really useful tool for almost every profession. Ergo, the better you are at Excel, the better you can be at your job. Chances are, most of us could use Excel more effectively, simply because it's such a diverse platform, and it can be tricky to understand everything fully through self-teaching. This course will help you dig a little deeper into the Excel mineshaft and unearth some hidden gems.

## First Aid - Bleeding ●

*Length: Approximately 1 minute*

Bleeding can make us uneasy. It's not just that it's kind of gross, it's also that some of us are unsure of how to handle it. Don't stress – we'll tell you everything you need to know to handle blood, so if the time comes, you'll have all the right info. All first aid steps that are outlined in this course are guidelines only and are not intended to replace medical advice.

## First Aid - Seizures ●

*Length: Approximately 3 minutes*

This course covers important information about how you can help someone in your workplace who is having a seizure. All first aid steps that are outlined in this course are guidelines only and are not intended to replace medical advice.

## First Aid - Wounds ●

*Length: Approximately 3 minutes*

This course covers important information about how you can help someone in your workplace who has been wounded. All first aid steps that are outlined in this course are guidelines only and are not intended to replace medical advice.

## First Aid - Burns and Scalds ●

*Length: Approximately 3 minutes*

This course covers important information about how you can help out someone in your workplace who has been burned or scalded. On completing this course, you should be able to help a co-worker who has been burned or scalded. All first aid steps that are outlined in this course are guidelines only and are not intended to replace medical advice.



## First Aid - Limb Injuries ●

*Length: Approximately 2 minutes*

This course covers important information about how you can help someone in your workplace who suffers a limb injury. All first aid steps that are outlined in this course are guidelines only and are not intended to replace medical advice. On completing this course, you should be able to help someone who suffers a limb injury.

## First Aid - Bumps and Knocks ●

*Length: Approximately 3 minutes*

This course covers important information about how you can help out someone in your workplace who has hurt themselves from a bump or a knock. All first aid steps that are outlined in this course are guidelines only and are not intended to replace medical advice. On completing this course, you should be able to help a co-worker who has hurt themselves from a bump or a knock.

## Introduction to Project Management ● ●

*Length: Approximately 10 minutes*

Managing a project may seem easy, and, on the surface, it may be – you have a goal, you know the initiatives and the due date – it's simple. But within a project, there are many stakeholders and teams that may affect and even stall your project. So how do you succeed?

Topics include: · Basics of Project Management · Project Characteristics · Project Manager Skills

## Introduction to Project Planning ● ●

*Length: Approximately 15 minutes*

Project Planning is a step-by-step process, essentially a process of documenting your thinking about the project. It's your primary tool for being able to track and manage the project. When you talk about Project Planning, the plan itself is almost an afterthought and typically occurs after you understand the scope and deliverables of the project. It's essentially the process of documenting your thinking about the project.

## Project Scheduling - The Basics ● ●

*Length: Approximately 10 minutes*

Project scheduling is not a one and done process. You might have an idea of how long it should take, but there are certain variables that can and will affect your project timeline. From a project scheduling standpoint, you can make some realistic judgments about the time needed to get the work done and the project completed. Keep in mind deadlines and schedules are not the same things.

## Planning Project Phases ● ●

*Length: Approximately 10 minutes*

Once your project is defined, and the project team assigned, you can go to the second phase in the project management life cycle, the project planning phase. Project planning is the base of the project life cycle because it informs all involved the plan of where you're going and how you're going to get there.





## Benefits and Pitfalls of Planning ●

*Length: Approximately 10 minutes*

We often talk about planning or things we plan to do in everyday conversation. To get to that goal, you have to have a plan. But when do you plan, or how do you develop an efficient plan? Or even how to identify an efficient or deficient plan? Let's start with a basic understanding of why we plan, the benefits of planning, but also when not to plan.

## Post Project Evaluation ●

*Length: Approximately 10 minutes*

You now know the whole planning cycle; the implementation of the project, and you've delivered the end project or service. There is one final thing that needs to be done before the project ends. That's the post-project evaluation or the postmortem. But the process of evaluating the project itself is something that you need to do relatively quickly. This is probably one of the most valuable learning opportunities that you are going to have, so don't skip it.

## Ethical Leadership ● ●

*Length: Approximately 15 minutes*

The modern workforce wants to see their leaders practice what they preach. They want leaders who will set moral standards and stick to them. Leaders who lead by example and hold themselves to the same – if not higher - moral standards they do for everyone they lead. In this course, we examine the ethical leadership style. We will define what sets it apart from other leadership styles and identify how to implement ethical leadership in real-life professional scenarios.

## Inclusive Leadership ● ●

*Length: Approximately 10 minutes*

How can a leader optimize an organization's diversity to improve overall performance? The short answer is simple, inclusive leadership. The long answer is a little more complex. But fear not, as this course is here to uncover everything you need to know about becoming an inclusive leader.

## Multigenerational Management ● ●

*Length: Approximately 10 minutes*

Managing a multigenerational team is a unique challenge. There are at least four different generations of employees now within the workforce. All with their own unique set of experiences, perspectives, principles and ambitions. In this course we attempt to shine a light on the potential difficulties involved with managing across generations and uncover some best practices for new managers to consider when assuming authority over a multigenerational team.

## Trust Building and Empathy ● ●

*Length: Approximately 10 minutes*

People won't do their best work for someone they don't get along with or, worst of all, don't trust. And without understanding how your team feels, there's no way you can gain trust. This course will explain the importance of trust building, how empathy plays a huge part in trust, and how you can achieve both of these with your team members.

● Cybersecurity ● Finance ● HR ● Leadership ● Managed Services ● Operations ● Sales

● Security ● Soft Skills ● Technical



## Dealing with Difficult Staff ● ●

*Length: Approximately 1 minute*

Whether you hired them yourself, or they were thrust upon you, employees are people, and people aren't perfect. There's a good probability you'll have to deal with a difficult staff member during your time as manager or supervisor. This course will give you some tips on handling it.

## Managing Different Personalities ● ●

*Length: Approximately 10 minutes*

To be a great leader, you'll need to learn who your team members are individually and adapt when connecting with and leading them. We'll look at how to get the best out of all your people, and look specifically at different communication styles.

## Multiplier Mindset ● ●

*Length: Approximately 10 minutes*

Managers who boost their employees, rather than over controlling things, can have many benefits. This course will explain the concept of the multiplier mindset, including what it is, how it can benefit you, and how you can adopt multiplier practices into your own leadership style.

## Strategy and Pragmatism ● ●

*Length: Approximately 10 minutes*

This course will explain how to get organized, the importance of having a plan, and how to lead in a compassionate and empathetic way, whilst remaining strong and decisive. We'll look at how having both skillsets – strategy and pragmatism – will make you a great leader.

## Groupthink versus Visionary ● ●

*Length: Approximately 10 minutes*

If a leader relies too heavily on committee decisions and lacks a clarity of thought, their team will lose momentum, make unoriginal decisions, and never progress. Equally a leader too preoccupied with their own strategy and agenda can often lose the faith of a team and sight of their primary goals. Is it possible to draw on both these approaches to find a third alternative to groupthink and visionary leadership? This course plans to find out.

## Futureproof Your Leadership through Innovation ● ●

*Length: Approximately 10 minutes*

What will the future hold for leadership? This Leadership 201 suite course will examine the mindset to adopt when it comes to future planning in management, how you can assess your own company and team's likely trajectory, some predictions for the next few years, and how you can adapt to the ever-changing business landscape.



## Communicating with Customers ● ●

*Length: Approximately 15 minutes*

You must develop the best communication skills possible with your customers. Some of these skills include knowing how to communicate with your customers by telephone, online, and in person. It involves the tone of your voice, the questions you ask, how you listen to them, and even your nonverbal cues.

