Angol:

1. Staff motivation: How to motivate employees during times of economic crisis.

Introduction:

During an economic crisis, such as the the current global pandemic (Covid 19 virus)- companies have to face a lot of obsticles, one of which is the lack of motivation. Staff members are one of the most essential part, we can say, the motor engine of a well-working and successful company, so making sure, that everyone works at their highest level while feeling appreciated and motivated is crucial.

One way of doing so, is organising team building weekends, during which people have the possibility to connect to their collegues, talk about various topics, play games and get to know a different, more personal and free side of each other.

Having a close-knit relationship with the people they’re working alongside, helps the employees feel more positive and energetic, and also less lonely.

Another idea would be different end-of-the-year bonuses based on achievements. Money has always been one of things that has the biggest motivatory ability, therefore giving extra payment or gifts to those, who are hardworking and deserving will definitely have a huge affect on the average motivation.

In conclusion, we can say, that a good social environment and monetary bonuses are the biggest force that can make people want to work harder.

2. Advertising: how to improve your potential as a start-up advertising agency

3. Online advertising: how to create catchy ads for social media.

Introduction:

Nowadays, advertising has become one of the easiest, yet hardest jobs to do. It is easy, because the different social media platforms enable companies to reach customers faster and more easily, so basically anyone can make and advertisement online. But because of this very reason, creating unique advertisements became a lot harder, if not almost impossible.

One way of creating a catchy ad is using a short, yet captivating background music or slogan. People tend to remember the simplest tunes, and after hearing these songs a couple of times, they start to associate the song with the company (for example: the Coca Cola songs or the McDonald’s slogan)

Another idea would be collaborating with famous celebrities. Famous embassadors always bring a lot of new customers and more people will pay attention to and ad that is starring someone that they recognise. The most important aspect while choosing said celebrity is finding someone with a spotless reputation, because during these partnerships one ethical fault is associated with both the company and the embassador.

4. Staff training: the importance of having a staff training policy that requires staff to stay with the company for a certain number of years after following a training program.

5. Banking: how to choose a bank when wanting to take a personal loan.

Personal loans or any kind of loan is a risky and very sensitive activity. While choosing a bank, there are a lot of very important details to pay attention to, in order to avoid any future misunderstandings or conflicts.

One of the main points is the reputation of the bank. No one is going to go to a bank, that they’ve never heard of, so when choosing to place to take a loan from, they will most likely choose one, that they are the most familiar with, maybe have past experience with or someone recommended it to them.

Another important, if not the most important aspect is the actual loan offered by the bank. Loans have different technical characteristics, different rate of interest, different repayment date, and interest. These characteristics defer in every bank, depending on the lended amount of money, and other specifics, so paying attention to the details is crucial when choosing a bank.

In conclusion, we can say, that a good reputation and a goon offer is what gets banks the most customers.

6. Brand positioning: the importance of clear positioning for start-ups.

A lot of people think, that starting a company is easy: you just need a lot of money and a great idea, and the way towards success is ensured. In reality however ever the smallest details can influence the success of a product or a start-up company. Brand posisioning being one of them.

One of the reasons why clear brand positioning is essential, is the fact, that companies need to differentiate their brand from their competitors’: Why is it different? In what way is it better?Why should the customer choose this product instead of another?

So a clear brand positioning is the key of customer loyalty. If the company’s strategy is good enough, customers will choose their product instead of others.

Another reas

7. Customer base: how to increase your customer base in an increasingly competitive market.

1. Famous celebrity, partnership, embassador, target audience, embassador
2. Promotions for the already loyal customers: buy one and get two, wncourage them to invite their friends and family

8. Marketing: the importance of thorough market research when launching a new product.

1.Be avare of the competitors, find the ones that might be dangerous in the future, find ways to become better, and position the brand in a way, customers will be able to differentiate it from others

2. By listening to customer needs, company will be able to target the grey areas of the market, and ensure a future for their barnd by being monopol in those grey areas.

9. Sales: how to motivate sales personnel to achieve best results.

Convince

1. Bonuses based on achievement: money will always motivate and encourage people to work harder
2. Multiple winners: salesperson of the month, salespeople of the month

Avoid toxic competitions among the employees

10. Team-building: the importance of holding regular team-building in a medium-sized company.

1. getting to know each other outside of work will build trust and will benefit the whole environment of the company. By having close-knit relationships with the co-workers, employess might feel more free to ask help more easily during work, without being afraid of being judged by the others.

2. By having the feeling of belonging, employees will get the needed motivation to wake up every morning and go to work. They can enjoy their lunchbrakes together, without feeling lonely and that might

11. Business ethics: how to implement a strict dress code in a bank or financial institution.

In today’s world, the freedom of choice has become a widely dicussed topic all around the developed and developing countries. This also contains the freedom of chosing the way one decides to dress as. Therefore dresscodes are a very sensitive and controversial topic. There are certain ways of implementing them into the institusions.

1. Partnership with a clothing store: Free sample outfit for each employee

2. write it in the job description>> new applicats will take this into consideration

12. Business presentations: how to prepare before an important business presentation

1. being convincing is key: the speeker has to seem like they believe every single word, that they are saying. Avoiding hasitation is quite important, so

2. prepare some answers for possible questions, this way the speaker will be able to practice improvising answers and also might be able to find details to fix.

13. Negotiations: how to achieve a win-win in business negotiations

See eye to eye

1.Compromise: sometimes adapting to some of the other side’s needs/expectation is more beneficial than losing a potential partnership because of being too strict or stiff, stubborn

2. finding a middle path: win-win is sometimes about not losing more than the other side,so finding an option that benefits both companies the same and takes away from both companies the same is something that is acceptable

14. Speaking skills: the importance of active listening for business people who attend a lot of meetings.

Be present

1. Listening is associated with respect: paying attention to the speaker is the sign of being interested. Showing indifference in business is a mistake that is rarely apologised
2. Being attentive makes a great impression, the same way that we appreciate the people that remember small details about us, in business this gesture is also appreciated, although, it is something expected from the people taking part in the meeting

15. Online meetings: how to prepare for online meetings.

1. although during an online meeting people can reach more resources, they should still practice their ideas, because reading a speech is very unprofessional, even through camera

2. Get dressed: shows peofessionalism, respect and

18. Communication: how to train staff to communicate more effectively in a large multinational.

Firstly: communication within the company: between employees and with bosses

Secondly: communication outside of the company> with customers and potential partners

23. Management: how to communicate effectively in a flat management structure.

Flat management structures are usually used by smaller businesses, because it enables the employees to communicate with their managers more easily

28. Task delegation: how to train young managers to delegate tasks more effectively.

Divide tasks

Get to know the employees’ strong and weak points- adapt the tasks