



Business Skills Workshop

“Engineer to Sales Rainmaker made me a million bucks last year!”

*Global Account Director
Large Electronic Design
Company*

“We achieved more in two hours of Visionary Business Planning than we did in two days of our last facilitated business planning meeting!”

*Engineering Executive
Sabre*

Qube Learning provides cost-effective, customizable, business skills workshops to help technical experts develop the practices professional communicators use to influence, inform, motivate, and solve problems. Clients can select from Qube Learning’s customizable, integrated skills modules for:

- Salespeople
- Leaders
- Teams
- Trainers

Designed for engineers, scientists, bankers, professional services consultants and other technical experts whether they are new in their jobs or have the experience of many years, these workshops can help them step up to the next level of personal and professional performance.

Sales Skills

In today’s twitch-speed world, managing a global account or running a high-tech client meeting is not the same as selling vacuum cleaners. Products are more complicated and clients are more sophisticated, with complex, ever changing needs. They want reliable solutions. They seek trusted technology partners, not sales-pitching hucksters. In this environment, undifferentiated sales pitches fall on deaf ears. Traditional sales closes leave clients feeling manipulated.

To address these challenges, Qube Learning has developed a curriculum of customizable sales communication and planning skills programs for technical experts who find themselves in sales or sales support roles. These highly interactive, practice-intensive

workshops give technical experts the skills they need to prospect, manage accounts, and interact with clients to build stronger, more sustainable, mutually valuable business relationships.

Leadership Skills

Leaders of technical experts have a profound effect on their team’s performance. Every time they open their mouths to make a statement or ask a question, they are making an important choice. What impact will that choice have? How does a manager coach a performer in a way that leads to sustainable performance improvement? How can a leader establish a compelling vision for their team, department, business unit, or organization? How do they maximize the probability that their team will achieve that vision? What are the communication practices and planning strategies associated with high-performing managers and leaders?

Qube Learning’s leadership programs help corporate managers at all levels answer these questions and develop the skills and strategies of successful leaders. Participants learn to communicate with technical professionals in a way that leads to higher performance, more motivation, less conflict, greater creativity, commitment, and collaboration. They learn to tap the extraordinary problem-solving capabilities of technical team members to develop high-performing, highly skilled teams.

Team Skills

In today’s business environment, all employees are service providers of some sort. Some may serve external clients — end-user customers, vendors, or channel partners. Some may serve internal clients — peers, supervisors, or other employees. Qube Learning’s Team Skills programs help employees of all types learn to interact with their colleagues and clients in a way that provides a differentiating, “wow” experience for all. Participants will examine how their



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“ Value Partnering Skills is] the best course I ever took. It woke me up!”

Financial Manager International Financial Services Company

mindsets — their perceptions of themselves, their colleagues, and their clients — influence the way they are experienced by others. Qube Learning Team Skills programs will provide your employees with the necessary knowledge, skills, and attitudes to consistently exceed the expectations of colleagues and clients. Participants will have the opportunity to practice high-performance communication and creative problem-solving skills in real-world simulations.

Trainer Skills

All Qube workshops can be delivered by Qube or client facilitators. To help clients design, develop, and deliver extraordinary learning programs, Qube has designed a curriculum of Trainer Skills workshops. Participants in Qube Learning’s Trainer Skills workshops can learn to:

- Use Frame games & frame simulations to rapidly design engaging, effective low-cost training with little time and budget
- Facilitate workshops with world-class skill and effectiveness
- Make training more engaging by designing and delivering high quality games and simulations
- Integrate eLearning with instructor-led courses to create successful blended learning solutions

Performance Development Map (PDMaP)

All Qube programs are designed around a Performance Development Map (PDMaP) — an integrated curriculum model that provides the blueprint for rapid, inexpensive customization of training and non-training interventions. The PDMaP identifies core developmental building

blocks for each target population that includes:

Core Knowledge	Key knowledge and information required to do their jobs. Knowledge could be related to their job, functional group, organization, or culture
Core Skills	Competencies and capabilities associated with success that impact their practices, behaviors and job activities
Core Attitudes and Beliefs	Research tested mindsets associated with high levels of performance in: leaders, teams, salespeople, and other individual contributors

Once a Qube Learning workshop participant has internalized a core skill or attitude in one application (e.g. empathetic listening in a coaching application) the time it takes to teach them a related application (e.g. conflict resolution or negotiation) is reduced to a matter of hours instead of days. This means more learning in less time with less cost.

These content building blocks make up the core of all Qube programs. Using the PDMaP, Qube Learning can quickly develop a customized integrated curriculum of communication, planning, and creative problem-solving skills.

Instructional Design Methodology

To maximize the probability that Qube programs and learning tracks will deliver the highest quality, Qube incorporates the following design principles into all programs:

- Trust the learner and give them a choice of content and learning process
- Use robust, research based models, avoiding conventional wisdom.
- Identify core knowledge, skills, and attitudes & beliefs



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- Ensure that all content and instructional design passes a rigorous set of multicultural usability tests
- Build modules around engaging games and simulations that integrate all learning elements and maximize skills-practice time

For More Information

Please call 1-888-455-8559 or visit us at

www.qube.com