



# Talent Development Catalog

Your source for training and  
human resources tools.



2026

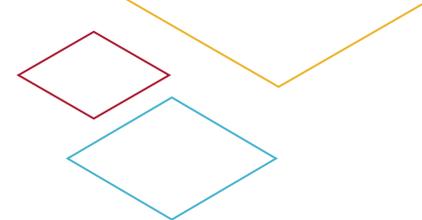


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**“The only thing worse than training your employees and having them leave is not training them and having them stay.”**

*- Henry Ford, Ford Motor Company*



# Schedule a Consultation

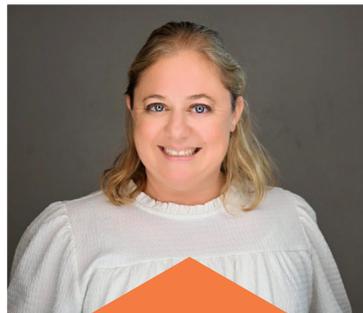
Create a culture of learning in your organization with help from your NAED Member Engagement team. We are here to help you develop, implement, and track your employees' success and to help you understand how to get the most of your investment with NAED. Schedule a consultation with your NAED Member Engagement representative, and you will:

- Learn about the extensive training programs NAED has to offer including online, self-paced and live training.
- Gain an understanding of how initiatives such as Achieve 40 and Green to Great can have an impact on your business.
- Create learning paths or tracks of training based on job position and the specific needs of your organization.
- Learn about the functionality and design of the NAED Learning Center, which can be customized for your business.

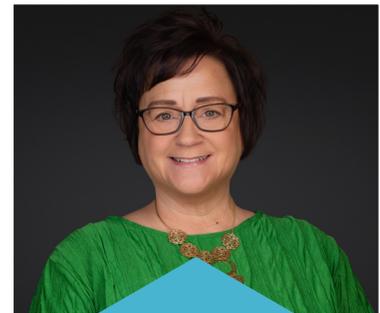
**Contact the NAED Member Engagement team at 888.791.2512 or [memberengagement@naed.org](mailto:memberengagement@naed.org).**



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Engagement



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Coordinator

# YOUR SUCCESS IS OUR PASSION

# NAED Offers A Variety Of Programs To Meet All Your Learning Needs

|   | EPEC  | Leadership Development Program                            | Management Bundle   | CEP                    | NAED Industry Bundle          | Learning Plans               | Skillset Bundles             | Safety Training     |
|---|---|---|---|------------------------|-------------------------------|------------------------------|------------------------------|---------------------|
|  Recommended Audience        | Employees with 1+ years industry experience or employees in sales | Emerging leaders, high-potentials, and mid-level managers | Branch managers, supervisors, employees on managerial track | Sales Associates       | Employees new to the industry | Entry to mid-level employees | Entry to mid-level employees | All Employees       |
|  Online                      | X   | X   | X   | X                      | X                             | X                            | X                            | X                   |
|  Live, Face to Face          |   | X   |   |                        |                               |                              |                              |                     |
|  Pre-Requisites Required   | X   |   |   |                        |                               |                              |                              |                     |
|  Certificate of Completion | X<br>+ digital badge  | X<br>+ digital badge                                      |   | X<br>+ digital badge   |                               |                              |                              |                     |
|  Class Length              | 31-140 Hours  | 60-80 Hours   | 10 Minutes - 2 Hours  | Approximately 40 Hours | 10 Minutes - 2 Hours          | 10 Minutes - 2 Hours         | 10 Minutes - 2 Hours         | 15 Minutes - 1 Hour |
|  Subscription Length       | Expiration upon release of new edition - min. 6 months notice     |   | 1 Year  | 1 Year                 | 1 Year                        | 1 Year                       | 1 Year                       | 1 Year              |
|  Completion Time           | 6 Months - 1 Year   | 1 Year  | Varies  | Varies                 | Varies                        | Varies                       | Varies                       | Varies              |

*\*Also included are manufacturer training courses from NAED training partners.*

## Start Today!

Visit [naed.org/education-courses](https://naed.org/education-courses) to help identify the best training opportunities and learning paths available to put your employees on the right track.

# NAED Manufacturer Training Partners

The following manufacturers have made their online product training modules available in the NAED Learning Center, allowing members to assign and track learning for their employees in one convenient place. Login to the NAED Learning Center at [naed.org](http://naed.org) for a full listing of courses available to you.



## NAED THANKS ALL OUR PARTNERS!

If your company is interested in hosting your content in the NAED Learning Center, please reach out to the NAED Member Engagement Team at [memberengagement@naed.org](mailto:memberengagement@naed.org).

## Do You Have Your Own LMS?

Do you have your own learning management system (LMS)? Are you interested in signing your employees up for training, but need access to it through your own LMS? Look no further, because NAED offers content licensing for members with their own LMS.

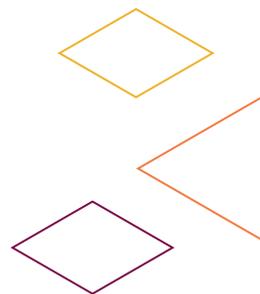
Courses are delivered from the NAED SCORM cloud directly to your learning management system, giving your employees direct access to specific NAED industry courses.\*

### AVAILABLE COURSES INCLUDE:

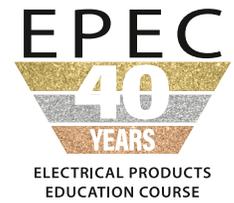
- NAED Industry Bundle
- Safety Training
- Skillset Bundles
- Management Bundle

For additional information, contact the NAED Member Engagement team: [memberengagement@naed.org](mailto:memberengagement@naed.org) or call 888-791-2512.

*\*Additional courses from this catalog may be available for licensing.*



# Electrical Products Education Course (EPEC)



Celebrating 40 years of powering education, the Electrical Products Education Course® (EPEC) has become known as the cornerstone of sales and product training in the electrical distribution industry, with more than 15,000 graduates to date. EPEC provides information about individual products, their applications, and how they are interrelated with other products in electrical systems.

## BRONZE

*[2023 NEC / 2021 CE CODE]*



EPEC Bronze provides you with the beginning sales skills and product knowledge for more than 200 products you work with every day. Each step guides students through residential, industrial and commercial environments as you learn how to increase your sales by acquiring knowledge and the relationship between products in a system.

- **Module 1** – Introduction to Electrical Products
- **Module 2** – Residential
- **Module 3** – Light Industrial
- **Module 4** – Commercial and Outdoor
- **Final Exam**
- **Capstone**

## SILVER

*[2023 NEC / 2021 CE CODE]*



EPEC Silver takes you beyond beginning electrical products to intermediate as you dive deeper into lighting, loads, industrial machinery and hostile and hazardous environments. You will expand your product knowledge and sales skills to exceed your customers' needs while you grow in your career.

- **Module 1** – Lighting
- **Module 2** – Load Considerations
- **Module 3** – Industrial Machinery
- **Module 4** – Hostile & Hazardous Environments
- **Final Exam**
- **Capstone**

## GOLD

*[2023 NEC / 2021 CE CODE]*



EPEC Gold is the final level to master EPEC product knowledge with advanced topics of providing quality power; controllers, relays, drives; and energy management. Once you finish the three modules you will complete the capstone project and final exam that will bring together everything you've learned since your first Bronze module.

- **Module 1** – Delivering Quality Power
- **Module 2** – Controllers, Relays, & Drives
- **Module 3** – Energy Management
- **Final Exam**
- **Capstone**



**Manager Guides Available**

## AUTOMATION



This 2023 edition specialized level explains the fundamental information needed to sell automation products within the electrical distribution field. It promises to broaden the general sales professional's knowledge base and better answer customers' needs in this growing market.

- **Module 1** – Introduction to Automation
- **Module 2** – Basic Automation
- **Module 3** – Intermediate Automation
- **Module 4** – Advanced Automation
- **Final Exam**
- **Capstone**

## LIGHTING



*[2023 NEC / 2021 CE CODE]*

This specialized level takes all of the product knowledge and sales skills from Bronze, Silver, and Gold to create one level detailing only lighting and controls. Topics include introduction to electrical products, lighting basics, lighting sources & ballasts, luminaires & calculations, lighting applications & energy management.

