



The Home of E-Learning

Product List

ABOUT PINKTUM

We love e-learning! Our focus is on providing innovative learning experiences that engage learners worldwide. We strive to create momentum that drives our learners forward and helps them reach their full potential.

OUR VISION

We inspire people worldwide with our outstanding and innovative digital learning experiences for sustainable personal development. To achieve this, we focus on the uniqueness of our learners.

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Many of our courses are available in different languages. For this you will find respective information in front of the title ( = German,  = English,  = Chinese,  = French,  = Spanish).

The boxes show whether the language version is available.

☐ = available

☐ = not available

Leadership skills

Basics of leadership



Diversity & Inclusion—Facilitating and Promoting Diversity



Leading with Empathy



Conducting Termination Meetings

Conducting the Interview

Conflict Resolution for Managers

New to the Leadership Role

Delegating Tasks

Making Good Decisions

Giving Feedback

Motivating Team Members

Leadership skills

Leading teams



Intercultural Communication in Teams

Successfully Structuring Team Development

Manage Team Phases Successfully

Knowing Team Roles and Making Them Productive

Leadership skills

Leading virtual/hybrid Teams



Successfully Leading Hybrid Teams

Leading and Motivating Employees in Home Office

Virtual Teams—Communication

Virtual Teams—Motivation and Trust¹

¹ This course is also available in Portuguese.

Leadership skills

Leadership styles and roles



Transformational Leadership—Motivating and Inspiring Employees



Correct deployment of external personnel—What managers need to know



Female Leadership—Leading Successfully Despite Gender Barriers

The Manager as a Coach

Lateral Leadership—Leading Effectively Without Being a Supervisor

Change Management—Successfully Shaping Change Processes ¹

Leadership in Times of Crisis

Situational Leadership

¹ This course is also available in Portuguese.

Personal skills

Self-organizing



- ☐ Overcoming the Digital Information Overload
- ☐ Becoming More Productive and Satisfied at Work
- ☐ Working Successfully in Your Home Office
- ☐ Time Management

Personal skills

Self-development



NEW

- ☐ ☐ Moving into the Age of AI with Confidence
- ☐ Stress Management—Mastering Stress Successfully and Calmly
- ☐ Understanding and Managing Burnout Better
- ☐ Resilience—Increasing Your Inner Resilience
- ☐ Unconscious Bias—Recognizing and Reducing Prejudices and Stereotypes
- Self-Organized Learning
- Learning Strategies—Method Toolbox
- Self-Motivation

Personal skills

Self-positioning



NEW



Corporate Sustainability—Social, Economic, and Environmental Responsibility



Targeted Networking

Communication and interaction skills

Communication



Arguing and Persuading Using the Five-Sentence Method



Storytelling within the Company



Feedback between Colleagues

How to Use Questioning Techniques

The Eight Types of Communicators ¹

Communicating with Respect and Appreciation ¹

How Communication Works

Active Listening

Basics of Communication ¹

¹ This course is also available in Portuguese.

Communication and interaction skills

Conflict management



Conflict Resolution between Colleagues ¹



Talking through Conflict ¹

¹ This course is also available in Portuguese.

Communication and interaction skills

Teamwork



Intercultural Teams—Basics for Successful Cooperation



Intercultural Teams—Communicating with Colleagues from Other Cultures

Business skills

Agility & innovation



- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Lean Management Advanced Course |
| ☐ | ☐ | The Basics of Lean Management |
| ☐ | ☐ | Big Data—Understanding the World of Data |
| | ☐ | Agile Toolbox for Everyday Work |
| ☐ | ☐ | Agile Toolbox for Workshops and Meetings |
| | ☐ | Innovation—Promoting an Innovative Mindset |
| | ☐ | Innovation—Methods for the Innovation Process |
| | ☐ | Innovation—Needs-Based Development and Testing of Prototypes |
| | ☐ | Understanding Digitalization |
| ☐ | ☐ | Agile Leadership |
| | | Fostering Creativity—Methods for your Toolbox |
| | | Developing an Agile Mindset ¹ |
| | | Working with the Kanban Board ¹ |
| | | Scrum—The Overview ¹ |
| | | Design Thinking |

¹ This course is also available in Portuguese.

Business skills

Moderating & presentation



Moderating Meetings

Moderating Online Meetings ¹

¹ This course is also available in Portuguese.