## Complaint Handling ● ●

*Length: Approximately 10 minutes*

We've all been in situations where we've at least wanted to complain, even if we've not done it. But more often than not, it just means there's a problem we want to be solved, not that we hate the company. Research has shown that 95% of customers will give you a second chance if you handle their complaint successfully. This means complaint handling is a skill vital to retaining customers. This course will help to improve your ability to handle complaints.

## Creating Customer Loyalty ● ●

*Length: Approximately 10 minutes*

Customer loyalty and customer retention are two important areas of every business. Loyal customers help organizations achieve success. It's easier to sell more to existing customers and is financially prudent. This course will help turn any customer into a loyal one.

## Keeping Customer Loyalty ● ●

*Length: Approximately 10 minutes*

It costs a lot more to gain a new customer than to retain an existing one. Loyal customers are one of our most important sources of revenue. But how can we ensure that we keep hold of our existing customers? Well, delivering great and consistent customer service can turn new or average customers into loyal fans of your business, and a loyal customer means repeat business. This course will help you to improve customer loyalty through your customer service skills.

## Customer Expectations ● ●

*Length: Approximately 10 minutes*

Customer service is a pretty broad term. What do we actually mean when we say it? Well, generally, we are referring to the experience we are given by a business. It is how they treat us, how they handle complaints or issues, and how they leave us feeling after an interaction. And these days, it is increasingly important to get it right. This course will look at how customers expectations have changed, and how your business can actually benefit from it.

## Creating a Culture of Over Service ● ●

*Length: Approximately 10 minutes*

When developing customer relationships, you should over-service to leave a lasting impression. Now, why is this important? Can you think of a situation where you thought, "This was amazing, look what they just did?" That's over-service. That little extra touch, whatever it is, will bring your customer back. Over service will propel you and the customer to talk to other people about it.



## Cultural Intelligence ● ● ●

*Length: Approximately 10 minutes*

Cultural intelligence is important so you can work and build better connections with your co-workers and customers by understanding their culture. This course will give you tips on how to improve your cultural intelligence.

## Disability Awareness ● ● ●

*Length: Approximately 10 minutes*

When people with disability participate in the workforce, there are benefits for everyone. Inclusion in the workplace is essential in supporting people with disability. This course will help you better understand the barriers people with disabilities face and how you can make a difference in creating a more inclusive environment for them.

## Managing Team Stress ● ● ●

*Length: Approximately 10 minutes*

In this course, we are going to explore a manager's role and responsibilities when it comes to stress in the workplace. Specifically, we will highlight why employees will feel stress, recognize the most common signs of stress in a team, as well as show how a manager can alleviate stress in the workplace.

## Building A Creative Work Environment ● ● ●

*Length: Approximately 10 minutes*

In this course, we will uncover what is required to make the most of your workspace to get the highest performance out of yourself and your colleagues. Whether that's at home or on location in a designated workplace.

## Bystander Strategies ● ● ●

*Length: Approximately 10 minutes*

The actions of bystanders can play an important role in creating a more comfortable, healthy work environment. Here, you'll learn what bystanders are and why they're important. We'll cover what makes a good bystander, how to be one yourself, and how to foster a workplace environment that supports bystanders.

## Discrimination Prevention ● ● ●

*Length: Approximately 10 minutes*

A healthy workplace culture encourages people to thrive. We all have a role to play in creating the kind of workplace we want to be a part of, free from discrimination. This course will help you understand why discrimination is a workplace issue, its forms and how to prevent it, and what you can do if you feel you are being discriminated against.



## **Bullying Prevention** ●

*Length: Approximately 10 minutes*

Bullying is becoming more prevalent in the workforce around the world. But you and your organization can stop it from occurring. This course will help you understand why bullying is a workplace issue, what causes it, how to avoid it, and what to do if you experience bullying at work.

## **Introduction to Risk Management** ●

*Length: Approximately 15 minutes*

This module provides an overview of risk management, focusing on its principles, framework, and an overview of its process.

## **Risk Assessment** ●

*Length: Approximately 15 minutes*

This module describes the first half of the risk management process: communication and consultation, scope, context and criteria and risk assessment.

## **Risk Treatment** ●

*Length: Approximately 15 minutes*

This module describes the first half of the risk management process: communication and consultation, scope, context and criteria and risk assessment.

## **Health and Safety at Work** ●

*Length: Approximately 15 minutes*

Spotting hazards, following simple safety tips, and keeping safety top of mind help make our workplaces safer and healthier. Maintaining a safety mindset helps to reduce the number of serious accidents and incidents that occur in workplaces every year.

## **CPR Basics** ●

*Length: Approximately 15 minutes*

Having the knowledge to save another's life is beneficial and life-changing. Study the methods and skill set needed to perform CPR to save someone's life.

## **PPE Awareness** ●

*Length: Approximately 10 minutes*

Learn why not taking personal protective equipment seriously can have devastating consequences.

## **Drugs and Alcohol** ●

*Length: Approximately 15 minutes*

This course covers important information about the impact and risks of drugs and alcohol in the workplace. It outlines signs of drug and alcohol misuse, and underlying reasons for misuse. It also covers workers' and organizations' responsibilities with drugs and alcohol in the workplace.



## Introducing Human Resource Management ●

*Length: Approximately 5 minutes*

There is a stereotype of human resources workers as being false empathetic bureaucrats. It's not a very flattering image. However, a human resource representative's job is to care about ensuring an organization has a full staff capable of performing daily operations without undue strain. It is also the representative's job to ensure that the organization's workforce is safe, happy, and taken care of. It's a very important part of any organization, and requires a specific, strategic plan.

## The Potential of Human Capital ●

*Length: Approximately 10 minutes*

Business leaders from a multitude of industries agree that their business' success will be decided by their workforce – attracting, retaining, and optimally managing a high-value workforce. Tackling these human capital success factors is an essential part of every business leader's and human resource management professionals' role. Understanding the potential of human capital will allow you to meet responsibilities and gain insight into the broader business and human capital issues that your companies face now and in the future.

## Recruiting New People ●

*Length: Approximately 5 minutes*

Managers who hire and orient qualified new employees enhance the success of their departments and organization many times over. This is instrumental in maximizing productivity and morale and minimizing turnover. Although the human resources department usually plays an active role in locating potential employees, managers sometimes find that recruiting applicants fall within their job responsibilities as well. In any event, it's essential to have reliable sources of qualified applicants before you can actively begin the hiring process.

## Interview Communication Best Practices ●

*Length: Approximately 5 minutes*

One form of common business communication is the interview. Whether you are interviewing for a job or interviewing someone else, it's important to understand the proper way to conduct an interview. As your business grows and your role in the business changes, you will likely be involved in conducting interviews of prospective candidates for new positions. Basic to the interview process is developing and asking good questions. But before you design your interview questions, you need to make sure you have a clear purpose for gathering the information. Knowing this process and being clear about your objectives will help you develop better questions and conduct a more effective interview.



## Interview Communication Best Practices ●

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## Types of Interviews and Interview Questions ●

*Length: Approximately 10 minutes*

Interviewing people costs time and money. After candidates make it through the initial screening, it is very important to conduct good interviews so that you can efficiently select the right candidate. Many businesses have lost time and money because their new employees couldn't perform the job or just plain quit. Knowing the different interview options available to you will help you in this process.

## Hiring Employees ●

*Length: Approximately 10 minutes*

Hiring new employees is a very complicated process. Before it begins, you should have each step planned out and leave little room for error or impromptu actions. So that you can plan these steps better, it is important that you understand what each one entails.

## Retaining Your Best People ●

*Length: Approximately 10 minutes*

Part of the job of a human resources manager is to develop strategies to keep employees from leaving the company. The more you retain your employees, the more efficient and successful your organization becomes. To do this, you must gather data about the satisfaction of your current employees and use that information to develop specific retention plans. However, before you take those steps, you should understand some theories of job satisfaction and dissatisfaction.

