



**MARKETING  
INSIDERS**  
GROUP

# **2024** **BUSINESS** **TRAINING** CATALOGUE

[/market-insiders.com](https://market-insiders.com)

IMMERSIVE LEARNING EXPERIENCES  
FOR BUSINESS TRANSFORMATION  
AND PEOPLE-CENTRIC LEADERSHIP

For customers. With customers.





**Contemporary  
business  
for contemporary  
challenges**



**MARKETING  
INSIDERS  
GROUP**

# **TRAINING CATALOGUE**

## SUMMARY

<b>Intro   Training DNA and Mechanics</b> .....	<b>4</b>
Customer Centric Communication.....	<b>6</b>
Emotional Resilience In Customer Operations...	<b>7</b>
Complaints Management.....	<b>8</b>
Customer Experience Management Hard Skills..	<b>9</b>
Experiential Leadership.....	<b>10</b>
Customer Experience Innovation.....	<b>11</b>
Patient Experience.....	<b>12</b>
Employer Branding Culture.....	<b>13</b>
Mental Hygiene Program.....	<b>14</b>
Transformative Business Coaching.....	<b>15</b>

For customers. With customers.



# Training DNA

## Different Is Good

**We advocate for 100% personalized learning experiences** that get the job done, focusing on business results and engaged teams. We have a modular approach, this way our partners can **mix and match training elements** according to their exact needs and objectives, experiencing unique L&D programs that unlock leadership potential and performance.

**One size doesn't fit all. For leaders, change is a way of life.** Our multidisciplinary advisors empower people and businesses with operational and cultural growth by facilitating pioneering **customer-centricity solutions since 2004.**

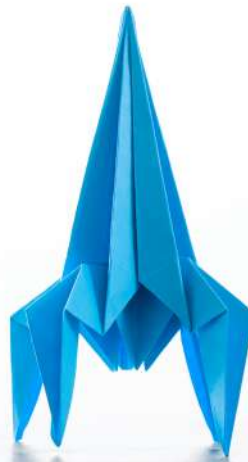
With extensive side-by-side expertise in audit, coaching, and strategy for Business Transformation, our CX architects are always in tune with the latest trends, designing modern, **unconventional training programs** that embody critical areas (such as: emotional resilience AI-powered CX, etc.) that leaders need to thrive in a dynamic, highly competitive environment. We encourage all our partners to stay curious even outside their industry, and never stop learning and growing.



**“Genius is eternal patience”.**

MICHELANGELO

# Training Mechanics



## Flexible Is Always a Good Idea

**We know that change and adaptability have become the norm,** this is why our advisors provide tailored training programs, ongoing consultancy support (hourly) packages, or interim management solutions.

**CONCEPT** duration: **4-5 days**

Research, Diagnosis & Custom Training Design

All **TRAINING MODULES\*** from the catalogue include:

- **1-3 days** days of practical, interactive courses.
- **1 evaluation session** for training results overview.

**AUDIENCE:**

maximum 12 participants / training session.

*\* If needed, based on project specs, custom consultancy, training, and coaching sessions/packages are agreed prior to project kick-off.*

**“Tell me and I forget, teach me and I may remember, involve me and I learn.”**

– Benjamin Franklin





# Customer Centric Communication

## For Stronger Connections

CX Communication goes beyond clear information. It is about making your customer feel seen, heard, and valued, regardless of the channel he are using to interact. The art of listening and paying attention is what turns good communication into great communication, that genuinely connects with the customer beyond solving his request.

**In unstable times, communication brings stability and power. Communication is the language of leadership.** From email or social media communication, phone sales, to persuasive B2B account management, or handling difficult conversations online and offline (e.g. complaints, feedback, collection, etc.), our will custom design a practical, multi-use Customer Centric Communication Training that will substantially boost productivity and customer satisfaction.

**Every good relationship starts with good communication.**



### CORE TRAINING SUITE

- Efficient Digital Writing
- Phone Communication
- Face-to-Face Interaction
- Selling Over The Phone
- Soft Skills for Collection
- Account Management

# Emotional Resilience in Customer Operations

## For Adaptable Teams



With customer expectations and demands increasing and changing post-pandemic, burnout is now a leading cause for customer care professionals to leave a company or even change the field. Handling difficult customers, adapting to digital transformation, managing stress and work-life balance, are just a few of the challenges of the industry.

**Building a culture of resilience where CX employees are empowered to take immediate action has become critical.** Customer service teams are tireless brand and reputation guardians, they are the behind-the-scenes heroes that drive businesses forward and undergo huge pressure every day. Support your front line of defense with a game-changing Emotional Resilience Training that will provide modern tools and agile frameworks especially designed for CX specialists.

