

A background photograph showing two people at a dark wooden table. On the left, a person wearing a white shirt and a large, chunky necklace is holding a tablet. On the right, another person in a white shirt is holding a smartphone. A glass of iced coffee is visible on the table. The image is partially covered by red geometric overlays.

Poor Content Could Mean Your  
Employees Ignore Your LMS

*Presenting*

**ACTUATE**

Micro E-Learning Solutions to Make  
Your LMS Shine.

*Powered by CitrusLearning Systems*

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Section - 01

# Introduction

# How to Ensure Your Employees Engage With - Rather than Ignore - Your LMS

Getting your employees to actively and consistently engage with your LMS is the key to ensuring a worthwhile RoI on your LMS investment.

## Why e- learning initiatives often fail

Most traditional e-content is clunky, long-format, theoretical and not optimized for the modern-day learner, who looks for relevant and field-tested content in bite-sized, video and infographic formats.

Little wonder then that organizations have so much trouble ensuring e-learning offtake and user engagement with their LMSs.

Well, no more!



Presenting

# ACTUATE

Micro E-learning Solutions that Make Your LMS Shine



## Actuate Micro E-learning Solutions to get your people actively engaging with your LMS (and kudos for you)

Unlike run-of-the-mill online learning content, Actuate's micro e-learning courses from CitrusLearning are built from the contents of our hugely successful blended and classroom trainings, now packaged as micro e-learning courses. This means that these:



Have been created by people with the relevant business/ job experience



Have been field-tested and perfected with people who use these skills



Employ microlearning (bite-sized), visual - video and infographic - formats

Bottom line: our content is optimised:

- To get your people performance ready
- For you to receive kudos for your role in helping them get there!

## Who should buy our micro e-learning courses?

Actuate's micro e-learning courses are intended for organisations:

- Planning to augment their regular classroom training with online learning support
- Where employees often struggle to find the time for formal, long-format learning events
- Seeking to help employees - especially the millennials and Gen Z - learn using formats they are most familiar with: bite-sized videos and infographics

## About CitrusLearning's online courses

We recognize that people learn very differently today. With the advent of YouTube and WhatsApp, we are more attuned to consuming information in bite-sized chunks and in visual formats.

Courses that Actuate offers are therefore:



### Bite-sized

All our courses are made up of multiple bite-sized lessons, each of which is between four and fifteen minutes in duration. This ensures better lesson offtake because it is easier for learners to carve out five or fifteen minutes in their busy schedules, as opposed to the longer hour-something dedicated chunks of time that traditional e-learning demands (which users simply put off for 'another day').



### In engaging visual formats

We use highly visual and engaging video, slideshow or infographic formats in our lessons. Meaning, everyone - especially the modern-day learner - loves it! Say goodbye to boring e-learning.



### Assessment ready

Structured in a lesson and assessment format, each micro lesson is followed by an objective-style assessment. This helps you ascertain if and how much of the lesson the learner has imbibed.



### Highly rated by users

“

When it comes to content, CitrusLearning Systems is super, right up there with the best.

CitrusLearning's content is very original. It's extremely relatable to and easy to place in the context of work.