## Deciding on a Pay System ●

*Length: Approximately 10 minutes*

If we didn't get paid, we wouldn't go to work. Deciding how your business's salaries will be structured is an important part of ensuring that employees are compensated fairly for the work that they do for you. Salary cannot be arbitrary or based on something as whimsical as employee likeability. There are many different methods to create your payment structure to the benefit of your employees and your organization.

## Managing Sexual Harassment ●

*Length: Approximately 15 minutes*

Would you know what to do if an employee came to you with a sexual harassment complaint? This course will help you, as a manager, respond to sexual harassment allegations. It will help you identify sexual harassment and prevent it from happening to you and your employees.



## Employee Separation, Rightsizing, and Layoffs ●

*Length: Approximately 5 minutes*

Letting an employee go is one of the less pleasant tasks facing managers. However, there are times that it must be done, and there are right ways to do it. It is important to follow the proper procedures so that the whole thing is as painless and efficient as possible.

## Providing Voluntary Benefits- Incentive Pay and PTO ●

*Length: Approximately 10 minutes*

How are good employees rewarded? There are many different types of compensation and benefits that help a company stay relevant and competitive to employees. Although types of compensation vary, their purpose is the same: to recruit, reward, and retain the best employees and give a company a competitive advantage.

## Performance Appraisals ●

*Length: Approximately 10 minutes*

Employees generally want their managers to tell them three things: what they should be doing, how well they're doing it, and how they can improve their performance. Good managers address these issues on an ongoing basis and also conduct regular official appraisals. Knowing the best ways to provide this feedback is a tremendous asset for you and your employees.

## Developing Resilience 1.0 ●●

*Length: Approximately 5 minutes*

Learn how to challenge your thinking. See what is really happening, not what you think is happening. This is key to becoming more resilient.

## Developing Resilience 2.0 ●●

*Length: Approximately 15 minutes*

We all have to face adversity in our lives. It's never fun. Not for anyone. Especially if you think you're not a naturally resilient person. But fear not, as this course is designed to show you that you can develop a resilient mind-set to stay primed to tackle adversity now and in the future.

## Resilience and Perseverance in Customer Service ●●

*Length: Approximately 10 minutes*

Some might admit that Customer Service can be a tough job. Oftentimes, you are facing customers who have a problem and concern, and who might be less than happy. How do you face those scenarios day in and day out? With perseverance and resilience.





## Cybersecurity Overview ●●

*Length: Approximately 15 minutes*

With ongoing technological advances and cybersecurity threats, our information security is at an increased risk. Unfortunately, our weakest link is us, humans. Think before you post, send, click, or share to help prevent an information security threat.

## Social Engineering ●●

*Length: Approximately 15 minutes*

Employees are the weakest link in an organization's cybersecurity. And cyber-criminals know this. Don't be fooled into handing over precious details about yourself or your organization. This course can help. Learn about the (many) techniques hackers use to gather information and who these unsavory types may be. Learn how to avoid falling victim to a social engineering attack.

## Preventing a Cybersecurity Attack ●●

*Length: Approximately 15 minutes*

Cybersecurity attacks are an increasing concern. It's a fact of life that nearly all cyberattacks are enabled by people. This means your cybersecurity defense should also be made by people. Start today by getting everyone more involved, empowered, and provisioned. Take this course for some tips on how to prevent a cybersecurity attack.

## Workplace Cybersecurity Risks ●●

*Length: Approximately 15 minutes*

Global connectivity and the increasing use of cloud services means the risk of cybersecurity attacks from outside your organization is increasing. It's no longer enough to rely on traditional controls for information security. You are the most important line of defense to reduce your organization's cybersecurity risk and highlight potential attack surfaces.

## Staying Safe Online ●●

*Length: Approximately 25 minutes*

Most workplaces require us to be online, so we need to be aware of cybersecurity incidents and what to do if we come across one. This course discusses the various online risks and how to protect yourself and your organization from them.

## Workplace Cybersecurity Risks ●●

*Length: Approximately 15 minutes*

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## Costs, Volume and Profits ●

*Length: Approximately 15 minutes*

This course introduces fixed and variable costs, in order to explain how the mix of costs impacts a company during both economic growth and decline. Break-even or target profit calculations are also identified, giving your staff the financial knowledge they need to navigate the financial health of your organization.

## Income Statements Made Simple ●

*Length: Approximately 5 minutes*

This course introduces fixed and variable costs, in order to explain how the mix of costs impacts a company during both economic growth and decline. Break-even or target profit calculations are also identified, giving your staff the financial knowledge they need to navigate the financial health of your organization.

## Operational Plans - Budgeting ●

*Length: Approximately 10 minutes*

Budgeting helps smaller teams and units within a company plan the use of their resources in order to help meet larger company goals. As a manager, you are responsible for implementing a budget as part of your operational planning.

## Overview of Network and System Audits ●

*Length: Approximately 10 minutes*

The point of a system audit is to make sure everything is in order, and evaluate your organization's IT operations and infrastructure. Audits aren't scary, but the consequences of not complying with regulations can be. About to be audited? This course will give an overview of everything you need to know.

## Operational Plans - The Single Use Plan ●

*Length: Approximately 10 minutes*

What we do every day takes us closer and closer to what we want to accomplish in the big picture. Operational plans are what we do on a real, day-to-day basis to successfully produce and deliver a product or a service. They direct the behavior and efforts of our staff, and determine our daily priorities of what we want to accomplish. A major part of your role as a manager is to determine how to operate your team to help your company meet its larger goals.



## A Tactical Guide to SEO and PPC - Part One ●

*Length: Approximately 5 minutes*

Search engine optimization and pay-per-click (PPC), are incredibly effective ways to drive traffic for your website. But how do you ensure that you're driving traffic that results in conversions? And when it comes to SEO, how can you amplify your efforts? And for PPC, how do you know you're making the most of your spend?

## A Tactical Guide to SEO and PPC - Part Two ●

*Length: Approximately 10 minutes*

It's important to have a tactical understanding of how to uncover long tail keyword opportunities that can drive highly qualified visitors to your site. Learn to maximize the utility of your online advertising spend through better segmentation and utilize AB testing and measurement. Don't be afraid and embrace new marketing strategies, while avoiding the common mistakes that hurt online marketing quality.

## Effective Sales Skills ●

*Length: Approximately 10 minutes*

When a sales approach is happening, there are certain opening statements to avoid and others that are better. Some pointers and reminders will help you begin the selling relationship right. With effective sales skills, sales approaches can be very different depending on the selling situation. Keep in mind some common skills that are always relevant.

## The Sales Approach - Confidence and Credibility ●

*Length: Approximately 10 minutes*

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When a sales approach is happening, there are certain opening statements to avoid and others that are better. Some pointers and reminders will help you begin the selling relationship right. With effective sales skills, sales approaches can be very different depending on the selling situation.

## Negotiation and Influence ●

*Length: Approximately 15 minutes*

Many salespeople like to claim, 'Life is one big, ongoing negotiation.' And, in truth, it pretty much is. In sales, the need to negotiate and influence is so important because you actually spend more time doing it more than you realize. Yet it can often be the hardest aspect of the sales process to master. This course is designed to give you the confidence to negotiate and influence any prospect.



## Anticipating Your Customer Needs ●

*Length: Approximately 10 minutes*

You can never really know what a person thinks unless they tell you. There are several non-verbal cues you can tune into when interacting face-to-face with your customers - the role that nonverbal communication, body language, expression, and your own listening, all play a role in your relationships with your customers.

## The Sales Approach - Confidence and Credibility ●

*Length: Approximately 10 minutes*

It's important to have a tactical understanding of how to uncover long tail keyword opportunities that can drive highly qualified visitors to your site. Learn to maximize the utility of your online advertising spend through better segmentation and utilize AB testing and measurement. Don't be afraid and embrace new marketing strategies, while avoiding the common mistakes that hurt online marketing quality.