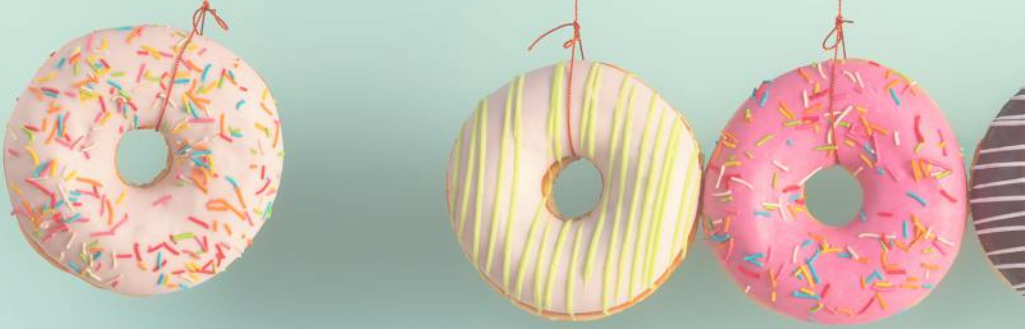
**Expecting the unexpected is the new rule of the game.**



### CORE TRAINING SUITE

- Building a People Culture
- Change Management
- Resilient CX Operations
- Coaching & Mentoring
- Emotional Intelligence
- Problem Solving





# Complaints Management

## For Business Optimization

Some of the most difficult customers we interact with are the most valuable business lessons and pathways to bettering ourselves and our company's services.

**Most customers say nothing before choosing to leave a brand. Every complaint is a chance to learn, don't miss it.**

Master any customer interaction with a highly interactive Complaints Management Training program that is designed around the needs of contact center and back-office professionals. Through practical debates, case studies, and hands-on exercises, participants will learn how to effectively handle complaints, build customer loyalty, and improve customer satisfaction. Even more, they will be equipped with the skills and tools to efficiently monitor, measure and report complaints, spotting strategic insights for future CX optimization.

**Unhappy customers are the ones who tell you how to grow. Listen.**



### CORE TRAINING SUITE


- CX Best Practices
- Complaints Handling
- Emotional Intelligence
- Managing Difficult Clients
- Live Role Play & Debates
- Monitoring & Reporting
- Learning from Complaints





# Customer Experience Management Hard Skills

## For Maximum Performance



The world is divided into dreamers and planners, the latter are usually the ones that turn their dreams into reality. An hour of planning can save you tens of hours of execution. Efficient forecasting of CX staffing needs in a fast-paced environment gives companies a competitive edge. The abilities to define key success metrics, set performance objectives, monitor and evaluate metrics, and continuously optimize processes for better results - are essential for business stability in the dynamic contact center industry.

**Knowing where you're going and how to get there are the first steps to customer care excellence.**

Gear up with the optimum mix of hard skills that will skyrocket performance and simplify every day activities with a practical CX Management Hard Skills Training.

**CX without a strategic plan is like sailing without a map.**



### CORE TRAINING SUITE

- CX Best Practices
- Planning
- Project Management
- Forecasting
- Performance Metrics
- Reporting

A large, soft shadow of a hand is cast across the top half of the page. Below the shadow, several white chess pawns are arranged in a loose circle on a light-colored surface.

# Experiential Leadership

## For 360° Transformation

In a world of uncertainty, leaders must reconsider their operational roles, put employee relationships first, and redesign their organizational culture using Agile Principles.

Fostering team cohesion, strategic change, and turning conflict into a force for good is the only way of pushing your business forward, by increasing people engagement, productivity and overall business results.

**Build an always-ready foundation that inspires people to be the best they can be, without compromising their wellbeing.**

Cultivate a safe-to-fail mindset, and confidently guide any organization toward sustainable growth with the help of a paradigm-shifting Experiential Leadership Training that will ignite the transformation you need to reach your goals.

**Leaders are made, not born.  
Empower others to be more.**



### CORE TRAINING SUITE

- Performance Management
- Change Management
- Feedback vs. Coaching
- Project Management
- Agile Leadership
- Team Motivation
- Problem Solving
- Decision Making

# Customer Experience Innovation



## For the Contact Centers of The Future

The world is changing, fast. Traditional CX tools and processes are now overrated. Customer care leaders must create an agile culture that embodies new tech, design thinking principles, foresight strategies, and sales trends.