**Eldrin Fernandes,**  
Sr. Manager - L & OD,  
Mumbai, India.

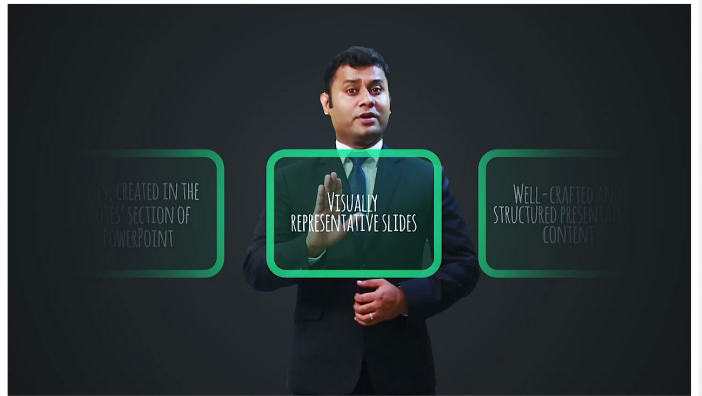
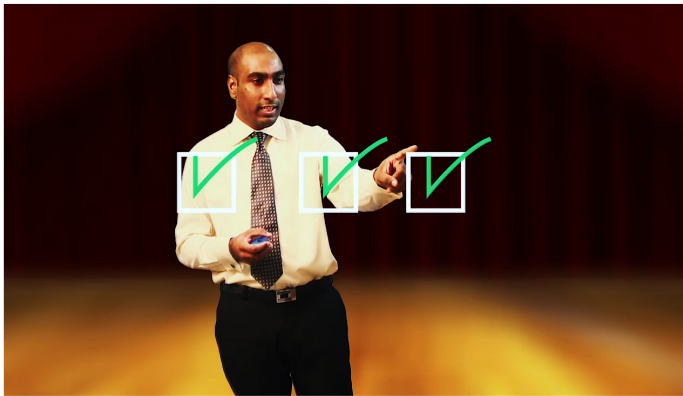
”



## Made in India, for Indian Audiences

Content that you get from overseas content providers utilise characters and situations that are often alien to the Indian context. Also, the characters' accents are often hard for an Indian audience to follow.

Not with our content.



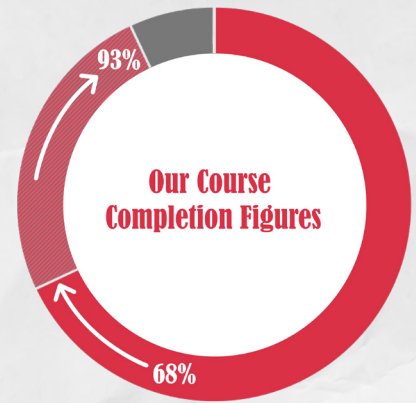
All our content is made in India. Meaning, the situations and characters reflect an Indian context and their accents are easy to understand. Importantly, the content is contemporary, i.e. it reflects challenges that the modern-day employee faces.

Bottom line: you get great content that your employees can relate to.

## We will help you drive greater online learning offtake

At CitrusLearning, our all-consuming desire is to ensure that our clients succeed. In fact, we work closely with them to ensure this end.

Now, we have had huge successes with the completion of our online courses. Completion rates for our courses range between 68 and 93 percent. You can benefit from our experience and ensure that your online learning initiatives are a success, similarly.



Give us a holler. We'd love to share how the best in the business are ensuring high e-learning offtake and active use of the LMS.

## How good are our courses?

Well, we've tested our courses with practitioners in the field under consideration, with great success!

For example, salespeople who've undertaken our sales trainings have reported huge successes as a result of using our content. Here's just one of the many testimonials attesting to this fact.

“

[Using lesson learned] I managed to win a deal at a premium pricing that was 15% higher than the market price, with a customer who was driving a hard bargain for a discount.



**Sharda Bareja,**  
Delhi, India.

”

We've packaged this content in the form of online, micro-learning modules to help deliver the same outcomes that learners from our classroom sessions have had.



## Client Speak

Here are a few more clients talking about our content.

“

The content had a Lot of depth and relevance.

The tools were highly engaging.

Best of all, the lessons were simple to understand and use.

I would definitely recommend CitrusLearning.



**Hamsaz Vasunia,**  
Head HR & Training, DCB Bank,  
Mumbai, India.

”

“

CitrusLearning's conceptual clarity, depth and ability to put workshop lessons in the context of your business is equivalent to the top five training firms.

They provide superb value at an affordable price.  
I highly recommend CitrusLearning.



**Agnelo Joseph,**  
Head – Employee Engagement & Development,  
Reliance Commercial Finance,  
Mumbai, India

”

“

CitrusLearning is at par with any other large organizations.

I don't see a difference.  
Infact it's better.



**Puja D'souza,**  
Head HR Distressed Assets Resolution Business,  
Mumbai, India.

”

These are but four of many.

## About Actuate and CitrusLearning

Our consultants have advised over seventy organisations across industry verticals over the last sixteen years. Interventions we've driven for our clients have spanned front line staff, middle level managers and CEO level participants.

