

SYLLABUS

Enter. *Customer Success*.

Business Orientation

Lean Startup: How to Build & Launch a New Product

1.5 hours

Business Model Canvas

3 hours

SWOT: How to Make Strategic Business Decisions

1.5 hours

Behavioural Economics: What Really Drives your Customers?

1.5 hours

Quick Wins to Improve Your Customer Experience

1.5 hours

Unit Economics for Startups

3 hours

Startup Skills

Video Communication: How to Connect and Collaborate on Video Calls

1.5 hours

Written Communication: Make Your Emails and IMs More Effective

1.5 hours

Project Management: Initiate, Plan, and Launch a Successful Project

3 hours

Presentation Design: How to Turn Information Overload into One Clear Message

3 hours

Speak Like a Pro: How to Master Public Speaking

3 hours

Career development

Storytelling Techniques for Business

3 hours

Manage Projects Using Monday.com

1.5 hours

Automate Everyday Tasks That Take Away Your Time (Zapier)

3 hours

Intro to Data

1.5 hours

Google Sheets: Work with Data More Effectively

3 hours

Data Visualization

3 hours

Intro to Tech

1.5 hours

Mini-Hackathon: Building a CV

1.5 hours

Mini-Hackathon: Building a LinkedIn Profile

1.5 hours

Personal Branding Online

1.5 hours

Job Interviews: Best Practices

1.5 hours

How to Negotiate your Next Salary

1.5 hours

Job Interviews: Simulations

1.5 hours

Customer Success

Intro to Customer Success

1.5 hours

The Post-Sales Customer Lifecycle

3 hours

Hubspot Basics: Using a CRM for Customer Success

3 hours

Translating Business Objectives into KPIs

1.5 hours

Questioning Techniques

1.5 hours

Analyzing Customer Data: Behaviour & Patterns

1.5 hours

Consumer Research DIY: How to Conduct Polls and Focus Groups

3 hours

The Influence Model: How to Create Business Relationships

3 hours

How to Build a Customer Health Model

3 hours

Building an Executive Business Review Deck

1.5 hours

Role-Play: Presenting a Business Review Deck

1.5 hours

Overcome Customer Objections & Conflicts

1.5 hours

Enter CS: Final Project

6 hours

[Full Syllabus](#)