## Adaptive Selling ●

*Length: Approximately 15 minutes*

Adaptive selling allows you to truly listen, understand the customer's needs, and then adapt your conversation and presentation accordingly. If you give a canned presentation, you won't learn what the customer thinks is important. The only way you can find out is by listening, asking questions, and adapting your recommendations and presentation. Adaptive selling is much easier to do when you establish a relationship with the customer.

## Master the Art of Negotiating ●

*Length: Approximately 10 minutes*

The course helps you avoid the fatal flaw of negotiating too early in the sales process. Once you've entered the negotiation phase, it's essential to recognize what type of negotiator you're dealing with and adjust to create the optimal outcome. This course focuses primarily on how to create balanced agreements with your customers.

## Communication in Sales ●

*Length: Approximately 15 minutes*

It's important to remember that you'll be communicating with many different people about many different topics in selling. Sometimes, you'll be communicating one-on-one, other times, you'll be communicating with a group. Just as people have varying social styles, people also absorb information differently.

## Handling Objections in Sales ●

*Length: Approximately 15 minutes*

People are always going to have anxieties when it comes to spending company money. A vital skill a salesperson must have is the ability to overcome sales objections with precision and confidence. And luckily for you, this course is here to show you how.



## Navigating the Sale ●

*Length: Approximately 10 minutes*

In business-to-business selling, most aspects of the sale can be negotiated. This can include pricing, length of contract, terms, options, delivery dates, services, and other aspects. Finding agreeable terms for each one of these aspects, will move your prospect through the funnel.

## Always Be Closing ●

*Length: Approximately 10 minutes*

You can get everything right during a sales pitch, but if the close isn't on point, it's all for nothing. You need to learn how to end on a 'yes'. This course'll help. The course is a quick overview of the necessity of closing sales well, plus an outline of some important closing types. It also runs through the pros and cons of each, and the necessity for a good 'groundwork' conversation for any closing technique to work. It's more an overview than an in-depth investigation, and is useful for a refresh or to learn something quickly.

## Adapting to Change ●

*Length: Approximately 15 minutes*

Dealing with change is not a smooth process. It's anything but smooth, as people who have been through change will testify. But is managing and adapting to change really that hard? As the saying goes, "it's not rocket science." Given that, how can someone cope with their apple cart being turned upside down?

## Identifying Obstacles to Organizational Change ●

*Length: Approximately 10 minutes*

Organizational change is the movement of an organization from one state of affairs to another. Organizational change can take many forms. It may involve a change in a company's structure, strategy, policies, procedures, technology, or culture. The change may be planned years in advance or may be forced upon an organization because of a shift in the environment. Organizational change can be radical and alter the way an organization operates, or it may be incremental and slowly change the way things are done. In any case, regardless of the type, change involves letting go of the old ways and adjusting to the new ways. Therefore, it is a process that involves effective people management.

## The Change Curve ●

*Length: Approximately 15 minutes*

Change is always happening and most of us resist or dread it at some point or other. The Change Curve is a useful tool to help organizations navigate change more effectively. This course will help you identify the five stages of change and give you tips on applying the Change Curve to help manage change in your organization.

## Be a Change Leader ●

*Length: Approximately 15 minutes*

There's no way to avoid change in our work lives. Sometimes we can control it, other times we can't. Jobs or roles change and not always for the better. Our organizations undergo reorganizations and revamp their strategies, and we need to adjust. Yet, most of us don't deal with change very well.



## Managing Change ●

*Length: Approximately 15 minutes*

If you're going to be an advocate for change, as all good leaders should be, you need to start by understanding what you're up against. This course will help you to learn to manage change more effectively.

## Fatigue Management ●

*Length: Approximately 10 minutes*

Would you know the warning signs of fatigue? Fatigue is a serious or prolonged period of exhaustion that can affect you both mentally and physically. You need stop fatigue before it happens. This course will help you understand fatigue, know what to do if you or someone else might be fatigued and how to manage fatigue before it's too late.



# PSA University Learning Paths



## PSA University Learning Paths

These learning paths are curated playlists the PSA Education team creates, to create a series of courses that fall into the same category/skill.

### PSA U Learning Path: Microsoft 365 Basics

This learning path covers various programs in the Microsoft 365 product suite at the introductory level.  
Courses Included:

- Microsoft Office 365
- Microsoft Word Basics
- Microsoft Excel Basics
- Microsoft PowerPoint Basics
- Microsoft Teams Basics
- Microsoft OneDrive Basics
- Microsoft SharePoint Basics

### PSA U Learning Path: First Aid Basics

These courses cover the fundamentals of first aid.  
Courses Included:

- Primary Survey (Knowledge Check)
- Bleeding
- Seizures
- Wounds
- Burns and Scalds
- Limb Injuries
- Bumps and Knocks
- Secondary Survey (Post Course Knowledge Check)

### PSA U Learning Path: Project Management 101

This learning path covers various project management skills at the introductory level.  
Courses Included:

- Introduction to Project Management
- Introduction to Project Planning
- Project Scheduling - Basics
- Planning Project Phases
- Benefits and Pitfalls of Planning
- Post Project Evaluation





# PSA University Learning Paths

## PSA U Learning Path: Customer Relationships

These courses cover the fundamentals of building and maintaining healthy customer relationships.  
Courses Included:

- Complaint Handling
- Keeping Customer Loyalty
- Creating Customer Loyalty
- Customer Expectations
- Creating a Culture of Over Service
- Communicating with Customers

## PSA U Learning Path: Leadership 101

These courses cover the fundamentals of leadership for supervisors and managers.

- Ethical Leadership
- Inclusive Leadership
- Multigenerational Management
- Trust Building & Empathy
- Inspirational Leadership

## PSA U Learning Path: Leadership 201

These courses cover more advanced concepts of leadership for supervisors and managers.

- Dealing with Difficult Staff
- Managing Different Personalities
- Multiplier Mindset
- Strategy and Pragmatism
- Groupthink versus Visionary
- Futureproof Your Leadership through Innovation

## PSA U Learning Path: Risk Management

These courses cover fundamentals of Risk Management.

- Risk Management 101
- Risk Assessment
- Risk Treatment



# PSA University Learning Paths

## PSA U Learning Path: Workplace Safety Basics

These courses cover the fundamentals of building and maintaining healthy customer relationships.  
Courses Included:

- Workplace Safety
- CPR Basics
- PPE Awareness
- Drugs & Alcohol
- Fire Awareness

## PSA U Learning Path: Workplace Culture

These courses cover the fundamentals of building and maintaining healthy customer relationships.  
Courses Included:

- Cultural Intelligence
- Disability Awareness
- Generational Diversity and Inclusion
- Managing Team Stress
- Building A Creative Work Environment
- Bystander Strategies
- Discrimination Prevention
- Bullying

## PSA U Learning Path: Human Resources 101

These courses cover introductory concepts and skills for Human Resources.  
Courses Included:

- Introducing Human Resource Management
- The Potential of Human Capital
- Recruiting New People
- Selecting New Employees
- Interview Communication Best Practices
- Hiring Employees
- Retaining Your Best People



# PSA University Learning Paths

## PSA U Learning Path: Human Resources 201

These courses cover intermediate concepts and skills for Human Resources.

Courses Included:

- Performance Appraisals
- Incentive Pay & Paid Time Off (PTO)
- Employee Separation, Rightsizing and Layoffs
- Managing Sexual Harassment
- Discrimination Prevention

## PSA U Learning Path: Human Resources 301

These courses cover advanced concepts and skills for Human Resources.

Courses Included:

- Terminating Employees
- Costs and Causes of Employee Turnover
- Utilizing Job Evaluation Systems
- Understanding and Investigating Performance Issues
- Compiling Employee Satisfaction Data

## PSA U Learning Path: Cybersecurity

These courses cover introductory and intermediate concepts for developing Cybersecurity skills.

Courses Included:

- Cybersecurity Overview
- Introduction to Ransomware
- Social Engineering
- Staying Safe Online
- Workplace Cybersecurity Risks
- Preventing a Cybersecurity Attack

## PSA U Learning Path: Managed Services

These courses cover intermediate concepts and skills for Managed Services best practices.