Business skills

Project management



Classic Project Management—Planning Projects
Successfully

Agile Project Management/Basics

Business skills

Strategy



Customer Centricity—Understanding, Exciting, and Retaining Customers

Business skills

Train the trainers



Principles for Effective Knowledge Transfer

Managing Groups in a Training

Methods and Tools for Online Knowledge Transfer

Methods of Training

How to Design and Prepare a Training

Business skills

Negotiating



Customer-Oriented Communication on the Phone



Basics of Negotiations



Difficult Negotiations



Online Negotiations

Business skills

Selling



Strategic Sales—Basics of Strategic Sales



Strategic Sales—Strategic Customer Development



Strategic Sales—Building Relationships

Identifying Needs

Building Relationships in Sales

Making Initial Contact

Handling Objections

Demonstrating Value

Closing the Sale

What E-Learning Experts Say

"A very effective learning tool."

Dr. Albert Thiele, business educator

"I would like to congratulate you on your competence training courses!"

Joachim Sucker, blogger on adult education

"I found the educational structure of the courses extremely well done."

Dr.-Ing. habil. Hartmut Barthelmeß

"... technically, theatrically, cinematically and instructionally at the highest standard!"

Sünne Eichler, Learntec Congress Comitee, AK Learning Solutions

"Really great! The videos are very engaging!"

Dr. Carsten Schnekenburger, DHBW

Licensing model 1: Cloud Services

For quick access to digital training

We provide you with a comprehensive, ready-to-use Learning Management System (LMS). It includes all e-learning programs. You can make these e-learning courses available to individual employees, several different employees or groups of employees. They can access the e-learning programs at any time, from anywhere. All they need is an Internet connection. However you want to use our courses, we have a licensing model to suit:

Online Academy Enrollment License

Usage-based

You purchase a certain number of enrollments (a minimum of 100 enrollments). For each enrollment, the business can allocate one e-training course to an individual user. These licenses remain active for 12 months. During this year-long period, users have full access to their respective assigned e-training courses.

Online Academy Flat Rate License

User-based

You can assign individual e-trainings or any number of e-trainings to a number of users determined by you (minimum number of 25 users). Pricing is based on the number of users, regardless of the number of assigned e-trainings. Users can use the assigned e-trainings throughout the license period. You will have access to all available language versions of our courses and can decide which languages you would like us to activate.

Online Academy Corporate License

based on company size and number of employees:

We will provide you with our entire catalogue in your customized Online Academy (cloud-based learning platform) designed for your company. An unlimited number of users shall have access to the entire PINKTUM catalogue, including all new releases and updates. The price is calculated according to the size of the company or the number of users.



Licensing model 2: Using the Client's Own LMS

Files provided to companies with their own LMS

We also have a simple solution for companies already using a Learning Management System. We offer our standard content for integration into your own learning management system. For this purpose, we deliver the files of the e-trainings as SCORM packages (SCORM 1.2 or SCORM 2004) and Tin Can (xAPI) formats. This gives you complete independence and you can manage e-learning in your usual Learning Management System. Depending on the model you choose, you can make e-learning courses available to an unlimited number of employees, for an unlimited time.

Rental License

You can select individual e-trainings from the entire standard content portfolio. The individual prices apply for a period of use of 12 months each. The number of users is unlimited.

Purchase License

You can select individual e-trainings from the entire standard content range. The individual prices are valid for an unlimited period of use. The number of users is unlimited.

Corporate License

You receive access to the entire PINKTUM catalogue in SCORM/xAPI format for integration into your LMS. Newly added content will also be delivered during the license term upon request.

When acquiring an e-training in multiple languages, a 25% discount of the original price shall apply for each additional language.



PINKTUM E-Learning – Simply Excellent



These Companies Use Quality Content from PINKTUM

ALLIANZ

AXA KONZERN AG

BOSCH

BMW

BRILLUX

Brose

CHIESI

DEVK

ERGO

Hamburger Wasserwerke

KÖRBER

KRONES

KSB

MAHLE

MAN

MAZDA

MÜLLER SERVICE

NRW.BANK

PORSCHE

REHAU

ROCHE

ROHDE & SCHWARZ

SCHULZ ST

Schindler

SIEMENS

SIXT LEASING

SV SACHSEN

SW MACHINES

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