**We are witnessing the rise of the New Contact Center that serves The New Customer, in the AI-Powered Era.**

Customer Experience is taking center stage, exceeding brand, product, or service. Digital Experiences, Generative AI, and Chatbots are no longer nice-to-have, but a base market demand for modern CX departments.

Reengineer your operational infrastructure with an interactive Customer Experience Innovation Training that will help you transition to the contact center of the future, step by step.

**Taking the leap, doing new things, is the only way to go forward.**



### CORE TRAINING SUITE

- Creating an Agile Culture
- Customer Journey Mapping
- CX-Powered Sales Ops
- Design Thinking Principles
- From Zero To Chatbot
- Generative AI Tools




# Patient Experience

## For NextGen MedCare Operations

Transforming healthcare customer experience has become an imperative for patient satisfaction and business stability. In an AI-powered world, having a Human2Human approach is the only way of building long lasting relationships, that not only accelerate business growth, but save more lives.

**The trust of a patient goes beyond the medical practice. Emotional care is where healthcare leadership begins.** Rethink your patient navigation strategy and redesign the PX Journey with a tailored Patient Experience Training that will increase both employee and patient engagement. Stay competitive with smart operational tools, more effective customer service processes, and better soft skills for your team. Improve your patient satisfaction score, while building a patient-centric culture that elevates the quality of medcare.

**Happier is healthier. Empathy and clinical care go hand in hand.** 

### CORE TRAINING SUITE

- Healthcare CX Basics
- Empathetic Communication
- Patient Centric Culture
- Patient Care Operations
- Patient Journey Design
- Patient Satisfaction KPIs

# Employer Branding Culture



## For Empowered Teams

Beyond salaries, perks and benefits, employees need to be part of something inspiring or different, that gives them meaning and a sense of belonging.

Over 75% of candidates consider Employer Reputation before applying for a job. Millennials and Gen Z represent over 50% of all workforce; both generations need to connect with organizations on a deeper level in order to stick around.

### **Putting people first is the safest business strategy.**

Creating strong EVPs and engaging Employee Journeys start with really paying attention to what people want and to how Recruiting Marketing is shifting world wide.

Dive deeper and discover the future of People Ops with a practical Employer Branding Culture Training that will teach you everything you need to know in order to really connect with your employees and attract the best talent.

**Build a Human-Centric Culture where people really matter.**



### **CORE TRAINING SUITE**

- Employer Brand Audit
- Employer Branding Strategy
- Employee Experience
- H2H Communication
- Recruiting & Retention
- Organizational Culture

# Mental Hygiene Program

## For Modern Wellbeing



In times of socio-economical turmoil and AI-transformation, Mental Care and Emotional Wellness Programs are in high demand in organizations across the globe. More and more companies understand that these types of people investments pay off immediately, and long term - when it comes to employee engagement, loyalty, and productivity.

**Some of our colleagues fight battles we know nothing about.** They choose to remain silent due to fear of rejection, discrimination, or potential job and career risk. Critical areas, such as: mental health stigma, balanced empathy, self-care education, emotional resilience, support system at work - should be part a strategic priority for all businesses. With these premises, our advisors design custom Mental Hygiene Programs that reshape corporate cultures and people operations towards modern employee wellbeing.

**It's ok not to be ok sometimes.  
Mental Health is a process.**



### CORE TRAINING SUITE

- Mental Health Awareness
- Stress | Distress | Disorder
- Work-Life Balance Hacks
- Healthy Relationships
- EQ & MH Optimization
- Mental Hygiene Playbook





# Transformative Business Coaching

## For Unlocking Limitless Potential

Knowing when to upgrade your engines with expert advice and game-changing motivation is what takes you to the top.

One-to-one executive coaching sessions or management team coaching represent the most effective leadership tools, generating immediate results and long-term changes.

**Fixing weaknesses isn't development, it's damage control. And damage control is a poor strategy for elevating the employee or the organization to world-class performance.**

Our Transformative Business Coaching programs are leadership accelerators that are designed 100% around the needs and challenges of the participants, aiming to limit vulnerable areas and capitalize on strengths, unleashing creative vision, strategic thinking, ambition, business performance, personal wellbeing, and hidden potential.

**One day or day one.  
Success is a matter of choice.**



### CORE COACHING AREAS

- Discovery Audit
- Success Mapping
- Challenging Limitations
- Business Performance
- Emotional Wellness
- Leadership Playbook





**MARKETING  
INSIDERS**  
GROUP



---

**READY**  
**STEADY**  
LET'S GO

