



Skillset Optimization is all that you need to know about. Skillstride Academy introduces the Skillset optimization course, It is a combination of 5 types of Business/Job oriented course skills. This certification program is established to bridge this education gap. We have come up with various topics, which provides knowledge and skills that match up to industry standard.

Content of Skillset Optimization course:

Overview:

Certification has found its way into almost every industry for a reason: It helps advance the profession. Certification helps employers evaluate potential new hires, analyze job performance, evaluate employees, select contractors, market services, and motivate employees to enhance their skills and knowledge. As technology and management practices change at an ever-increasing rate, a gap is formed between the foundation provided by an academic education and the technical and management competencies required in today's technical and business environment.

This certification program is established to bridge this education gap. A person's achievement of certification; documents his/her expertise and recognizes his/her personal commitment to their professional development. We have come up with various topics, which provides knowledge and skills that match up to industry standard

Module 1: Business Launch & Audit Workshop

- Startup Drill
- Design Business strategy
- Business workflow Diagram
- Pitch Deck Design
- Funds Break down and Validation Reports

Module 2: Sales program training

- Building buyer persona
- Analyzing and short-listing channels
- Build a pitch (Make a specific segment or audience)
- Mock calls - Call response Management training
- Do's and Don'ts of sales follow up process
- Social Selling
- Case study and group discussions
- (Results are rewarded - we only showcase results as case studies)

Module 3: Digital Marketing training

Target Market Analysis & Research
Website Building & Designing
SEO Training
Email Marketing
Youtube Marketing
Social Media Marketing
LinkedIn Marketing
App Marketing
Facebook Ads & Google Ads
Affiliate Marketing
Content Marketing
Case Studies & Hands-on Live Project

Module 4 : Ms-Office – MS Excel & MS PowerPoint

- Master 40+ Microsoft excel formulas with hands-on demos from the industry expert
- Its simple to learn and easy to implement
- Practical hands-on experience which you can use in your business or work
- 40+ Formulas
- Mathematical Functions, Lookup Functions, Logical Functions, Text Functions, Date and Time
- Functions, Rounding Functions, Error Handling Functions, Advance paste special techniques
- Sorting, Filtering, Reference techniques
- What if analysis: Data validation, Conditional Formatting
- Pivot Tables
- Dashboard Creation with Slicer
- Creation of Basic Macros
- Learn and write powerful formulas from scratch
- Learn how macros are written and how they are implemented with one single magical click
- Automate your workflow with excel and learn preparation of dashboards
- Learn data analysis using pivots and charts
- Interactive and highly effective sessions
- What is PowerPoint

- How To Use PowerPoint's Ribbon
- The Steps to Create a PowerPoint Presentation for Beginners
- How to Power up PowerPoint
- PowerPoint Tools to Learn (For Presenters)
- How to make creative presentations

Module 5 : Personality Development/ Communication skills

- 20 skills you need to crack an Interview
- Communication Process
- Organize Messages
- Use of vocal elements effectively
- Overcome barriers to communication
- Communicate ethically
- Understand cross-culture issues
- Non Verbal communication's major five roles: Repetition, Contradiction, Substitution, Complementing & Accenting.
- How to improve nonverbal communication.
- Detailed explanation on Kinesics, Haptics, Vocalics, proxemics, Chronemics
- Evaluating nonverbal signals
- Public speaking skills
- Presentation Skills in details.
- All the topics will have individual and group activities, where the students can apply practically and improve upon their personality effectively.

Detailed content for each topic in the module:

Business Modelling:

Startup drill

It is an interactive drill that involves team formation, USP designing, Revenue stream designs and Technology evaluation for business in detail on a very industry level approach. This involves preparing the excel sheet.

Designing a Business strategy

This exercise involves designing schematic strategic business plan. Once the strategy is put on rough sketch, it shows the business improvement pathway.

Connecting dots and restructuring

This exercise is optimizing and polishing the strategy diagram and converting the models to practical action plan that is most closely feasible business plan

Pitch deck design

This exercise is about creating your blueprints and converting them into presentation format to pitch to investors, company stakeholders, etc

Funds Breakdown

This is finance experience to understand various data points and create a financial plan and the return on investment formulae to understating

Secrets of Sales

Building buyer persona

It is the process of designing the stakeholder audiences and creating various profiles of different stakeholder to ensure you know whom you are pitching before the sales process starts.

Analysing and shortlisting training:

It is the process of identifying the sales network or channels like LinkedIn, and other medium. It will also help you understand designing of new channels including cross marketing channels.