- **Module 1** – Introduction to Electrical Products
- **Module 2** – Lighting Basics
- **Module 3** – Lighting Sources and Ballasts
- **Module 4** – Luminaires and Calculations
- **Module 5** – Lighting Applications and Energy Management
- **Final Exam**
- **Capstone**

## DATACOM & VIDEO



*[2023 NEC / 2021 CE CODE]*

Built from the knowledge of industry experts, EPEC Datacom & Video provides the knowledge of voice, data and video products you need to better recommend products that are appropriate for the needs of customers.

- **Module 1** – Copper Communications
- **Module 2** – Fiber Optics
- **Module 3** – Cable Pathways & Management
- **Module 4** – Networks, Telephony, Sound & Video
- **Final Exam**
- **Capstone**



Manager Guides Available

Digital badges are available upon completion of each program.  
Visit [naed.org/digitalbadges](https://naed.org/digitalbadges) for more information.



# The Cornerstone of Sales and Product Training in the Electrical Distribution Industry

# CEP Program

NAED has curated top-level learning content from leading developers to offer the CEP program. Whether you are an inside, outside or counter sales associate, this industry designation is a powerful way to improve your sales skills and elevate your level of professionalism. This program offers engaging videos, online modules, learning activities and supportive job aids to help you strengthen the key sales competencies you need for success. Visit [naed.org/certified-electrical-professional-cep](https://naed.org/certified-electrical-professional-cep)

## Competency: Succeed in Sales Today

- 8 courses focused on the evolving sales profession and how to authentically succeed in the new world of sales

## Competency: Understand Buyers

- 5 courses focused on approaching the “modern day buyer,” 4 buyer types, and how to think like your buyer.

## Competency: Prospect New Opportunities

- 14 courses focused on preparing your online presence to successfully launch your social selling growth plan, and providing skills for modern relationship-building techniques which have the aim of leading to sales.

## Competency: Sell with Impact

- 9 courses focused on breaking down goals into a controllable lever, keeping each sale unique, selling the next step of the sales process, and handling objections.

## Competency: Win More Deals

- 6 courses focused on psychology of confirming sales, how to ask for the business, increasing close ratios, and getting different buyer styles to “Yes.”

## Competency: Negotiate Effectively

- 3 comprehensive training bundles focused on setting the groundwork and mastering your negotiation skills.

## Competency: Build Customer Relationships

- 9 courses focused on identifying the right target, connecting authentically with the buyer, cultivating trust, maximizing and customizing your account portfolio.

## Competency: Prepare to Win

- 5 courses focused on adopting a winning attitude, professionalism, positive thinking, managing your time effectively, dealing with loss, and testing your resilience.

## Competency: Sell with Integrity

- 2 courses focused on ethical behavior, entertaining appropriately, and building win-win relationships

## Competency: Improve Industry Sales

- 2 courses focused on improving sales:
  - Communicating Across the Generations
  - Selling Green

## Competency: Boost Company Profits

- 3 courses focused on company profitability:
  - Bottom Line Basics
  - Boost Profits
  - Leveraging Data

## Competency: Know Electrical Products

- 1 course focused on electrical product education:
  - EDGE

## Optional Courses:

- Counter Pro
- Inside Sales Pro
- Outside Sales Pro

A digital badge is available upon completion of the CEP program. Visit [naed.org/digitalbadges](https://naed.org/digitalbadges) for more information.



# Dual Recognition (CEP & EPEC)

NAED now offers dual recognition for graduates who have completed both EPEC and CEP programs. Coupling CEP's exceptional sales training with the industry's best product training completes the package and positions a sales rep to be more successful in their role. Upon successful completion of both CEP and a level of EPEC:

- Students will receive the standard print certificates for both program (two certificates)
- In addition to the individual program badges, students will also receive a NEW digital badge recognizing this dual achievement known as CEP Bronze, CEP Silver, CEP Gold, CEP Automation, CEP Lighting, or CEP Datacom & Video

For more information on how to receive dual recognition, please contact [memberengagement@naed.org](mailto:memberengagement@naed.org).

To learn more about digital badges offered for other NAED training programs, visit [naed.org/digitalbadges](http://naed.org/digitalbadges).

## DUAL RECOGNITION LOGOS RECEIVED UPON ACHIEVEMENT:



## Take Advantage Of The Opportunity To Learn, Grow And Revitalize Your Sales Numbers And Career

For any organization in the electrical distribution industry looking to help increase engagement and retention among employees while also contributing to gains in sales and profit margin, EPEC is the perfect fit. EPEC has proven itself to be a good investment:\*

- EPEC graduates demonstrate a 2-3 year head start compared to peers who have not completed the training, with increased sales and profit margins
- Employees develop increased confidence in selling abilities

For more information on EPEC or to learn how to enroll, please visit [naed.org/epec](http://naed.org/epec)

\*Research conducted and highlighted in the September 2018 issue of tED magazine (tedmag.com)

# NAED Industry Bundle

The NAED Industry Bundle includes 20 NAED-developed courses to help your staff better understand the industry from profitability to better understanding of electrical products.

## Customer Service

**Customer Service Role Play: Counter or Delivery Driver [0.5 hrs]**  
**Recommended audience: Counter Sales & Drivers**

A customer service role play, designed to increase profitability, maintain customers and promote efficiency.

## Ethics

**Branch Management: Business Ethics [0.5 hrs]**  
**Recommended audience: Managers**  
Practice ethical decision-making skills with 10 different business scenarios specific to distribution.

**Branch Management: Sexual Harassment [0.5 hrs]**  
**Recommended audience: Managers**  
Helps associates define sexual harassment, handle complaints and prevent harassment.

## Finance & Analytics

**Bottom Line Basics® [2 hrs]**  
**Recommended audience: Associates at every level**

Learn the key financial indicators and formulas used to measure profitability, how electrical distributors generate a profit and how every associate can contribute to the bottom line.

**Branch Management: Using the Income Statement [0.5 hrs]**  
**Recommended audience: Managers**  
Provides the fundamentals in branch profitability and using an income statement. Allows associates to practice analyzing an income statement to spot trends and make business decisions.

**Leveraging Data [3 hrs]**  
**Recommended audience: any employee or manager involved in financial reporting or data analytics**

This course teaches key data analytics tools that a distributor can utilize to be successful in today's marketplace, to drive a data driven culture in their organization, and to help identify areas for improvement in profitability and sales efficiency.

## Onboarding

**Electrical Distributor Guided Education® [EDGE] [Modules between 1 1/2 - 2 1/2 hrs long]**  
**Recommended audience: Associates at all levels**  
Associates will gain a fundamental understanding of electrical principles and terms, basic electrical principles and customer applications.

**Introduction to Electrical Distribution [0.5 hrs]**  
**Recommended audience: New hires in any role**  
In this online game you will learn about industry career options and receive basic product introductions while you earn virtual prizes.

## Managing People

• **Engaging & Retaining [0.5 hrs]**  
**Recommended audience: Hiring managers and HR professionals**  
Managers will learn strategies for identifying, engaging, and retaining their full, key, and rookie contributors.

• **Knowledge Share: Grow Your Staff Expertise [0.5 hrs]**  
**Recommended audience: HR, Training Managers**  
Learn different examples on how explicit and tacit knowledge can be retained.

• **Recruit Locally [0.5 hrs]**  
**Recommended audience: Hiring managers and HR professionals**  
Learn how to attract the top local talent to your company by developing your centers of influence and a successful recruiting plan.

• **Recruiting with Social Media (.5 hrs.)**  
Target audience: Recruiting with Social Media is designed for Human Resources, recruiters, managers, or any other manager associated with recruiting.  
Recruiting with Social Media will introduce you to the basic concepts of how to recruit using social media. This course will teach you how to leverage social media networks such as Facebook, Twitter, and LinkedIn to pipeline and hire talent.

## Warehouse

**Warehouse Pro [2.25 hrs]**  
**Recommended audience: Warehouse associates**  
Students learn a foundational understanding of the electrical distribution industry and the important role they play within their companies.

## Sales

**Boost Profits: Increase Customer Profitability [0.5 hrs]**  
**Recommended audience: Sales Associates**  
Students learn how to identify their profitable customers so they can spend time where it has the most positive impact.

**Communicating Across the Generations [0.75 hrs]**  
**Recommended audience: Inside and outside sales**  
This mobile-friendly, six-part series gives associates the ideas and skills to connect and communicate with multiple generations, both within the company and with external customers.

**Counter Pro® [1.25 hrs]**  
**Recommended audience: Counter Sales Associates**  
Learn how the right greeting, active listening, up-selling and overcoming objections will increase sales in your counter area.