Courses Included:

- Costs, Volume and Profits
- Income Statements Made Simple
- Operational Plans - Budgeting
- Operational Plans - The Single Use Plan
- Overview of Network and System Audits



## PSA University Learning Paths

### PSA U Learning Path: A Tactical Guide to SEO and PPC

Search engine optimization (SEO) and pay-per-click (PPC) are both digital marketing strategies that can help increase a website's online visibility. SEO focuses on improving a website's organic search engine rankings, while PPC focuses on paid search results.

- A Tactical Guide to SEO and PPC - Part One
- A Tactical Guide to SEO and PPC - Part Two

### PSA U Learning Path: Introduction to Sales

An introduction to sales basics. These courses cover the fundamental principles and techniques that form the foundation of effective selling.

Courses Included:

- Effective Sales Skills
- The Sales Approach - Confidence and Credibility
- Negotiation and Influence
- Anticipating Customer Needs
- Adaptive Selling
- Master the Art of Negotiating
- Communication in Sales
- Handling Objections in Sales
- Navigating the Sale
- Always Be Closing

### PSA U Learning Path: Fundamentals of Change Management

Designed for individual contributors, leaders, managers, and change agents, this learning path equips you with the knowledge and skills to effectively drive and manage change within your organization.

- The Change Curve
- Identifying Obstacles to Organizational Change
- Adapting to Change
- Managing Change
- Be a Change Leader
- Fatigue Management

### PSA U Learning Path: Resilience Skills

These courses cover intermediate concepts and skills for developing Resilience.

Courses Included:

- Developing Resilience 1.0
- Developing Resilience 2.0
- Resilience and Perseverance in Customer Service



# PSA University Learning Paths

## PSA U Learning Path: Marketing Basics

This learning path offers an introduction to the fundamental concepts of marketing, perfect for anyone looking to understand the core principles that drive successful businesses.

- What is Marketing?
- The New Era of Marketing
- Setting a Marketing Communications Budget
- Email Marketing
- Tracking Marketing and Communications Campaigns

## PSA U Learning Path: Finance Fundamentals

This learning path is designed to equip you with essential financial knowledge for running and managing a successful business. From understanding financial statements and cash flow management to budgeting, forecasting, and making informed investment decisions, this learning path covers key concepts that every business owner or manager should know.

Courses Included:

- Financial Documents 101
- The Accounting Equation
- The Balance Sheet Explained
- Income Statements Made Simple
- Costs, Volume and Profits
- Analyze Financial Health with Ratios
- Capital Budgeting Methods and When to Use Them
- Business Budgeting
- Cash Flow: Statements and Logistics
- How to Maintain a Healthy Cash Flow

## PSA U Learning Path: Procurement Basics

Designed for individual contributors, leaders, managers, and change agents, this learning path equips you with the knowledge and skills to effectively drive and manage change within your organization.

- The Change Curve
- Identifying Obstacles to Organizational Change
- Adapting to Change
- Managing Change
- Be a Change Leader
- Fatigue Management



**PSA University**  
**Paid Partner Content**



# PSA U On-Demand Packages



## Vector Firm and PSA University Courses & Bundles

PSA University has teamed up with Vector Firm to offer courses to our PSA members at a discounted price.

### Vector Firm Bundle Package: 10 Courses (\$325) ●●

The Vector Firm Bundle Package consists of the following 10 courses: Public Speaking, Habits of Sales Excellence, Having Difficult Conversations with Customers, Qualifying Leads and Opportunities, Building an Annual Sales Plan, Writing an Executive Summary, How to sell to current customers, Prospecting in 2030, How to Ask Probing Questions, and Closing the Sale. See more course details outlined below. Courses are available a la carte as well.

### Vector Firm Learning Paths: Winning the Project (\$99) ●●

These three bundled sessions follow a salesperson through the buying process, from the opening discovery through to closure. Courses Included:

- How to Ask Probing Questions
- Writing and Executive Summary
- Closing Sales

### Vector Firm Learning Paths: Strategic Sales (\$99) ●●

These three sessions for one to think strategically about the business-to-business buying process in today's environment. Each session is strategic in nature and tie together nicely. Courses Included:

- Building an Annual Sales Plan
- Modern Day Prospecting
- Selling More to Current Customers

### Vector Firm Learning Paths: People Skills (\$99) ●●

These three sessions help with general skills that are especially helpful to salespeople, but can be used in almost any career. Courses Included:

- Public Speaking
- Habits of Sales Excellence
- Writing an Executive Summary

### Vector Firm Learning Paths: Sales Conversations (\$99) ●●

These three sessions are about the most common conversations salespeople have with their prospects and customers during a buying process. Courses Included:

- How to Ask Probing Questions
- Qualifying Leads and Opportunities
- Having Difficult Conversations with Customers





## Vector Firm and PSA University Courses & Bundles

PSA University has teamed up with Vector Firm to offer courses to our PSA members at a discounted price.

### Writing an Executive Summary (\$49) ●

The world of b2b selling will require stronger writing skills than it has for decades. Combining a decrease of personal meetings with an increase in distractions results in a demand for executive summaries. In this session, we'll teach you how to write an executive summary for your type of proposals.

### How to Sell to Current Customers (\$49) ●

While new accounts make up the life blood of a business, current customers can be considered the heart. In this session, we'll discuss five ideas that will help you win more business from your current customers.

### Prospecting in 2030 (\$49) ●

Nope, we didn't make a typo. We've done a lot of work on what the business-to-business environment for system integrators and security manufacturers will look like in 2030, and we've created a prospecting strategy that will work in that world. In our 30-minute webinar, we will lay out these concepts and provide a useful action item.

### How to Ask Probing Questions (\$49) ●

Since our first day in sales, we've been told about the importance of asking questions of our prospects and customers. Needs analysis questions, probing questions, implication questions, or whatever your company called them – the goals were to learn about their account and make them feel validated. Well, times have changed. Understanding your customer is still critical to success, but how a salesperson asks the questions is more important than the actual questions. Ask them in the traditional manner, and you're likely to get one-word, abrupt, and wrong answers. However, a well-positioned sales professional can get their prospect or customer to open their vault of information, providing a transparent dialogue that your competition isn't getting.

### Closing Sales (\$49) ●

Although the act of closing sales is different today, the core objective is the same and the challenges are similar. In fact, I believe it is more challenging today to close sales because we have less control. In this session, we'll share multiple concepts and several ideas that will help you close sales in today's buying environment.

### Building an Annual Sales Plan (\$49) ●●

Everyone seems to talk about a sales plan this time of year, but it's rare for an annual sales plan to be created and implemented. In fact, I'd be willing to wager quite a bit of hard-earned cash that 90% or more are not even looked at after Feb.1. This session will change that! We will cover a sales plan template – one for integrators and one for manufacturers – and talk through how to use it.



## Vector Firm and PSA University Courses & Bundles

PSA University has teamed up with Vector Firm to offer courses to our PSA members at a discounted price.

### Public Speaking (\$49) ●●

If you do an online search for “public speaking”, there will be thousands of links to articles about learning to improve your public speaking abilities. Where should you start? I suggest starting this Friday with our live webinar. We will deliver a plethora of ideas in an organized manner that are not dependent on each other – giving you the ideal situation of picking one or two or ten ideas and running with them.

### Habits of Sales Excellence (\$49) ●

Most salespeople are working past capacity in response to requests from customers, inquiries from prospective customers, and internal demands. Acting with intention has become a rare trait, which is why powerful habits are so important to salespeople today.

### Having Difficult Conversations with Customers (\$49) ●●

If you’ve been in business over the last two years, then you’ve had difficult conversations with customers about lead time, price increases, or delays. These conversations are not ending anytime soon. Fortunately, there are ways to turn these discussions into opportunities to differentiate yourself and your company. We’ll cover these methods in this month’s session.