It is this rich experience that we have funneled into our online learning content.

With Actuate's micro e-learning courses, you get content that is field tested, structured in formats that the modern-day user loves, and which is designed to get them performance ready!

Why don't we demo some of our content to you?

Get in touch with us.



Section - 02

# Content Library

## What the Actuate Course Catalogue Offers



### Behavioural Skills Micro E-Learning Courses



14

Categories  
of Courses



51

Individual  
Course Titles



355

Microlessons



10,035

Minutes of Learner  
Engagement  
(Learning and Implementation)



## Campus to Corporate Programmes

Well begun, they say, is half-done.

With our Campus to Corporate suite of programmes, you will be equipping your fresh recruits with the right mindsets and skills that will shape their behaviours – and dare we say, their character – and set them up for a rewarding career.

Use these to create an engaging and systematic learning journey and keep them engaged during those vital early days.

Go on, get started!

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Corporate Etiquette	10	105 mins
2.	Communication Skills	8	80 mins
3.	Business Writing	8	80 mins
4.	The “Wow!” Experience: Ensuring Complete Customer Delight	12	120 mins



## Interpersonal Skills Programmes

One's Emotional Quotient (EQ), a fancy phrase for people skills, as research seems to say, is far more important than one's IQ for one's career success.

But what exactly might the components of EQ be? And how does one improve one's EQ?

Take our Interpersonal Skills suite of programmes to learn how exactly.

From us to you on this one, get your employees to take these programmes and we're sure they'll turbocharge their EQ development!

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Sway! Influencing Without Power	7	70 mins
2.	Assertiveness Skills	8	90 mins
3.	Tact! Conversational Intelligence in Navigating Difficult Situations	8	90 mins
4.	Critical Conversation Skills	7	70 mins
5.	Conflict Management Skills	8	90 mins



## Advanced Business Presentation Skills Programmes



How do you craft a great story; one that's tailored for your audience? How do you convert a mound of data into a compelling, engaging and easy-to-understand story? How do you create visually stunning, but dignified slides? How do you deliver your presentation for impact?

A whole lot of questions. Fortunately, we answer them all for you in these power-packed and engaging set of programmes.

We've often been told that our trainings on this topic are the best people have ever attended.

We're sure you'd agree.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Advanced Presentation Content Development and Structuring Skills	7	80 mins
2.	Advanced Business PowerPoint Skills: Developing Visually Representative Slides	5	60 mins
3.	Advanced Presentation Delivery (Public Speaking) Skills	6	60 mins

## Workplace Productivity: Time Management and Execution Skills Programmes



Too much-to-do, too little time to do it all in seems to be the modern-day corporate executive's constant gripe.

How does one get all that work done with minimal stress and enjoy a healthier balance between the various roles one plays in life? We tell you exactly how in our Workplace Productivity suite of programmes.

Making haste in undertaking these programmes is one time you won't be making waste. A better investment of your time will seldom be found.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Time Management Skills	12	120mins
2.	Getting Work Done: Ensuring Time Execution	9	90 mins



## Customer Centricity Programmes



In an increasingly competitive landscape, one where products can easily be copied by a competitor, the only real differentiation between one brand and another is customer experience.

Equip your employees with the knowledge and skills required to provide the customer with a superlative experience, including how to handle the difficult ones.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Why Customer Centricity Matters	2	20 mins
2.	Customer Empathy and Understanding Customer Needs		210 mins
a.	<i>Understanding Customer Needs I: Understanding the Customer's Emotional and Transactional Need</i>	4	40 mins
b.	<i>Understanding Customer Needs II: Customer Journey Mapping</i>	4	40 mins
c.	<i>Understanding Customer Needs III: Co-creating Solutions with Customers</i>	3	30 mins
3.	Ensuring Complete Customer Delight	10	120 mins
4.	Handling Difficult Customer Situations		80 mins
a.	<i>Handling Irate Customers</i>	4	50 mins
b.	<i>Saying No</i>	3	30 mins

## Sales Effectiveness Programmes

We've distilled the experiences of the best salespeople in this country into power-packed modules, replete with video based micro lessons.

