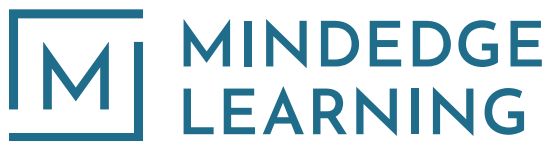


# Fast Company Courses

## Category and Courses Marketing Kit

Future-proof your career with lessons and advice from Fast Company's vast content library paired with superior instructional design.



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# I. Course Summary Descriptions

## Fast Company Courses

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, leadership, and design. Fast Company's self-paced online courses, powered by MindEdge, are designed for busy professionals looking to future-proof their career.

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### Fast Company: Collaborating for Success

Successful collaboration requires effective communication. As more teams and organizations shift to remote environments, many have been forced to adapt their practices to bolster collaboration. Through the courses in this bundle, learners will identify key components of communication and examine remote collaboration from multiple perspectives, including as team members, individual contributors, and leaders and managers. Learners will gain new strategies and skills for fostering collaboration with others, regardless of distance or physical location.

**Learner Satisfaction: 99%**  
**Estimated length: 12 hours**  
**Access Time: 360 days**  
**Credits: 1.2 CEUs**

### Fast Company: Future-Proofing Your Career

Today's job market is more competitive than ever, and workers must not only think about how to land jobs but also how to keep their jobs and continue progressing in their careers. All professionals--whether just entering their fields or currently holding leadership roles--can benefit from skill development and reinforcement. This bundle, based on Fast Company's award-winning journalistic content, will help professionals across all industries future-proof their careers by focusing on key skills in the areas of communication, creativity and innovation, design thinking, networking, and personal branding. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

**Learner Satisfaction: 97%**  
**Estimated length: 18 hours**  
**Access Time: 365 days**  
**Credits: 1.8 CEUs**

## Communicating With Flair

There's a reason that workplace communication skills are so highly sought after by employers. Strong communicators can save their organizations time and money. For example, workers who can write emails that are reader-focused, clear, and concise can prevent the reader from having to send follow up questions, or worse, drawing the wrong conclusions about what the writer meant. Employees who can deliver engaging presentations can generate positive attention to the organization's mission. And workers who are strong collaborators can run efficient meetings, both live and virtual.

At the same time, workplace communication skills are integral to an employee's personal journey. Knowing how to craft attention-grabbing cover letters and resumes and ace a job interview are essential skills to master en route to finding professional fulfillment. The ability to manage speaking anxiety and deliver memorable presentations can set an employee apart from his or her peers. And understanding body language cues can help a worker build and sustain positive relationships with team members.

Ultimately, the ability to communicate with confidence and flair can keep a company focused on its organizational goals and help workers future-proof their careers.

**Learner Satisfaction: 99%**  
**Estimated length: 3 hours**  
**Access Time: 90 days**  
**Credits: 0.3 CEUs**

## Creativity & Innovation Toolkit

Creativity and innovation are not one and the same. Creativity is the generation of new ideas by individuals and teams. Innovation is the process of converting those ideas into new products, business practices, and strategies that create value.

It's a meaningful distinction because creativity needs to be translated into something concrete for it to generate value. Protecting and nurturing new ideas, and bringing them to fruition, is the basis of innovation. That innovation takes place in and through organizations making it more complex.

Leaders of organizations of all sizes and types hope to encourage creativity in their employees. Eliciting creative and innovative ideas within a group, team, or organization has become a crucial skill. The ability of leaders to nurture and protect new ideas is vital to the health of the organization.

**Learner Satisfaction: 100%**  
**Estimated length: 3 hours**  
**Access Time: 90 days**  
**Credits: 0.3 CEUs**

# Design Thinking

In today's competitive marketplace, companies must come up with innovative solutions to everyday challenges. The design thinking approach can be an effective tool for organizations looking for practical and creative ways to solve problems. This course will examine the benefits of design thinking and present strategies for generating innovative products and ideas that can set an organization apart from its competitors. It highlights real-world examples of design thinking applications across several different industries. It considers accessible design and looks at methods for testing ideas.

**Learner Satisfaction: 96%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Leading from a Distance

This course explores the dynamics of leadership and how they are impacted when leaders are in a remote environment. Learners aspiring to leadership positions and those already well established in such roles will find value in the range of content and insight provided by this course. Course topics include effective communication, time management and productivity, and strategies for running productive virtual meetings.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Networking

Networking is an important skill at all stages of your career, whether you're searching for a job or looking to take the next steps in your industry. This course provides an overview of how to make effective professional connections and cultivate relationships that can help you over the course of your career. It explores networking challenges based on gender and personality type and provides practical tips for overcoming networking anxiety. It also helps identify potential resources that can be used to expand your professional network.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Personal Branding

Having a strong personal brand helps you stand out in a crowd. It can help you gain new and better clients, so you do better in your current job. And it gets you noticed when you're looking for a promotion or a new job. In today's job marketplace, getting noticed is something that usually happens online. Employers use the web to check out job applicants, and they're increasingly likely to skip over those who don't have much of an online footprint. That's why it's so important for job applicants to have a strong and consistent web presence, one that announces and reinforces their own personal brand. Social media sites like LinkedIn, Facebook, Twitter, and Google+ can all be used to promote your personal brand.

But building a personal brand is about more than just online self-promotion. Building your brand is a continuous process. It involves gaining new experiences, new knowledge and skills, expanding your circle of relationships, and increasing the value that you bring to every work project and business relationship.

**Learner Satisfaction: 95%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Personal Growth

Today's professionals are under an increasing amount of pressure to be able to "do it all," which can lead to unhealthy amounts of stress and a decrease in motivation and self-confidence. This course aims to help learners combat those struggles by focusing on the skills that can help them grow in both their professional and personal lives. It looks at the importance of soft skills—such as time management, organization, and communication—in the modern workplace and provides practical tips for creative problem solving, goal setting, stress management, time management, and clear communication. It also considers how adaptability and authenticity can impact personal growth.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Virtual Teamwork

Remote work settings create new opportunities and unique challenges for team members. While virtual environments allow for greater flexibility, team-oriented activities can get lost. The collaboration, creativity, and teamwork that seems to flow naturally in an in-person setting can often feel stilted in a virtual environment. This course examines the pros and cons of remote teamwork and provides strategies for overcoming challenges and promoting team success. Other topics include communication best practices, handling conflict, and goal setting.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Working Remotely

Working from home allows for greater flexibility but requires a thoughtful approach to time management. Scheduling tasks in an efficient way and ensuring a clear boundary between work life and home life are key components of balancing the demands of remote work. This course provides an overview of the skills and strategies needed to achieve a fulfilling, productive remote work routine and healthy work-life balance. Additionally, the course covers interview preparation for remote positions, as well as video conferencing, instant messaging, and email best practices.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**