### Qualifying Leads and Opportunities (\$49) ●

Whether it’s a known project with a familiar customer or a brand-new lead that you don’t know, qualifying is necessary for success. In this session, we’ll cover the three primary objectives of qualifying and go deep on the questions to ask for every opportunity.



**IPVM**

**PSA U**

**On-Demand  
Packages**



# IPVM and PSA University On-Demand Packages

PSA University has teamed up with IPVM to offer courses to our PSA members at a discounted price.

## Access Control 101 On Demand Course (\$229) ●

*Length: Approximately 12 hours*

After completion, students understand how current physical access technologies best achieve security goals and are used in access systems. IPVM offers the most comprehensive access control course in the industry. Unlike manufacturer training that focuses only on a small part of the system, we look at the whole picture - design, operation, maintenance, and how all parts of an access system work together. IPVM has two courses on access control, reflecting increased interest for accessible education on the subject. The primary difference is that Access Control 101 will cover concepts at the beginner's level, while Advanced Access Control will focus on more technical material, allowing deeper coverage of complex topics.

Modules:

- Life Safety
- Credentials
- Locks
- Doors
- Door Controllers
- Architecture
- Business
- History
- Trends

## Advanced Access Control On-Demand Course (\$229) ●

*Length: Approximately 12 hours*

After completion, students understand more complex topics relating to how current physical access technologies best achieve security goals and are used in access systems. IPVM offers the most comprehensive access control course in the industry. Unlike manufacturer training that focuses only on a small part of the system, we look at the whole picture - design, operation, maintenance, and how all parts of an access system work together.

Modules:

- Credential Basics
- Advanced Credentials
- Readers
- Controllers
- Management Software
- System Operation
- Life Safety Codes & Building Codes
- Doors, Opening, & Locks
- Electric Strikes
- Maglocks
- Networking & Cabling
- Access System Design

● Cybersecurity ● Finance ● HR ● Leadership ● Managed Services ● Operations ● Sales

● Security ● Soft Skills ● Technical



# IPVM and PSA University On-Demand Packages

PSA University has teamed up with IPVM to offer courses to our PSA members at a discounted price.

## IP Networking On-Demand Course (\$229) ●●

*Length: Approximately 12 hours*

Learn to set up an IP video surveillance system: configuring a managed switch, connecting IP cameras, VLANs, QoS, bandwidth management, and network security. Aimed at people with limited experience managing IT networks. This is the only networking course designed specifically for video surveillance professionals. Lots of network training exists but none of it really explains how it relates to actual video surveillance systems or focuses on video surveillance problems.

Modules:

- Bandwidth
- Addressing
- Network Hardware
- PoE, VLANs and QoS
- Protocols
- Network Cabling
- Installation
- Remote Access
- Cybersecurity
- Hacking
- Wireless
- Managed Networks

## VMS/VSaaS On-Demand Course (\$229) ●●

*Length: Approximately 12 hours*

Understand the trends, terms, and technology for VMS and VSaaS. Based on the latest reporting at IPVM, analyzing and testing products to determine which are best and worst at various capabilities, and what companies are emerging.

Modules:

- VMS / VSaaS 101
- VMS / VSaaS Architecture
- VMS / VSaaS Recording 1
- VMS / VSaaS Recording 2
- VMS / VSaaS Management 1
- VMS / VSaaS Management 2
- VMS / VSaaS Camera Integration
- VMS / VSaaS Advanced Integration
- VMS / VSaaS Investigation and Search
- VMS / VSaaS Analytics Integration
- VMS / VSaaS Live Monitoring
- VMS / VSaaS Remote Monitoring / Mobile Apps

● Cybersecurity ● Finance ● HR ● Leadership ● Managed Services ● Operations ● Sales

● Security ● Soft Skills ● Technical



## Surveillance Cameras On-Demand Course (\$229) ●●

*Length: Approximately 12 hours*

Learn to design video surveillance systems based on 900+ tests and unique research, teaching the underlying technologies and tradeoffs of current cameras. This is the only independent surveillance camera course, based on in-depth product and technology testing. You can start ASAP and finish whenever you want.

Modules:

- Basic Lenses
- Advance Lenses
- Image Quality
- Streaming
- WDR / FPS / AGC / DNR
- Low Light
- PPF
- AI/ Smart Cameras
- Form Factors
- Panoramic and PTZs
- ONVIF / API & SDKs
- Camera Selection

## Video Analytics On-Demand Course (\$229) ●●

*Length: Approximately 12 hours*

Understand how video analytics work, what problems they have, and how to responsibly sell or deploy. This course is for anyone who currently or plans to manage, design, sell, or support video surveillance systems using video analytics.

Modules:

- Fundamentals 1
- Fundamentals 2
- Measuring Accuracy
- Accuracy Problems
- Architecture
- Hardware
- Person / Face / Vehicle
- Advanced Objects / Behaviors
- Facial Recognition
- LPR / ANPR
- Demographics
- Providers / Market Overview

● Cybersecurity ● Finance ● HR ● Leadership ● Managed Services ● Operations ● Sales

● Security ● Soft Skills ● Technical



## Video Installation On-Demand Course (\$229) ●●

*Length: Approximately 12 hours*

Learn the basics for installing video surveillance systems. We teach you, step by step, the right way to install, the right tools to use and how to overcome the key challenges you will face installing.

Modules:

- Tools / Safety
- Tools Advanced
- Cables
- Terminating
- Indoor Camera Installation, Part 1
- Indoor Camera Installation, Part 2
- Outdoor Camera Installation, Part 1
- Outdoor Camera Installation, part 2
- Whips & Mounting Features
- Install Factors
- Aiming & Focusing Cameras
- Systems Commissioning

## Video Surveillance 101 On-Demand Course (\$229) ●●

*Length: Approximately 12 hours*

Understand the most important terms, technologies, and trends in the video surveillance industry. Aimed at people with limited technical exposure to video surveillance systems. The IPVM Video Surveillance 101 course is uniquely designed to help those new to the industry.

Modules:

- Fundamentals
- Cameras
- VMS / NVRs
- Analytics
- Storage and Cloud
- Video Surveillance Business
- Watch Anytime
- Personal Help / Call / Office Hours
- Certificate



# Security CEU

# PSA U On-Demand Packages





## SecurityCEU.com and PSA University Courses & Library Subscription (\$175)

PSA University has teamed up with SecurityCEU.com to offer courses to our PSA members at a discounted price. Additionally, the entire SecurityCEU.com Library Subscription is available to PSA Member companies. This allows PSA members to take all the courses in the core catalog for one low price. The courses included in the Library Subscription are as follows:

### Access Control Specialist Level I (ACS) Series ●●

The Access Control Specialist Level One course is the industry's standard for understanding the basics of access control. The series is divided into six courses that cover everything from the basic overview and history of access control systems up to modern day biometric and smartcard applications.

Included in this series:

- Course 1: Access Control Overview
- Course 2: Credentials
- Course 3: Binary and Card Data Formats
- Course 4: Smartcards
- Course 5: Biometrics
- Course 6: IP Conversion

### IP Video Series ●●

The IP Video training series is a comprehensive series of ten (10) modules that will teach you everything you need to know about today's advanced Video Surveillance Systems. Covering everything from basic system components and design to equipment selection, installation, and integration with existing analog systems, IP Video will put you on the cutting edge of the field.

This series is comprised of the following courses:

- Course 1: IP Video Overview
- Course 2: IP Video Basic Networking
- Course 3: Compression and Transmitting Video over the Network
- Course 4: IP Cameras
- Course 5: Lenses and Lighting
- Course 6: Digital Video Monitors and Storage
- Course 7: Advanced Analytics
- Course 8: Video Management Systems
- Course 9: IP Video Integration
- Course 10: Legal Issues



## IP Networking for Security Series ●

IP Networking can be complex and confusing. The use of acronyms and an ever-changing landscape certainly does not make it any easier to learn and understand. In this series, we start with the very basics and work our way toward the more complex aspects of IP Networks. The series focuses on elements that a security professional will likely encounter and is written from a security perspective. Even those with a good understanding of the technology will benefit from this series.