**Inside Sales Pro [1 hr]**  
**Recommended audience: Inside Sales Associates**  
Identify strengths and weaknesses in areas for inside sales success, including: selling products and services, preparing, processing and managing sales orders and enhancing customer relationships.

**Intro to EV Charging [0.75 hrs]**  
**Recommended audience: Any sales representative involved in the design or sales of EV charging solutions.**  
This course educates the learner on EV Charging Market Opportunities, Product Knowledge, and Consultative Sales Processes.

**Outside Sales Pro [1 hr]**  
**Recommended audience: Outside Sales Associates**  
Identify strengths and weaknesses in areas for outside sales success, including: selling products and services, managing accounts, and using

company and personal resources.

**Selling Green [3.25 hrs]**  
**Recommended audience: Distributors interested in green solutions**  
This series consists of five short, separate courses, each concentrating on a specific green sales opportunity.

## ASA Courses

These courses are being offered as part of a collaboration between NAED and ASA, The American Supply Association.

**Essentials of Leadership for Wholesaler-Distributors [3.5 hrs]**  
ASA's "Essentials of Leadership for Wholesaler-Distributors" provides five in-depth modules that cover aligning team direction, continuous coaching, localized strategic planning, manpower planning, and finally, performance reviews.

**Essentials of Leadership for Wholesaler-Distributors Scenarios [0.75 hr]**  
This companion course expands on the knowledge presented in ASA-U's "Essentials of Leadership for Wholesaler-Distributors". In this course, the student is asked to evaluate a series of scenarios and choose the best path forward based on what they have learned about best practice leadership skills.

**Essentials of Profitable Purchasing and Inventory Management [3.5 hr]**  
Essentials of Profitable Purchasing and Inventory Management explains the role of purchasing and inventory management in wholesale distribution. The course covers why some companies blend purchasing and inventory management under the umbrella known as supply chain management.

**Essentials of Superb Service in Distribution [0.5 hr]**  
Essentials of Superb Service in Distribution provides team members with a concise explanation of the most important keys to providing superb service from a distribution perspective. This interactive course addresses the critical operational, economic, and interpersonal aspects of superb service from a wholesale distribution perspective.



**Manager Coaching Guides Available**

# Electrical Industry Playbook:

## An Introduction to the Market, its Players and the Business

The Electrical Industry Playbook is an online training module for new employees to help jump-start their understanding of the electrical market so they can successfully navigate the industry. This module is also an important resource for existing, tenured employees to help further sharpen their skillsets and advance their industry knowledge.

Empowering your team with training resources provide tangible benefits to you and your team, and ultimately, to your partners and customers.

### The Electrical Industry Playbook includes a complete toolkit of resources:

- 60-minute online training module with interactive activities featuring key takeaways
- Glossary of important terminology
- Discussion guide for learning customization

| Overview  | Who Should Take This Program  | Details  |
|---|---|--|
| <p><b>Chapter 1:</b><br/>The Electrical Ecosystem (market segments, channel players)</p> <p><b>Chapter 2:</b><br/>Project Types and the Bidding Process (the project and specification process for new construction; in-plant industrial automation; renovation market)</p> <p><b>Chapter 3:</b><br/>Selling Through Distribution</p> | <p>Designed for employees across North America in any department (inside/outside sales, counter sales, marketing, quotations, purchasing, project management, customer service...just to name some areas) who need to understand the market, the interrelationships among channel partners, and the bidding/buy/sell process.</p> <p>This would be an excellent introduction to the industry for new employees as part of an orientation program.</p> | <p>Available online in English and French</p> <p>Duration: one-hour</p> <ul style="list-style-type: none"> <li>• Includes interactive activities to further engage learners and to check for understanding</li> <li>• Features various resources: glossary and user manuals (for trainees and managers) to support each learner's journey through the program</li> </ul> |

# Talent Development Tools

NAED has the tools to help you nurture and grow your employees from the start. By creating a culture of learning in your organization, you have the ability to engage your employees and put them on the right track for success.

## Learning Plans

NAED offers several role-based learning plans to help develop your employees at every step of their career. Roles include: onboarding, counter sales, inside sales, outside sales, warehouse, and finance-credit.

Download full learning plans at [naed.org/learning-plans-job-role](https://naed.org/learning-plans-job-role), or check out pages 23-26 for a full list of courses included in each plan.

## Green To Great

Establish a systematic approach to on-boarding new sales associates and branch managers with a consistent welcome experience. The green-to-great on-boarding program will inspire confidence in the new employee's ability to sell by demonstrating a high-quality professional experience.



BRANCH MANAGER | INSIDE SALES | OUTSIDE SALES

## Employee Compensation Report (COMP report)

Hiring and keeping good employees is essential to the profitability of your business. To achieve this goal, you must consider your overall employee compensation plan – not just your pay scales, but your benefits program as well – in comparison to other distribution firms. You need benchmarks. NAED has joined together with 19 other distribution organizations in sponsoring this large cross-industry compensation study. The 2026 COMP report (based off calendar year 2025) is open right now and will be finished next month. The next survey will be conducted in early 2026. To purchase the latest report from 2024 (based off calendar year 2023), go to: [naed.org/employee-compensation-report](https://naed.org/employee-compensation-report) for more information.

## Workforce Development & Training Reports

Coming in 2025, the Workforce Development & Training Reports will include two companion studies: the Industry Overview Report and Next-Level Insights Report. Together, these reports will update key benchmarks and deliver deeper insights into the employee lifecycle, HR metrics, and industry demographics. The 2024 Talent Development Benchmarking report is available at [naed.org/hr-training-report](https://naed.org/hr-training-report).



## Ways to Get Involved

**Workforce & Education Council (WEC)** - Join our new council! WEC will support NAED's Workforce Development and Education strategic priorities with practical, hands-on guidance and support across the employee lifecycle, helping shape tools and resources for talent attraction, hiring, onboarding, learning & development, engagement, and retention. Participation is open to human resource, learning and development, and talent-focused professionals within NAED's membership. Contact [memberengagement@naed.org](mailto:memberengagement@naed.org) to get involved today.

**Futures Group** - The Futures Group is a group of committed leaders coming together to explore the future of the industry and looks at the future through the lens of major societal and economic trends. The Futures Group endeavors to learn about the impact of emerging trends not only on distributors, but on our supplier and customer partners. To view some of the work the Futures Group has conducted, visit [naed.org/futures](https://naed.org/futures).

# Skillset Bundles

Take a step into the electrical industry's most comprehensive and relevant online training. Keeping with training industry trends, NAED is offering 13 new skillset bundles with curated content to meet the challenges of individual training needs. Each skillset bundle provides specific courses to meet a specific need.

## Business Strategy & Ethics

### **Business Strategy & Ethics**

#### **Total Seat Time: 9 Hours**

- 7 Ways to Use Office Politics Positively
- Building Rapport: Business Etiquette & Customer Care
- Business Ethics
- Business Strategy & Ethics
- Corporate Social Responsibility
- Corporate Strategy
- Customer Success Management
- Dealing with Office Politics
- Digital Etiquette and Citizenship
- Implementing A Strategy from Mind Tools for Business
- Leading Ethical Decisions
- Leading with Head and Heart
- Maintaining Ethical Standards
- The Stuff of Work: Ethics and Assets

## Communications

### **Communications**

#### **Total Seat Time: 20 Hours**

- Authentic Listening:
  - Building Curiosity
  - Critical Listening
  - Gaining Clarity
  - Increasing Concentration
- Becoming a Continuous Learning Organization
- Bespoke Business Documents
- Building Influence
- Building Rapport: Business Etiquette & Customer Care
- Business Writing
- Business Writing Skills for Employees
- Checking the Spelling and Grammar
- Coaching Best Practice & The 5 C's
- Communication
- Communication At Work - Non Verbal Communication
- Communication Skills:
  - Communicating with Empathy
  - Effective Meetings
  - Fundamentals of Communication
  - Verbal Communication
  - Writing Skills

