

## LEVEL OF COMPLEXITY (DEFINED)

**Foundational.** The learning objectives will ensure the content provides the learner with an entry-level *overview and exposure* to a topic to *build foundational, working knowledge* leading to the development of a particular skill or skill set.

**Intermediate.** Participants will have a foundational, working knowledge in the topic as a pre-requisite. The learning objectives will ensure the content provides the learner *enhanced concepts* necessary to *apply and analyze* the topic thereby strengthening knowledge and advancing skill level.

**Advanced.** Participants will have detailed knowledge of the topic as a pre-requisite. The learning objectives will ensure the content enables the learner to *master a skill set* enabling the learner to *adapt, evaluate, modify and predict* situational outcomes.

## EDUCATIONAL TRACKS (DEFINED)

**Distribution/Operations:** Covers diverse topics including supply chain, warehouse and asset management; remaining profitable in a competitive market; effective branch operations; inventory replenishment.

**Leadership/Professional Development:** Covers diverse topics including tactics to strategic leadership; drawing out talent in others; better communication; creating a safety culture; working smarter.

**Marketing:** Covers diverse topics including leveraging social media to drive traffic to your products and services; developing baselines and calculating inbound marketing ROI; defining key performance indicators; auditing content; staying ahead of industry trends.

**Management (Incl HR):** Covers diverse topics including long-range planning; exploring best practices; building safe and collaborative work environments; process-redesign; goal setting; technology adoption; workforce recruitment; development and retention.

**Sales:** Covers diverse topics including strategies to increase sales performance; maintaining strong client relationships; sales team leadership; negotiation skills; defining and delivering value-added services.