Included in this series:

- Course 1: Basic Networking
- Course 2: Common Network Protocols
- Course 3: Network Transmission Mediums
- Course 4: Networking Hardware
- Course 5: Network Administration and Security

## Structured Wiring and Termination Technician (SWATT) ●

The SWATT Certification is a 5 module, 6-hour course and teaches you everything you need to know about planning, running, and terminating structured wiring. The course covers network cabling and their various termination standards. The course also covers phone cabling and punch down blocks, coaxial cabling as well as tools required to finish the job.

Included in this series:

- Module 1 - Architecture
- Module 2 - Components and Tools
- Module 3 - Installations
- Module 4 - Terminations
- Module 5 - Testing and Documentation



## **NICET Level 1 Prep Course - Fire Alarm ●**

This course is designed for individuals who wish to achieve certification in the field of fire alarm systems from NICET. After completing this course, you will be able to:

- Explain what NICET Certification is and how it will benefit you
- Complete the NICET application process for certification
- Take the appropriate texts to the exam
- Prepare for the exam by understanding the topics covered within it including:
  - o Installation, Maintenance, and Submittal Preparations and System Layout.

## **NICET Level 2 Prep Course - Fire Alarm ●**

The NICET Fire Alarm Level 2 preparatory course is designed to prepare you to take NICET's Fire Alarm Level II exam. This course will cover the topics you can expect to encounter. The course is also a great learning opportunity even for those technicians who don't wish to take the NICET Level 2 prep exam.

This course is comprised of the following modules:

- 2.1 Installation
- 2.2 Commissioning and Testing
- 2.3 Troubleshooting
- 2.4 Site Conditions
- 2.5 Basic Electricity and Power Supplies
- 2.6 Startup and Programming

## **Wireless Technologies Series ●**

The Wireless Technologies courses are an in-depth series that provides a detailed look at the advantages and challenges presented by the installation of wireless alarm systems. The components include instruction on wireless devices, a look at wireless standards, and troubleshooting techniques to use with wireless systems.

The Wireless Technologies series is composed of three (3) high-quality courses:

- Course 1: Wireless Components and Physics
- Course 2: Wireless Standards
- Course 3: Troubleshooting Wireless Systems



## Troubleshooting Series ●

The Troubleshooting Series is designed specifically to address the needs of the technician in the field. The courses begin with the basics of electricity and circuits and move on to general troubleshooting techniques and tools that every technician in the field should be familiar with, regardless of the type of system they install. The courses then progress to specific topics and speak directly to the nuances, tools, and techniques particular to that topic.

Included in this series:

- Course 1: Troubleshooting: Basic Electricity and Circuits
- Course 2: Troubleshooting: Tools and Techniques
- Course 3: Troubleshooting: IP Networks
- Course 4: Troubleshooting: Wireless Systems

## Codes and Standards Series ●

The Codes and Standards Series is designed to teach technicians in the low voltage industry about the various governing bodies that set standards for the services they provide. This series also covers the codes that must be followed when installing and maintaining these systems. The various codes can be difficult to find and interpret after locating them. These courses are designed to teach the student how the respective code books and publications are organized and how to reference and cross-reference. The goal is to teach the student HOW to effectively reference the codes and interpret them, not teach the individual codes and standards.

Included in this series:

- Course 1: Chapter 1 - Codes and Standards Overview
- Course 2: Chapters 2 & 3 - Wiring & Protection, Wiring Methods & Materials
- Course 3: Chapters 5 & 6 - Special Occupancies, Special Equipment
- Course 4: Chapter 7 - Special Conditions
- Course 5: Chapters 8 & 9 - Communications Systems, Tables

## Customer Service in the Security Industry ●

Everybody who deals with customers becomes the face of the organization to the end user. It is critical that all employees have the basic skills necessary to professionally communicate with customers regardless of the situation. This course goes through the basics of communicating with users, making customers feel positive about the interactions and dealing with difficult circumstances.

Included in this course:

- Module 1: Communications
- Module 2: Enhanced Customer Service Skills
- Module 3: Handling Difficult Customer Situations



## Sales in the Security Industry ●●

This course was developed specifically for sales professionals in the security industry. The concept of the sales cycle is simple to understand, but the nuances of making it work effectively on a consistent basis can be elusive. We discuss tried and true methods along with best practices to make your sales efforts more productive. Even seasoned sales professionals will come away with strategies to improve their results. The (4) one-hour modules include: Prepare, Present, Propose and Process.

This course will cover the following topics:

- Sales vs. Marketing
- New Product Introductions
- Opening a Discussion
- Understanding the Customer's Needs
- Handling Objections
- Competitive Presentations
- Strategic Selling
- Selling a Relationship
- Closing the Sale
- Maintaining the Relationship

## Basics ●

The Basics course is designed to prepare you for all the basic skills needed in the following areas:

- Electricity
- Mathematics
- Physical Science
- First Aid
- Individual safety



## NEC Training ●

Our NEC Training for the Low Voltage Contractor is designed to provide a comprehensive understanding of the of the 2017 NFPA 70 National Electrical Code. As a low voltage contractor, gaining proficiency in this chapter is crucial for your work in the security, fire, and life safety industry.

In this course, you will delve into the general layout of the NEC code, exploring the chapter names and the topics covered within each chapter. Understand how the code's provisions apply specifically to low voltage contractors and the implications for their work in the industry.

This course serves as the foundation for a series that covers the entire NEC code relevant to low voltage contractors. You will be equipped with essential knowledge to navigate and apply the code effectively in your projects, ensuring compliance and safety in electrical installations.

Mastering the NFPA 70 National Electrical Code is essential for low voltage contractors to execute their responsibilities with precision and adherence to industry standards. As you progress through this course series, you will gain a comprehensive understanding of the code's requirements and its application in the security, fire, and life safety domains.

## Perimeter Security Detection Training ●

The Perimeter Security Detection Training - Level 1 course is the first step in mastering the art of perimeter security. Effectively protecting building perimeters requires not only selecting the right devices but also optimizing their placement for maximum impact and cost-effectiveness.

In this course, we start by defining perimeter detection and understanding the significance of this essential security aspect. Identify key devices used in perimeter detection systems and explore their roles in safeguarding building perimeters.

Delve into the world of perimeter sensor technology and gain insights into the various types of sensors used for perimeter security. Understand the advantages and limitations of each sensor technology, weighing the pros and cons of their deployment.

By the end of this module, you will have the knowledge to choose the most suitable combination of technologies for different building types and end-user applications, whether residential or commercial. Develop a comprehensive understanding of the physical barriers that constitute a building perimeter and how intrusion detection systems play a pivotal role in protecting these barriers.

Our Level 1 training equips you with the foundation to design and deploy effective perimeter security systems that strike the right balance between robust protection and cost considerations. Whether you're an aspiring security professional or an industry veteran seeking to enhance your expertise, this course offers invaluable insights into perimeter security detection.



## Writing Effective Incident Reports ●

This course provides a thorough overview of the key aspects of crafting an effective incident report. Given the unique legal implications of such reports, it is critical that security professionals understand the proper way to document witnesses, evidence, and events for their organization as well as public safety and law enforcement officials.

This course will cover the following topics:

- Report Types
- Inference Versus Fact
- The Importance of Details
- Avoiding the Appearance of Bias
- Clear and Concise Writing
- Wording – Spoken and Written
- Sequencing Events
- Witnesses
- Creating Documentation to Withstand Legal Scrutiny

## Certified School Security Professional Level I ●

The Certified School Security Professional (CSSP) Level I is a comprehensive training program to help school security practitioners and parents answer the question “How do we protect our children when they are at school and away from our home?” CSSP Level I provides training on the awareness of K-12 school security problems and the associated legislative landscape. Learners will be made aware of the broad range of challenges schools need to consider when creating comprehensive security plans. CSSP Level I is anticipated to meet the needs of individuals interested in familiarizing themselves with school security and safety issues. It also serves as an introduction to these issues for school level officials, security practitioners, and school security committees.