- Comunicacion escrita: Stop a las faltas de ortografÃa (Written communication: Stop the spelling mistakes)
- Conflict Management Series - Skills for Achieving Successful Conflict Resolution
- Construir Confianza Y Credibilidad â€œ Interactivo (Build Trust and Credibility â€œ Spanish)
- Crear Un Ambiente Laboral Agradable - (Creating a Positive work Environment) S7.5
- Creating Clear Communications
- Giving Feedback
- Delivering Effective Presentations
- Effective Business Communication Skills in Practice
- Electronic Communications
- Email Etiquette
- Gestionar conflictos sin usar ataques verbales (Managing conflict without verbal attacks)
- Giving & Receiving Feedback
- Grammar Foundations
- Healthy Communication: Using Email at Work
- Incrementa tu resiliencia ante los cambios y problemas (Boost your resilience when faced with changes or problems)
- Influence and persuasion in negotiation
- Influencing Skills for Leading without authority
- Interpersonal Communication in the Workplace
- Optimizing Customer Communication: Mastering Service Phone Calls
- Perfecciona tu comunicaciÃ³n digital escrita (Perfect your written digital communication)
- Potencia la excelencia en la comunicaciÃ³n telefÃ³nica (Enhance excellence in telephone communication)
- Pre-Presentation Planning
- Presentation Skills
- Sentences that don't throw your reader off-track
- Shhhh, silencio: ComunÃcate eficientemente sin palabras\_ EspaÃ±ol LATAM (Shhhh, silence: Communicate effectively without words)
- Telephone Etiquette
- Ten Elements of Clear Writing

## Customer Service

### **Customer Service**

#### **Total Seat Time: 10 Hours**

- Being Customer-Centric
- Customer Service
  - Introduction to Customer Service
  - Etiquette
  - Happy to Help
  - Inbound & Outbound Conversations
  - Know Your Pathy
  - Proper Etiquette (Email & Chat)
  - What I Can Do
- Customer Service Essentials Pathway
- Customer Service Skills
- Customer Service Skills Pathway
- Dealing with Difficult Customers
- Difficult Situations: Handling Complaints
- Improve the customer experience
- Managing a Customer Service Team: Creating a Strategy
- Preventing and managing stress - The employee's role
- Service Attitude bundle
- Service Attitude: Equal Respect

## Data Analytics & Software

### **Data Analytics & Software**

#### **Total Seat Time: 44 Hours**

- Data Analysts Toolbox: Advanced Excel, Python, Power BI, PivotTables
- Excel for Business Analysts
- Logical Functions in Microsoft Excel - Short Course
- Microsoft Power BI for Beginners
- Power BI Intermediate Course - Beyond the Basics
- Statistics for Data Science and Business Analysis

## Financial Acumen

### **Financial Acumen**

#### **Total Seat Time: 18 Hours**

- Accounting and Financial Statement Analysis
- Accounting for Managers: Accounting and Commerce
- Reporting Essentials
- An introduction to the days methodology – Understanding working capital trends
- Asset types – Practical exercise
- Balance sheet items
- Calculating cash flows – Understand if a business makes or burns cash
- Calculating subtotals, totals and year-on-year growth
- Cash flow computations – The direct method
- Cash flow computations – The indirect method
- Depreciation and Amortization
- Double entry bookkeeping – The cornerstone principle of accounting
- Examining a company's financial report
- Financial accounting – Who needs financial reports?
- General & subsidiary ledgers
- Historical Cost vs. Fair Value accounting
- Income statement T-Accounts
- Income statement items
- Intro to Finance
  - Why Learn About Finance?
  - Finance Terms
  - Resources & Documents
- Introduction to Financial Statements
- Key mechanics of financial statement analysis – Performing a meaningful analysis
- Liabilities types – Practical exercise
- Making sense of debits and credits
- New Employee Math: Budgeting Basics
- New Employee Math: Taxation Basics
- Principles of Accounting :
  - Common Accounting Terms
  - Cash vs. Accrual Basis
  - Fraud
- Revenue types – Practical exercise
- Specialized Math:
  - Calculating Production Costs
  - Compound vs. Simple Interest
  - Determining Pricing
  - Interest Rates
  - Inventory Basics
  - Mark-ups and Mark-downs
  - Net vs Gross
  - Payroll Basics
  - Understanding Annuities

- Understanding Loans
- Understanding Profits and Profit Margins
- Understanding ROI
- Understanding Ratios, Proportions, and Percentages
- The Balance Sheet Explained
- The accounting equation and how it stays in balance
- The difference between cash flow and profit – A must know for every entrepreneur
- The essence of financial statement analysis: Four key dimensions
- The expense recognition principle – When to recognize expenses
- The importance of bookkeeping – Good accounting records are essential
- The revenue recognition principle – Why is it so important?
- The three main financial statements: P&L, Balance Sheet and Cash Flow
- The timing of payments: How business owners improve cash flow
- Timing of revenues
- Understanding financial ratios
- Using different P&L and Balance sheet formats – Horizontal and vertical analysis
- Verifying figures presented in financial statements
- What is accounting and why do we need it?

## Leveraging AI

### **Leveraging AI**

#### **Total Seat Time: 10 Hours**

- AI Engineering: Intro to AI Safety
- AI Engineering: Safety Best Practices
- Build an AI-Powered Company Hub with Llamaindex
- ChatGPT (Open AI) and Chatbot Fundamentals
- ChatGPT for Beginners: An Introduction to ChatGPT and AI (2026 Update)
- Competing in the Age of AI – Mike F
- Defining an AI project
- Demystifying ChatGPT and AI to Supercharge Your Marketing and Sales Strategies
- Digital Marketing with ChatGPT Extended
- How To Use Generative AI
- How to Use AI Safely
- Introduction to AI technology
- Introduction to ChatGPT
- Learn How to Create AI Agents
- Practical applications for AI
- Putting an AI project into practice
- Rebooting AI
- Responsible AI: Using Artificial Intelligence Responsibly
- What is AI?
- Why AI is booming

## Principles of Leadership

### **Principles of Leadership**

#### **Total Seat Time: 8 Hours**

- Delivering Happiness: A Path to Profits, Passion and Purpose
- Dynamic Leadership Bundle:
  - Key Leadership Qualities
  - Developing Trust
  - Creating Buy-In
  - Communicating Why
  - Key Training Principles
  - Coaching To Peak Performance
  - Effective Meetings
  - Accountability Meetings
  - Employee Development Planning
- Impactful Communication Bundle:
  - Setting Proper Expectations
  - Communication Rules
  - Keys To Successful Emails
  - Graduated Learning
  - Effective Listening
  - How To Be Assertive
  - Healthy Conflict
  - Public Speaking
- Influence Bundle:
  - Appropriate Use of Power
  - Six Influence Techniques
  - Getting Others to Follow Your Lead
  - Influencing Change
  - Win-Win-Negotiation
- Team Building: A Great Start to a High Performance Team
- The Ultimate Question: Driving Good Profits and True Growth

## Professional Development

### **Professional Development**

#### **Total Seat Time: 6.5 Hours**

- Being Accountable
- Career Development: Moving Up the Ladder
- Creating a More Balanced Workplace: Introduction to Balance Strategies
- Creating a More Balanced Workplace:
  - Introduction to Balance Strategies
  - Being a Present Listener
  - Having a Sense of Purpose
  - Adopting Change Strategies
- Developing Personal Accountability
- Does Your Job Play to Your Strengths?
- Managing Your Career for Ultimate Success – The 3 Pillars You Need To Know

- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution
- Problem Solving: Four Stages of Creative Problem Solving
- Professional Development
- Responsible Initiative:
  - Achieving Results with Others
  - Initiative for Responsible Results
  - Overcoming Obstacles
  - Personal Accountability
  - Personal Leadership
- Reviving Your Motivation
- Role Boredom - Thrive in five
- Stress Management: Balancing Home and Career
- TRANSFORM YOUR MINDSET, TRANSFORM YOUR CAREER
- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action
- What is Belonging?
- What is Diversity?
- What is Equity?
- What is Inclusion?

## Project & Time Management

### **Project & Time Management**

**Total Seat Time: 7.3 Hours**

- 10 Common Time-Management Mistakes
- Common Time Management Problems
- Effective Planning and Scheduling
- Managing Time Successfully - Cutting Edge Communication Comedy Series
- Planning and Organizing - Interactive
- Project & Time Management Bundle
- Project Management Bundle:
  - What is a Project?
  - Project Charter
  - Negotiating
  - Communicating
  - Measuring and Tracking
  - Handling Change
  - People Problems
  - Completing the Project
- Sales Time Management
- The benefits of agile project management

- Time Management Bundle:
  - Efficiency
  - Scheduling Smarts
  - Finding Hidden Time
  - Maximizing Productivity
  - Scheduling Smarts
- Time Management Tips

## Purchasing

### **Purchasing**

**Total Seat Time: 7 Hours**

- Basics of Negotiations
- Difficult Negotiations
- Influencing, Persuading & Negotiating (CPD Certified)
- Learn to Negotiate with Suppliers "€" Interactive
- Market Validation
- Negotiating Yourself
- Online Negotiations
- Purchasing
- Remaining Tactful and Diplomatic under Pressure
- Vendor Management Essentials
- Why be Customer Centric?