Deploy these as part of your sales force development initiatives to empower them for greater sales success.

Read the testimonials below for how our inputs have helped salespeople improve sales outcomes.

“

Lessons learned in the workshop have become a part of my team's sales practices.

I personally managed to use lessons learned and bagged a critical deal while increasing profit margins by 2% and reducing credit period by thirty days



**Harshal Goyal,**  
Randstad India,  
Bengaluru, India.

”

“

How to get the prospect to focus on value, rather than on price.



**Debapriya Das,**  
Associate Manager BD,  
Kolkata, India.

This lesson helped me close a deal at a price 25% higher than my competitor.

”

“

I've experienced greater success and confidence in setting up meetings with cold clients by using workshop learnings.



**Dr. Aakash Bansal,**  
Delhi, India

I would recommend CitrusLearning.

”

These could well be the stories told by your salespeople.

## Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Understanding the Nature of B2B Sales and How Your Prospect Makes Decisions	7	60 mins
2.	Prospecting Skills for Salespeople	5	60 mins
3.	Conducting Consultative Sales Dialogues	8	90 mins
4.	Structuring and Delivering Your Product Pitch (Including Formal Sales Presentations)	6	60 mins
5.	Objection Handling and Sales Advancement Skills	7	70 mins
6.	Negotiation and Sales Closing Skills	7	70 mins
7.	Developing the Traits Required to Succeed in a Sales Profession	4	40 mins





## People Leadership Programmes

If people are your greatest asset, then how this asset is managed should be an organisation's prime concern. One of our most popular products, our people leadership range of programmes are based on the most cutting-edge research in leadership, but are presented in an engaging, easy-to-understand and implement manner. These programmes are a must-have for your people leader development interventions.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Building High Performance Teams	7	80 mins
2.	Developing Happy and Motivated Employees (Ensuring Intrinsic Employee Engagement)	10	120 mins
3.	Meeting Management	4	45 mins

## Achievement Orientation Programmes



Business goals or 'Numbers', is what business leaders are most concerned with (as they should be). But there is a right and a wrong way to drive numbers. This programme utilises micro video based lessons to equip your business managers with the right way of getting the best out their team members, including how to help under performing team members come up the performance curve.

It's the science of productivity made really simple to understand and use.

Your business managers will thank you for this one!

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	The Traits that Differentiate High Achievers from Others and the Right Mindset to Adopt if One is to Join Their Ranks	10	90 mins
2.	Personal Practices that Drive Peak Achievement	8	90 mins
3.	The Science of Peak Team Productivity (How to Get Every Team Member Up the Performance Curve)	15	150 mins
4.	Creating an Environment that Facilitates Peak Productivity	3	30 mins



## Critical Conversation Skills for Leaders

It's all very well, till many a leader is confronted with those confounding and emotionally charged conversations.

Personal-Improvement-Plan discussions, conducting a termination discussion, handling disappointed employees and the like require evolved conversational intelligence, CQ for short.

Boost your leadership cadre's CQ with these power-packed, video intensive suite of programmes. You will be thrilled at how well they will be equipped to conduct those critical conversations.

It's critical that you act on this now, though!

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Conducting Goal Setting Discussions	6	90 mins
2.	Conducting PIP Discussions	10	120 mins
3.	Essential Conversations, Difficult Conversations - I: Managing Disappointments	3	60 mins
4.	Essential Conversations, Difficult Conversations - II: Conducting Termination Conversations	7	70 mins
5.	Conducting Appraisal Dialogues	8	90 mins
6.	Effectively Communicating and Managing Change Situations	6	60 mins





## Strategic Thinking Skills Programmes for Leaders

Very few concepts are as misunderstood as 'Strategy'. Also, strategy is often viewed as an esoteric skill that a few enlightened souls alone possess. We correct these misunderstandings and show your learners how they can acquire the ability to think strategically.