## Introduction to Cyber Security ●

This course is developed in partnership with Tom Upgrove of Internetwork Service. Tom is a Principle at InterNetwork Service and Co-Founder at CIASecure. Tom holds numerous industry certifications and is well known for his work in data protection, risk management and threat assessments.

The world of interconnected computing devices surrounds us today and will continue to influence almost everything in our lives. Initially TCP/IP wasn't designed with security in mind and only after vulnerabilities were discovered did the field of computer security develop. The term cyber could be used for many things but today it is accepted as any information in a digital data form. Hence Cyber Security is about protecting digital data from the many dangers that can destroy it.

This course will cover the following topics:

- Elements of Cyber Security
- Risks Involved
- Threats to Computer Systems
- Defensive Strategies
- System Access, Authorization & Accounting
- Protocols and How they Work
- Encryption
- Protocols and the Tools to Measure Them
- Best Practices in Cyber Security





## Network Design for Intrusion Protection ●

Identifying unauthorized use, misuse and attacks on information systems is defined as intrusion detection. An intrusion detection system (IDS) is a device or software application that monitors a network or systems for malicious activity or policy violations. In this course we will first learn about the Internet and Intranets as well as understanding public and private Security Zones, Firewalls, and types of Firewalls. From there we will define networks and types of networks including the Flat Network, Public Internet, VLANs, SD-WAN and MPLS, and Leased Lines.

It is important to understand that any malicious activity or violation is typically reported either to an administrator or collected centrally using a security information and event management (SIEM) system. A SIEM system combines outputs from multiple sources and uses alarm filtering techniques to distinguish malicious activity from false alarms. In this course we will start to understand the dangers including the Bad Guys, Botnets and Crime Gangs, Nation State, Hacktivist, and Script Kiddies. Next, we will define defense in depth including the layered approach and learn about what can happen and how to prevent it using a Prophylactic approach.

## Introduction to Cloud Security ●

Cloud computing is both as similar to traditional computing as it is different. If you have ever had Hotmail, Yahoo, Gmail or any other Web based email address then you have been cloud computing. Before the adoption of cloud computing network engineers would draw pictures of clouds in their network diagrams to represent the unknown connections between their company and the company they were connecting to. In this course we will gain a better understanding of Cloud Computing specifically by defining NIST as a service model and a deployment model. We will explore the service model options including IaaS, PaaS & SaaS then look at the deployment model categories including Private, Public, community & Hybrid.

Then we will go on to define security in the Cloud, specifically the risk in cloud computing. Then we will discuss the three categories of security including Logical security, Physical security, and Premises security. Next, we will learn about the factors affecting Cloud Security and how multi-tenancy, virtual networks & hypervisors add to the complexity. Then we discuss Hypervisor Security, specifically the vulnerabilities attributed to management console, management server, administrative VM, VM, Hypervisor, and Hypervisor escape. Finally, we learn how to protect data in the Cloud using physical and encryption methods as well as how to deal with incident response in the Cloud. All of this can be facilitated by sharing the knowledge about information security standards and guidelines, including ISO 27001, HIPAA, Sarbanes Oxley, PCI, FISA, ENISA, IEEE, ANSI, and NSA.



PHOEN  
CONSULT

# PSA U On-Demand Packages





## Phoenix 6 Drone Courses - \$120 each, Bundled at \$350

PSA University has teamed up with Phoenix6 Consulting LLC to offer courses to our PSA members at a discounted price. Phoenix 6 Consulting LLC is an ASIS Preferred Provider. **Learners will receive 3 CE credits per course (A total of 12 CE credits for all 4). Certification for these courses is valid for 3 years. For GI Bill® beneficiaries, the exam cost of \$100.00 may be reimbursed by the Department of Veterans Affairs after submitting VA Form 22-0803.**

**Disclaimer:** The information in these courses is provided for informational purposes only and is in accordance with the customary professional standards within the industry and is predicated solely upon security issues known to Phoenix 6 Consulting, LLC, at the time the course was produced and distributed for consumer use. This course cannot and does not address all potential threats/threat tactics or risks, or their potential impact, as security, safety, emergency management, and crime prevention/reduction strategies are dynamic processes. As site conditions are modified and/or expanded, and since threats often and commonly continuously change, it is imperative to routinely review, update, and change security process management, technology, policies and procedures to account for these changes. Although we attempt to provide security options that are consistent with state, local, and industry related codes/requirements, if conflicts arise between what is discussed in this course and these codes and requirements, state and local regulations/codes and industry-related requirements/mandates take precedent.

### Introduction to CUAS and Law (\$120) ●

This course aims to impart and introduce the fundamental knowledge needed to understand Counter Uncrewed Aerial Systems (CUAS), including current United States law and legislation. It is directly related to the established courses regarding Drone Vulnerability and Risk Assessment (DVRA) and Drone Emergency Response Planning (DERP) and is directly linked to the foundations of each as you gain a better understanding of the fast-paced evolution of commercial drones and how to begin implementation of the "air domain" in your security approach and program. Includes companion study guide. **Completion of this course provides 3 CPE credits, certification is valid for 3 years.**

### Drone Vulnerability Risk Assessment (\$120) ●

This course aims to impart fundamental knowledge in carrying out a Drone Vulnerability Risk Assessment (DVRA). It provides a structured approach to assessment and introduces basic concepts to kickstart your ability to add it to your security program. This course is particularly beneficial for government operators of counter unmanned systems and any business looking to incorporate the "air domain" into their security protocols. The course is designed to lay a solid foundation upon which you can further build. The DVRA will serve as the bedrock for your comprehensive drone risk mitigation strategy and seamlessly integrate with your existing business security program. Includes companion study guide. **Completion of this course provides 3 CPE credits, certification is valid for 3 years.**



## Phoenix 6 Drone Courses - \$120 each, Bundled at \$350

### Drone Emergency Response Plan (\$120) ●

This course aims to impart fundamental knowledge in carrying out a Drone Emergency Response Plan (DERP) and is directly linked to the foundations established in the Drone Vulnerability and Risk Assessment (DVRA) course. This course is particularly beneficial for all security professionals either government or private sector operators responsible for a comprehensive security program. It is designed for any business looking to incorporate the "air domain" into its security policies, procedures, and operating protocols. The DERP will serve as the bedrock for your comprehensive drone risk mitigation strategy and seamlessly integrate with your existing business security program. It will establish a framework for "response" and "action" during a drone event. The course is designed to lay a solid foundation upon which you can further build. Whether you are a government or private sector security professional or a business aiming to safeguard your operations from drone-related risks, this course will provide you with the essential tools to enhance your security protocols in the evolving "air domain." Includes companion study guide. **Completion of this course provides 3 CPE credits, certification is valid for 3 years.**

### Left of sUAS Launch (LoDL) (\$120)

This course is designed to help security professionals operationalize a response to a sUAS event during a major event at their facility or venue. The "Left of Drone Launch" (LoDL) builds on the Drone Vulnerability and Risk Assessment (DVRA) and operationalizes the analysis to support a proactive security posture as it pertains to the "air domain." The LoDL uses the results of the DVRA and DERP analysis to support an executable plan that puts security in action and creates a proactive posture for the security team. The LoDL removes the potential for being purely reactive and gives security operations a mechanism to act if an event is identified through the "air domain."

The LoDL will support the Drone Emergency Response Plan (DERP) as it will provide additional framework components that support an active documented standard of operating concerning a drone event at any facility, venue, or environment. The LoDL brings proactive action to the forefront concerning the air domain and overall security program development. LoDL assists with preparing, detecting, locating, and identifying potential left-of-launch locations to support proactive action during or for any scenario. **Completion of this course provides 3 CPE credits, certification is valid for 3 years.**