## Recruitment & Retention

### **Recruitment & Retention**

**Total Seat Time: 7 Hours**

- Expertise and Employee Retention Bundle:
  - Leadership Expertise
  - Confidence in Any Situation
  - Leadership Credibility
  - Hiring the Right Talent
  - Retaining the Right Talent
- Interviewing Skills for Managers: Conducting an Interview
- Rockstar Recruiting Bundle:
  - Introduction to Recruiting
  - Selling Top Talent
  - Creating a Process
  - Playing the Numbers
  - Identifying Rockstars
  - Behavioral Interviewing
  - Recruiting for Retention
  - Recruiting Summary
- Talent Management: Write Effective Job Descriptions To Supercharge Your Talent Pipeline And Attract Top Talent
- The recruitment process
- Using Social Media Recruitment for DEI

## Sales Skills

### **Sales Skills**

**Total Seat Time: 7 Hours**

- Closing Sales Bundle:
  - How to Ask for the Business

- Confirming Different Buyer Styles
- Getting to Yes
- Psychology of Confirming Sales
- Increasing Closing Ratios
- Competitive Analysis
- Confirming and Closing bundle
- Deal Closing Secrets: Your Guide to Effective Business Negotiations
- Developing A Calling Framework To Use
- Excellence in Business Strategy
- Improve the customer experience
- Introduction To Selling "€" Full Course
- Knowing Your Customers
- Sales Prospecting: Sales Analytics and Metrics
- The 6 Sales Techniques You Need To Know
- Selling Strategies:
  - Consultative Selling
  - Field Sales
  - Upsell and Add-Ons
- Starting Relationship Selling - Interactive

## Workplace Culture

### **Workplace Culture**

**Total Seat Time: 10 Hours**

- 4 Perspectives on Bullying and Harassment
- 4 Strategies for Building Collaboration
- Building team trust
- Bullying & Harassment
- Can embracing failure be your team's secret to success?
- Creating a Coaching Culture
- Disability Inclusiveness
- Emotional Intelligence
- Failing Forward: Turning Mistakes into Stepping Stones for Success - Insights from the book by John C. Maxwell
- High-Performance Team Building Series
- How Women Rise
- I'm Not Ok - Spotting When Team Members are Struggling
- Inclusive Leadership
- LGBTQIA+ Inclusion
- Successful Teamwork
- Team Building: Conflict Resolution in Teams
- Team Effectiveness Assessment
- The Culture Map
- Unconscious Bias
- Understanding Diversity and Inclusion: Workplace Well-Being
- Who's Got Your Back by Keith Ferrazzi
- Team Effectiveness Assessment
- Unconscious Bias
- Understanding Diversity and Inclusion: Workplace Well-Being
- Who's Got Your Back by Keith Ferrazzi



# Management Bundle

The Management Bundle consists of 118 courses, totaling over 71 hours of seat time in five key areas: **Managing Yourself, Managing People, Managing Change, Managing the Business, and Managing Meetings.** This bundle is designed to help develop management trainees, new branch managers, or anyone in a management role. Build upon your core skills and learn new methods that will allow you to expand your knowledge and become the best leader possible.

## Managing Meetings

### Managing Meetings

**Total Seat Time: 3 Hours**

- 1 Minute Effective Training Room
- Delivering Training Masterfully - Cutting Edge Communication Comedy Series
- Developing Trainer Skills - Interactive
- Developing rapport with your team
- Empathy in the Workplace
- Execution meetings - Meeting Guidelines
- Honey & Mumford Learning Style
- I don't listen to my team
- It's All About Them - Your Audience
- Kolb Learning Cycle
- Lead with Empathy, not Ego
- Listening Is Key (And Why This Isn't Just A Public Speaking Course)
- Managing Difference
- Meetings That Get Results
- Opportunities and Ways to Learn

- Plan for Effective Meetings
- Planning a Training Session
- Present Online with Impact
- Present Online with Impact â€” Interactive
- Running Effective Meetings
- Setting Up a Meeting
- What is Accessibility?

## Managing Yourself

### Managing Yourself

**Total Seat Time: 1.5 Hours**

- Break the Crazy Busy Cycle
- Build Resilience Through Perseverance
- Clarify specific expectations
- Coaching and Mentoring: Getting the Right Help
- Effective Problem Solving - Asking The 5 Whys
- Emotional Awareness
- How To Ask For Help In The Right Way
- Redefine your Personal Average (Overcoming Challenges)
- Stop Being Busy: Take Control of Your Time
- You Can Learn to Lead

## Managing Change

### Managing Change

**Total Seat Time: 2 Hours**

- Change Management Bundle
  - Understanding Change
  - Initiating and Leading Change
  - Four Stages of Change Transitions
  - Communicating During Change
  - Leading Non-Stop Change
  - Crisis Resolution
- Change Management - Successfully shaping change processes

## Managing People

### Managing People

#### Total Seat Time: 20 Hours

- 10 minute Effective Performance Reviews
- Americans with Disabilities Act (ADA)
- Appraisal - Manager's Guide
- Appraisal that adds value
- Appraisals - The Appraisee's Guide
- Avoiding Retaliation S7.5
- Change the Task, Not the Person
- Coaching Job Skills - Office Edition
- Coaching and Mentoring: Coaching Peers (Part 3 of 5)
- Coaching and Mentoring: Giving and Receiving Feedback (Part 5 of 5)
- Conducting Effective Performance Reviews
- Developing Performance Goals & Standards
- Emotional Intelligence Bundle:
  - Defining and Understanding EI
  - The EI framework
  - Managing Emotions and Mindset
  - Practical steps to develop EI
  - Techniques to build EI skills
- Every Relationship Teaches You Something About Yourself
- Five Ways to Identify and Develop Future Leaders
- Give Fair and Balanced Feedback with S.S.B.I.R.
- Giving Feedback that Works
- Handling Complaints for Supervisors
- How Managers Empower Their Staff Through Open Questions
- How To Have Difficult Conversations With Poor Performers
- How To Structure The Appraisal Discussion
- How to Deliver Bad News
- How to Hold Someone Accountable
- Identifying key performance indicators
- Improving Work Habits
- Managing Employee Performance Beginner
- Managing People
- Managing Performance
- Managing Performance
- Performance Management from Mind Tools for Business (Emerald Works)
- Performance Management is Killing Performance
- Performance Reviews: Powerful or Pathetic?
- Preventing Workplace Bullying (for Supervisors)
- Problem Solving: Early Problem Recognition
- Providing Performance Feedback

- Resilience Bundle:
  - Building a resilient team
  - Personal resilience
  - Staying adaptable and resilient
  - Leading through a challenge
  - Set Expectations for Your Team
- Set Expectations for Your Team
- The Leadership Pipeline Model
- Understanding Diversity and Inclusion Bundle:
  - Diversity, Inclusion, and Belonging
  - Unconscious Bias
  - Working Across Cultures
- Understanding Managerial Styles
- Which Style Are You Using The Most?
- Why Having Difficult Conversations Can Be Beneficial

## Managing The Business

### Managing The Business

#### Total Seat Time: 44 Hours

- 1 Minute Great Meetings
- 4 Strategies for Building Collaboration - Interactive
- 5 Ways to Simplify A Complex Problem
- Be More Decisive - Interactive
- Business Acumen
- Business Analysis Bundle:
  - Business Analysis Overview
  - Activities and Tools
  - Analytical Techniques
  - Documentation and Criteria
- Business Analytics: Leverage Advanced Data Analysis To Revolutionise Your Processes
- Business Requirements Analysis
- CBA<sup>®</sup> and CBAP<sup>®</sup> Certifications Study Guide
- Can embracing failure be your team's secret to success?
- High-Performance Team Building Series
- How Women Rise
- Inclusive Leadership
- Leading with Emotional Intelligence
- Plan and Write Effective Business Cases
- Playing the Devil's Advocate
- Present your business case
- Strategic Thinking
- Strategic Thinking (CPD Certified)
- Strategy Execution Heroes: Business Strategy Implementation and Strategic Management Demystified
- The Complete Business Analysis Fundamentals Course
- The Scorecard Solution
- Tips For Running Effective Business Meetings
- Unleash your inner creativity - Part 1 & Part 2

# Safety Training Bundles

The Safety Bundle consists of 183 courses, totaling over 56 hours of seat time in three categories: HR Compliance, Transportation Safety, and Workplace Safety. Fulfill sexual harassment requirements for every employee with HR Compliance; driving safety/advanced topics, Hazmat, and CDL training with Transportation Safety; and forklift and common warehouse practices with the Workplace Safety training.