It's a programme that our participants have given us fabulous feedback about. We could connect you with a few of these, should you so desire. Do reach out to us if you wish to.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	A Big Picture Orientation in Strategic Thinking (And How to Acquire This Orientation)	9	180 mins
2.	Understanding Strategy: The Four Quadrants and the Abilities You Need to Possess to Drive Strategy in Each	4	60 mins

## Developing Analytical Thinking Ability for Leaders



Thinking - cognitive skills as those more scientifically oriented term it - is a skill that must be honed because humans tend to let their biases and sub-par ways of thinking drive decisions. This could be fatal for people, teams and organisations. Don't let this fate befall your employees.

Rather, equip them to think analytically and improve decision making.

We've taken complex topics and broken these down so that your learners can deploy them easily when they need to.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Biases in Thinking (Cognitive Biases) and How They Affect Decision Making	5	60 mins
2.	Analytical Thinking in Group Decision Making	2	30 mins
3.	Analytical Thinking in Personal Decision Making	4	50 mins



## Developing Problem Solving Skills for Leaders



On the other side of a problem, they say, lies a hitherto unexplored benefit or bonus.

That's only if one knows how to get to that other side.

Devoid of a systematic, scientifically designed process of resolving problems, one could be 'hacking away at the branches, rather than uprooting the problem from its roots'.

Well, no more!

With our problem-solving suite of programmes, your leaders can now facilitate effective group problem solving sessions or do so by themselves.

Think of all the problems that you wish your leaders would successfully tackle. Now, give them a systematic means of doing so.

At the least, you'll have a few less problems to worry about.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Isolating the Problem You Want to Solve	4	60 mins
2.	Problem Solving Skills	3	60 mins



## First Time Managers Programme



Studies show that first time managers are just not ready from a skill perspective, to lead. If that feels like a setup for failure, it gets worse. You should also know that this vulnerable echelon is acutely affected by their experiences in the first year of their roles, influencing their leadership styles throughout their careers. The importance of a great start for first time managers, therefore, cannot be overstated. To that end, we've designed a programme that equips first line managers to hit the ground running - all the way to success.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Can You Be Counted Upon	3	20 mins
2.	Understanding Team Management	4	45 mins
3.	Managerial Communication	4	30 mins
4.	Managing New Joinees	5	45 mins
5.	Managing in a Matrix Organisation	2	30 mins

## Client Interviewing Skills



How does one conduct sensitive discussions with promoters and/ or CXO level individuals with tact and poise? How does one pose those sensitive discussions, and obtain the desired information without offending them?

How does one deal with tricky customers or negative customer reactions during such discussions? These are the skills that we will equip your key personnel within and through this programme.

### Programmes Available

		Number of Micro-Lessons	Course Duration
1.	Conducting the Personal Discussion		200 mins
a.	<i>Module 1: Why PD Skills</i>	3	30 mins
b.	<i>Module 2: What You Must Do Before the PD (Preparation)</i>	4	40 mins
c.	<i>Module 3: Questioning Skills</i>	3	30 mins
d.	<i>Module 4: Setting the Stage for a Great PD</i>	2	20 mins
e.	<i>Module 5: Handling Negative Reactions From Customers</i>	4	40 mins
f.	<i>Module 6: Closing the PD</i>	2	20 mins
g.	<i>[Optional] Module 7: Business Etiquette &amp; Professional Grooming</i>	2	20 mins

## Testimonials

“

CitrusLearning Systems content had depth, was completely jargon-free and spot-on.

The content was relevant and focussed on behaviour change.

All the examples and online lessons (videos, slideshows, podcasts) were superb.



**Sanjay Talukdar,**  
Head – L & D,  
Mumbai, India

”

“

In our experience, CitrusLearning’s content is relevant, meticulously researched, engaging, and thorough. The pedagogy employs multiple tools ensuring that all learning styles - reflective, active, sensing, intuitive - are adequately addressed. Participants have rated these highly.



**Kailash Jalan,**  
Sr. Manager, Capita,  
Mumbai, India.

CitrusLearning is a highly professional organisation and I would definitely recommend them.

”

“

Our employees have rated CitrusLearning’s training better than those conducted by an international [ big-four ] consulting company



**Shashank Misra,**  
Senior Manager Corporate HR & Head - HRBP,  
Reliance Securities, Mumbai, India.

”



## Get in Touch

Turbocharge your digital learning strategies. Get in touch with us:



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