Build a pitch (Make a specific pitch)

It is process of designing collateral for scripts, info graphics and company deck or other literature that help improve the sales process and structure out your sales framework.

Mock calls and response management

It is a process of making live calls during training to get maximum exposure to the industry in very minimum time of your training. It helps you understand the nitty gritty of sales process and practical exposure to the industry.

Do's and Don'ts of the sales process

In this section of the training, some of the most important sales methodologies or insights are discussed that have been curated by our industry professionals.

Case study preparations and Mock ups

In this section of training you will be helped with understanding of how to create important case studies to back your sales process and it also showcase insights on the nitty gritty of the sales process including some of the industry mockups.

Comprehensive Digital Marketing Program

Target Market Analysis & Research

Understanding and identifying the target audience, effective market research tools: gathering and processing data, analyzing market demand trends and customer preferences as per current business scenario.

Website Building & Designing

Comparing and selecting website designing apps for creating a user-friendly buyer-seller knowledge exchange platform. Entire architecture of the website is showcased while you get trained hence such an impactful training to showcase industry applications.

SEO Training

Understanding the underlying Search Engine (SEO) working mechanism, using different tools for effective SEO, developing SEO-friendly content for increasing / improving the quantity and quality of website traffic.

Email Marketing

Analyzing the channel (pros and cons), understanding the reach and target audience, developing strategy. Designing email templates and using send engines.

YouTube Marketing

Analyzing the channel (pros and cons), understanding the reach and target audience, developing strategy, SEO mechanism applicable. Training on video production techniques, etc.

Social Media Marketing

Analyzing the channel (pros and cons), understanding the reach and target audience, developing strategy, hash-tag mechanism. Creative design strategy and campaign management training included.

LinkedIn Marketing

Analyzing the channel (pros and cons), understanding the reach and target audience, creating LinkedIn profile, building connections, developing content, professional networking training and event mix marketing.

App Marketing

Identifying and comparing the viability of different platforms, Tools to promote your app, using SEO, developing marketing strategies.



Facebook Ads & Google Ads

Facebook Ads

Understanding the audience, understanding the mechanism, costing pattern, strategy development, post-add analysis. Concepts of brand awareness and creative communication, including page management is discussed during training.

Google Ads

Understanding the audience, understanding the mechanism, costing pattern, strategy development, post-add analysis. Complete campaign creation and management including design and implementation of landing pages are showcased during training.

Affiliate Marketing

Affiliate marketing is process where you share your solution on competitive marketing (Non competent platform to generate sales at compromise of some revenue. This type of marketing has higher success rate at less cost.) Different types of affiliate marketing channels will be showcased. Affiliate marketing process will be showcased in detail.

Content Marketing

Understanding the process of content creation and marketing it to right channels including the both paid channels and non-paid channels, like:

- A. Quora marketing
- B. Pinterest marketing
- C. Event mix marketing

Case Studies & Hands-on Live Project

Case Studies

Brainstorming and analysis on famous digital marketing campaigns of businesses across the globe.

Hands-on Live Project

Hands on and live projects to put your skill to work and testify it during training itself.

Technical Skills – MS-Excel and MS-PowerPoint

Microsoft Office training can make you more productive, confident, and satisfied with your job. Productivity is crucial to success in the administrative assisting field, and your employers will thank you for it. Industry-recognized certification will boost your resume and increase your earning potential.

Personality Development and Communication Skills

Interview Skills

Getting an interview call for your dream job is another step in the right direction. However, it is not the end of the road as you still need to crack that interview.

Verbal Communication

Interpersonal Communication: This form of communication takes place between two individuals and is thus a one-on-one conversation.

Small Group Communication: It happens among a small group of individuals ranging between 5-7 people.

Public Communication: It happens with large audience as in a conference or public meetings.

Non-Verbal Communication

It refers to gestures, facial expressions, tone of voice, eye contact (or lack thereof), body language, posture, and other ways people can communicate without using language.

The best thing about this section is, we would be covering different cultures.

Presentation Skills

Presentation skills are the skills you need in delivering effective and engaging presentations to a variety of audiences. These skills cover a variety of areas such as the structure of your presentation, the design of your slides, the tone of your voice and the body language you convey.

This course will give you some 'quick wins' that will help you improve your presentations. If you're already an experienced presenter, this page should be a useful refresher, or even take your skills from good to great.

Our tips include general ideas about connecting with your audience, information about the importance of voice and body language, and detailed tips about preparing slideshows.

The most important tip of all, however, is to remember that it's all about your audience.