Training available for purchase in the following: HR Compliance, Transportation Safety, Workplace Safety, or All Safety Topics Bundle (access to all three bundles).

## HR Compliance

### Safety & HR Compliance

**Total Seat Time: 13 Hours**

- 4 Perspectives on Bullying and Harassment
- Anti-Harassment, Bullying and Violence
- Bullying and harassment
- Prevent Sexual Harassment To Foster A Safe And Respectful Workplace Culture
- DEI: The Basics
- Diversity, Equality, and Inclusion: Global Edition (Spanish)
- Diversity, Equity, Inclusion, and Belonging
- Equality, Diversity & Inclusion
- Family and Medical Leave Act (FMLA) for Managers
- Family and Medical Leave Act: (FMLA) for Employees
- Harassment Prevention & Anti-Discrimination
- Introduction to Diversity, Equity, and Inclusion
- MODULE Preventing Discrimination and Harassment Global: Fundamentals (Spanish)
- Mental Health Series: Substance Abuse
- Preventing Discrimination and Harassment (Global) (Spanish)
- Preventing Discrimination and Harassment for Employees (Spanish)
- Preventing Discrimination and Harassment: Global Edition
- Preventing Workplace Harassment – Fundamentals Retail S7
- Sexual Harassment Prevention Training
- Substance Abuse in the Workplace: What Employees Need to Know
- The Four Basics of HR
- The Importance of an Inclusive Workplace
- Understanding Diversity and Inclusion:
  - Discrimination
  - Unconscious Bias
  - Working Across Cultures
- What is Unconscious Bias?
- Workplace Violence Prevention

## Transportation

### Transportation

**Total Seat Time: 12 Hours**

- Avoiding Retaliation S7.5
- Commercial Driver's License Bundle:
  - Accident and Fire Procedures
  - Basic Vehicle Control
  - CDL Overview
  - Transporting Cargo
  - Transporting Hazardous Materials
  - Vehicle Inspections
- Compliance, Safety, Accountability (CSA) Overview for Drivers (US)
- DOT Driver Compliance (US)
- DOT Roadside Inspections
- DOT: Drug and Alcohol Testing for Employees
- DOT: Drug and Alcohol Testing for Supervisors – Reasonable Suspicion
- Defensive Driving Bundle:
  - Navigating City Roads
  - Introduction to Defensive Driving
  - Navigating Multi-Lane Highways
  - Distracted Driving
- Delivery Truck Maintenance
- Distracted Driving: Rewind
- Driving Safety: Changing Lanes (US)
- Driving Safety: Speeding and Stopping Distance (US)
- HAZMAT Transportation Overview (US)
- Load Securement and Distribution (US)
- Reasonable Suspicion Training for Alcohol and Substance Abuse: DOT Requirements (US)
- Safe Driving Behavior for Commercial Motor Vehicles (CMVs)
- Safe Driving Take Control
- TDG Awareness
- To The Point About: Defensive Driving
- Transportation Safety Bundle
- Transportation of Dangerous Goods (Canada)

## Workplace Safety

### Workplace Safety

**Total Seat Time: 24 Hours**

- Asbestos Hazard Awareness Overview
- Back Injury Awareness
- Bloodborne Pathogens: Bloodborne Pathogens for Employers
- Camiones industriales motorizados – Descripción general para operadores (Powered Industrial Trucks – Operators Overview)
- Camiones industriales motorizados Parte 1: Clases y tipos (Powered Industrial Trucks Part 1: Classes and Types)
- Camiones industriales motorizados Parte 2: Inspeccion previa a la operacion (Powered Industrial Trucks Part 2: Pre-Operation Inspection)
- Camiones industriales motorizados Parte 3: Inspeccion operativa y mantenimiento (Powered Industrial Trucks Part 3: Operational Inspection and Maintenance)
- Camiones industriales motorizados Parte 4: Abastecimiento de combustible y carga (Powered Industrial Trucks Part 4: Fueling and Charging)
- Camiones industriales motorizados Parte 5: Prevencion de incidentes (Powered Industrial Trucks Part 5: Preventing Incidents)
- Camiones industriales motorizados Parte 6: Levantamiento y colocacion de cargas (Powered Industrial Trucks Part 6: Picking Up and Placing Loads)
- Camiones industriales motorizados Parte 7: Operaciones en los muelles de carga (Powered Industrial Trucks Part 7: Loading Dock Operations)
- Concientizacion sobre silice cristalina (Crystalline Silica Awareness)
- Confined Spaces for Employees:
  - Personnel Responsibilities
  - Understanding Permits
  - Atmospheric Hazards
  - Personal Protective Equipment
  - Confined Spaces for Construction
  - Rules and Responsibilities
  - Emergency Procedures and Rescue
- Crystalline Silica Awareness
- Electrical GFCI & AEGCP Awareness – Simulation

- Electrical GFCI and AEGCP Awareness
- Electrical Hazards - Part 1 - Burns, Electrocution, and Shock - Sprint Training
- Electrical Hazards - Part 2 - Arc Flash, Blast, Fire, and Explosion - Sprint Training
- Electrical Safety:
  - Basics for General Employees
  - Safe Work Practices and PPE
  - Hazard Recognition
  - Understanding Grounding
  - Wiring, GFCI, and Extension Cords
  - Arc Flash
  - Responding to Emergencies
  - OSHA Requirements for Employers
- Electrocution Awareness - Simulation
- Emergency First Aid
- Fall Factors: Understanding and Preventing Slips, Trips & Falls, concise version
- Fire Extinguisher Use - Simulation
- Fire Extinguisher Use - Sprint Training
- Fire Safety Awareness (CPD Certified & IOSH approved)
- Forklift General Safety
- Forklift Operator Awareness Part 1 & Part 2
- Forklift Pre-Operation - Key Off Inspection
- Forklift Safety
- HAZWOPER:
  - Decontamination (US)
  - Monitoring and Medical Surveillance (US)
  - Elimination and Substitution Controls
  - PPE Levels A and B: Use, Care and Inspection
  - PPE Levels C and D: Use, Care and Inspection
  - Spill Prevention, Preparation and Control (US)
  - Hierarchy of Controls Overview
  - Engineering Controls
  - Heat Stress Awareness
  - Scene Assessment
  - Scope, Application and Training Requirements (US)
  - Operations
- Heat Stress for Supervisors
- Hydrogen Sulfide Safety Part 2 (US)
- Ladder Inspection - Simulation
- Ladder Use - Simulation
- Lockout-Tagout (LOTO)
- Lockout-Tagout (LOTO) - Simulation
- Materials Handling and Storage
- Orientation to Safety for New Employees
- PPE - Awareness - Simulation
- PPE - Body, Hands, Feet - Simulation
- Personal Protective Equipment (PPE):
  - Hand and Arm Protection
  - Hazard Assessment
  - Body Protection
  - Foot and Leg Protection
  - Overview
  - Hearing Protection
  - Head Protection
  - Respiratory Protection
  - Electrical Protection
  - Awareness
  - PPE for Managers
- Personal Protective Equipment: PPE for Managers
- Safety Decision-Making: Overcoming Human Nature
- Safety Overview - General Industry
- Safety Overview - General Industry - Simulation
- Slips, Trips and Falls
- Slips, Trips, and Falls
- Sécurité des entrepôts (Warehouse Safety)
- Sécurité des échelles : Installation et utilisation (Ladder Safety: Setup and Use)
- Sécurité du sulfure d'hydrogène (États-Unis) (Hydrogen Sulfide Safety (US))
- Warehouse Safety (Canadian French)



# Leadership Development

EMBRACE | EMBODY | EXEMPLIFY

## What Is The NAED Leadership Development Program?

The NAED Leadership Development Program is a ten-month curriculum specifically designed for developing leaders in the electrical distribution industry. The program is ideal for a manager at any level who needs to refine his or her leadership skills. With a mixture of assessments, one-on-one coaching, live and virtual training, case studies, and peer coaching, this experience blends together learning and development best practices. The program, created in response to key challenges NAED members have identified, will help current and future leaders face issues such as changes in the industry, new technology, and strengthening the customer experience.

## Why Is The Leadership Development Program Important To You?

The electrical distribution industry looks radically different than it did 20 years ago, and it will look radically different in the next decade. The leaders in your organization are going to have to be able to face these changes head on or risk the survival of your businesses. NAED's new leadership development program will help your current and future leaders.

### Competency-Based Curriculum

Strong leadership is not about having one right way of communicating, behaving, or working with others. It is about taking your own unique strengths and leveraging them in a way that works for you and your organization. After interviews with members of NAED and research from trusted institutions around the United States, NAED partnered with Dale Carnegie to develop five leadership competencies which are critical for electrical distribution leaders to embrace, embody, and exemplify to be successful in the future. These competencies are embedded into every component of this leadership program.

**Contact the Member Engagement Team with any questions or visit [naed.org/leadership](http://naed.org/leadership).**

**Grow the company during industry changes**

**Enhance the customer experience**

**Improve employee retention**

**Build emotional intelligence**

**Increase company performance**

**Increase overall employee fulfillment**

**Enhance the workplace culture**

# Leadership Competencies

After interviewing industry leaders from across the country in a wide variety of electrical distribution businesses combined with research from leadership experts, industry experts, and respected consultants across the United States, five key leadership competencies emerged. These competencies are critical for electrical distribution leaders in today's world to embrace, embody, and exemplify if they want to be successful in the industry in the future.

| Competency  | Embrace   | Embody   | Exemplify  |
|---|---|--|--|
|   | <b>Embrace the Idea of the Competency</b>   | <b>Embody the Attitudes &amp; Skills of the Competency</b>   | <b>Exemplify the Competency Externally to Others</b>   |
| <b>Be Okay with the Gray</b><br>Embrace Ambiguity       | <ul style="list-style-type: none"> <li>• Ambiguity is part of business today</li> <li>• There will not always be black and white problems, solutions, or answers</li> </ul>   | <ul style="list-style-type: none"> <li>• Willing to take risks when the outcome is unknown</li> <li>• Optimistic, positive, and forward-thinking mindset in dealing with uncertainty</li> </ul>  | <ul style="list-style-type: none"> <li>• Helps others through uncertainty and change</li> <li>• Uses an innovative and creative approach when working on issues</li> <li>• Influences others to follow them</li> </ul>   |
| <b>From Me to We</b><br>Collaborate with Others         | <ul style="list-style-type: none"> <li>• Collaboration is rising and necessary to complete initiatives</li> <li>• We must surround ourselves with high performers</li> <li>• All departments and locations must work together to achieve goals</li> </ul> | <ul style="list-style-type: none"> <li>• Has an open mind to other's opinions and ideas</li> <li>• Willingness to go against our own ideas and ask, "Why might I be wrong?"</li> <li>• Builds genuine relationships with others</li> <li>• Thinks about the impact they have on other departments</li> </ul> | <ul style="list-style-type: none"> <li>• Listens and acts on the ideas and thoughts of others using empathy</li> <li>• Spends time coaching and developing others based on their strengths</li> <li>• Works with all departments and locations to achieve strategic initiatives</li> </ul> |
| <b>Boldly Step Out</b><br>Be Vulnerable and Transparent | <ul style="list-style-type: none"> <li>• We must be ready to go first and be ready to fail</li> <li>• Using transparency in our communication and actions with others</li> </ul>  | <ul style="list-style-type: none"> <li>• Has confidence to be vulnerable enough to admit flaws</li> <li>• Is willing to surround ourselves with people smarter than us</li> </ul>  | <ul style="list-style-type: none"> <li>• Admits mistakes and successes publicly to team and in one on ones</li> <li>• Lets people on your team see and know your whole self</li> </ul>   |
| <b>Think Socially</b><br>Remember the Greater Good      | <ul style="list-style-type: none"> <li>• Work and life are intertwined in today's world</li> <li>• Organizations should not only seek to improve themselves but the lives of employees and customers</li> </ul>   | <ul style="list-style-type: none"> <li>• Values people as the most important asset of the organization</li> <li>• Displays empathy towards others by seeing things from their perspectives</li> </ul>  | <ul style="list-style-type: none"> <li>• Acts in the best interest of the company, employees, and customers</li> <li>• Learns and knows about the passions and desires of each team member</li> </ul>  |
| <b>Never Settle</b><br>Pursue Growth                    | <ul style="list-style-type: none"> <li>• No matter how much experience and talent we have, there is always room for growth</li> <li>• If we aren't growing, we're dying</li> </ul>  | <ul style="list-style-type: none"> <li>• Has self-awareness of our own strengths and weaknesses</li> <li>• Creates visions and goals for who we want to be and what we want to achieve</li> </ul>  | <ul style="list-style-type: none"> <li>• Constantly challenges themselves and others to do/be better</li> <li>• Encourages innovation, change, and technology throughout the organization</li> </ul>   |

# Special Interest Development Opportunities

The NAED staff is busy planning development opportunities for a variety of job functions and special interests. Below are brief summaries of these unique industry specific opportunities.

## ◆ Women In Industry Forum

June 15-17, 2026

Houston, Texas - Hilton Americas-Houston

NAED's Women in Industry Forum provides an environment for female professionals within electrical distribution to take steps toward advancing their careers by leveraging educational opportunities. This conference is ideal for all females, from entry level to upper management, in the electrical industry. The Forum provides education opportunities for attendees allowing them to connect with senior leadership within industry-leading companies. Stay informed at [naed.org/womeninindustry](https://naed.org/womeninindustry).

## ◆ Marketing Summit

August 3-5, 2026

Indianapolis, Indiana – The Westin Indianapolis

The NAED Marketing Summit explores how marketing is transforming and how you can leverage these changes to drive growth, identify trends, and connect with customers in meaningful ways. If you're involved with creating and implementing strategy for marketing in the electrical distribution industry, this conference is a must-attend! Stay informed at [naed.org/Adventure](https://naed.org/Adventure).

## ◆ LEAD Conference

October 12-14, 2026

Charlotte, North Carolina - The Westin Charlotte

Whether you're leading today or preparing to lead tomorrow, the LEAD Conference is where leadership skills are built, strengthened, and transformed. Designed for professionals at all stages of their leadership journey, LEAD delivers a high-energy mix of expert keynotes, hands-on workshops, and peer-driven collaboration. Stay informed at [naed.org/lead](https://naed.org/lead).

## ◆ University of Innovative Distribution

March 2027

Indianapolis, Indiana - JW Marriott

The University of Innovative Distribution (UID) is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. This three-day event is recommended for CEOs, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, HR Directors, Operations Managers. Learn more at [naed.org/UID](https://naed.org/UID)

# Role-Based Learning Plans

## Counter Sales

### Counter Sales Learning Plan

**Total Seat Time: 24 Hours**

#### Business Strategy & Ethics

- Dealing with Office Politics
- Being Customer-Centric
- Digital Etiquette and Citizenship

#### Communication Courses

- Authentic Listening Bundle:
  - Introduction
  - Increasing Concentration
  - Building Curiosity
  - Gaining Clarity
  - Critical Listening
- Optimizing Customer Communication: Mastering Service Phone Calls
- Giving, & Receiving Feedback
- Acting with Diplomacy and Tact
- Conflict Management Series - Skills for Achieving Successful Conflict Resolution
- Communicating Across the Generations

#### Customer Service

- Service Attitude Bundle:
  - Maintaining a Positive Attitude
  - Character & Integrity
  - Service Mistakes
  - Equal Respect
  - Service Resiliency

#### Industry

- Bottom Line Basics
- Counter Pro
- Customer Service Role Play - Counter
- Selling Green
- Workplace Diplomacy Module

## Professional Development

- Creating a More Balanced Workplace: What is Work-Life Balance and Why Does it Matter?
- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action
- Four Stages of Creative Problem Solving
- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Problem Solving: Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution
  - Four Stages of Creative Problem Solving
- Role Boredom - Thrive in Five
- Stress Management: Balancing Home and Career
- Managing Your Career for Ultimate Success - The 3 Pillars You Need To Know

#### Sales Skills

- Knowing Your Customers
- Emotional Selling and Storytelling
- Negotiating Well and Going for the Close
- Improve the customer experience
- Deal Closing Secrets: Your Guide to Effective Business Negotiations

#### Time Management

- Time Management Bundle:
  - Efficiency
  - Scheduling Smarts
  - Finding Hidden Time
  - Maximizing Productivity
  - Scheduling Smarts

#### You Might Consider

- EDGE
- EPEC Bronze / Silver /Gold
- EPEC Lighting
- EPEC Automation
- EPEC Voice Data Video
- CEP Counter Sales
- Selling & Communicating to all Generations

## Finance-Credit

### Finance-Credit Learning Plan

**Total Seat Time: 27 Hours**

#### Business Strategy & Ethics

- Dealing with Office Politics
- Building a Customer-Centric Organization
- Digital Etiquette and Citizenship
- Business ethics

#### Communication

- Authentic Listening Bundle:
  - Introduction
  - Increasing Concentration
  - Building Curiosity
  - Gaining Clarity
  - Critical Listening
- Optimizing Customer Communication: Mastering Service Phone Calls
- Acting with Diplomacy and Tact
- Conflict Management Series - Skills for Achieving Successful Conflict Resolution
- Electronic Communications
- Workplace Diplomacy Module

#### Customer Service

- Introduction to Customer Service
- Customer Service - Etiquette
- Know Your'Pathy
- What I Can Do
- Preventing and Managing Stress - The Employee's Role

#### Industry

- Bottom Line Basics | NAED

#### Financial Acumen

- Specialized Math Bundle
- Intro to Finance Bundle:
  - Why Learn About Finance?
  - Finance Terms
  - Resources & Documents
- Accounting and Financial Statement Analysis
- Accounting for Managers - Accounting and Commerce Reporting Essentials

## Professional Development

- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action
- Four Stages of Creative Problem Solving
- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution

## Time Management

- Agile Project Management
- Time Management Bundle:
  - Efficiency
  - Scheduling Smarts
  - Finding Hidden Time
  - Maximizing Productivity
  - Scheduling Smarts

## You Might Consider

- EDGE
- Project Management bundle by ej4

## Inside Sales

### **Inside Sales Learning Plan** **Total Seat Time: 25 Hours**

## Business Strategy & Ethics

- Dealing with Office Politics
- Building a Customer-Centric Organization
- Being a Responsible Corporate Digital Citizen

## Communication

- Authentic Listening Bundle:
  - Introduction
  - Increasing Concentration
  - Building Curiosity
  - Gaining Clarity
  - Critical Listening
- Optimizing Customer Communication: Mastering Service Phone Calls
- Workplace Diplomacy Module
- Electronic Communications
- Communicating Across the Generations
- Communication Skills Bundle:
  - Fundamentals of Communication
  - Effective Meetings
  - Verbal Communication
  - Writing Skills
  - Communicating with Empathy

## 24 Learning Plans

## Customer Service

- Being Customer-Centric
- Being a Responsible Corporate Digital Citizen
- Service Attitude Bundle
- Customer Service – Etiquette
- Customer Service – Know Your Path
- Customer Service – What I Can Do

## Industry

- Boost Profits | NAED Industry Courses
- Bottom Line Basics | NAED Industry Courses
- Inside Sales Pro | NAED Industry Courses
- Selling Green | NAED Industry Courses

## Professional Development

- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action
- Problem Solving: Four Stages of Creative Problem Solving
- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution

## Sales Skills

- Knowing Your Customers
- Emotional Selling and Storytelling
- Improve the customer experience
- Deal Closing Secrets: Your Guide to Effective Business Negotiations
- Starting Relationship Selling
- Sales Prospecting: Sales Analytics and Metrics
- Developing A Calling Framework To Use
- Pre Call Planning & Objective Setting

## Negotiation

- Basics of Negotiations
- Difficult Negotiations
- Online Negotiations

## Time Management

- Time Management Bundle:
  - Efficiency
  - Scheduling Smarts
  - Finding Hidden Time
  - Maximizing Productivity
  - Scheduling Smarts

## You Might Consider

- EDGE | NAED Course
- EPEC Bronze / Silver / Gold | NAED Course
- EPEC Lighting | NAED Course
- EPEC Automation | NAED Course
- EPEC Voice Data Video | NAED Course
- CEP Inside Sales | NAED Course
- Selling & Communicating to all Generations | NAED Course

## Onboarding

### **Onboarding Learning Plan** **Total Seat Time: 12 Hours**

## Business Ethics

- Business Ethics – Interaction Training
- Corporate Social Responsibility
- The Basics: What is Equity
- The Basics: What is Accessibility?

## Communication

- Interpersonal Communication in the Workplace
- How To Build Trust in Teams
- Communication At Work – Nonverbal Communication
- Healthy Communication: Using Email at Work

## Customer Service

- Customer Service – Etiquette
- Customer Service – Know Your Path
- Improve the customer experience

## Industry

- Introduction to Electrical Distribution
- Bottom Line Basics

## Professional Development

- Being Accountable
- Managing Your Career for Ultimate Success – The 3 Pillars You Need To Know
- Developing Personal Accountability
- Role Boredom
- Stress Management: Balancing Home and Career
- Responsible Initiative Bundle:
  - Personal Leadership
  - Initiative for Responsible Results
  - Achieving Results with Others
  - Personal Accountability
  - Overcoming Obstacles

## Financial Acumen

- Business Acumen-Finance
- Intro to Finance Bundle
  - Why Learn About Finance?
  - Finance Terms
  - Resources & Documents

## Time Management

- 10 Common Time Management Mistakes
- Managing Time Successfully - Cutting Edge Communication Comedy Series
- Project Management: Timelines
- Time Management Tips Infographic
- Common Time Management Problems
- Project Management Process Principles

## You May Also Consider

- EDGE
- EFC Electrical Industry Playbook

## Outside Sales

### **Outside Sales Learning Plan**

**Total Seat Time: 27 Hours**

## Business Strategy & Ethics

- Dealing with Office Politics
- Being Customer-Centric
- Business Ethics - Interaction Training
- Gift and Hospitality Issues - Actions for Success

## Communication

- Authentic Listening Bundle:
  - Introduction
  - Increasing Concentration
  - Building Curiosity
  - Gaining Clarity
  - Critical Listening
- Optimizing Customer Communication: Mastering Service Phone Calls
- Workplace Diplomacy Module
- Electronic Communications
- Communicating Across the Generations
- Conflict Management Series - Skills for Achieving Successful Conflict Resolution

## Customer Service

- Service Attitude Bundle:
  - Maintaining a Positive Attitude
  - Character & Integrity
  - Service Mistakes
  - Equal Respect
  - Service Resiliency

## Industry

- Bottom Line Basics
- Outside Sales Pro
- Boosting Profits
- Selling Green

## Professional Development

- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action
- Problem Solving: Four Stages of Creative Problem Solving
- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution

## Purchasing

- Basics of Negotiations
- Difficult Negotiations
- Online Negotiations

## Sales Skills

- Knowing Your Customers
- Emotional Selling and Storytelling
- Improve the customer experience
- Deal Closing Secrets: Your Guide to Effective Business Negotiations
- Selling Strategies: Upsell and Add-Ons
- Selling Strategies: Field Sales
- Sales Skills: 06. The 6 Sales Techniques You Need To Know
- Sales Prospecting: Sales Analytics and Metrics
- Starting Relationship Selling - Interactive
- Pre Call Planning &; Objective Setting
- Competitive Analysis

## Time Management

- Time Management Bundle:
  - Efficiency
  - Scheduling Smarts
  - Finding Hidden Time
  - Maximizing Productivity
  - Scheduling Smarts

## You Might Consider

- EDGE
- EPEC Bronze / Silver /Gold
- EPEC Lighting
- EPEC Automation
- EPEC Voice Data Video
- CEP Outside Sales
- Selling & Communicating to all Generations

## Purchasing

### **Purchasing Learning Plan**

**Total Seat Time: 13 Hours**

## Business Strategy & Ethics

- Dealing with Office Politics
- Digital Etiquette and Citizenship
- Business Ethics
- Gift and Hospitality Issues - Actions for Success

## Customer Service

- Customer Service - Know Your Pathy - 3 of 11
- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution

## Communication

- Authentic Listening Bundle:
  - Introduction
  - Increasing Concentration
  - Building Curiosity
  - Gaining Clarity
  - Critical Listening
- Optimizing Customer Communication: Mastering Service Phone Calls
- Workplace Diplomacy Module
- Conflict Management
- Electronic Communications
- Being Customer-Centric

## Industry

- Bottom Line Basics

## **Purchasing**

- Basics of Negotiations
- Difficult Negotiations
- Market Validation
- Online Negotiations
- Customer Service - Proper Etiquette (Email & Chat)
- Vendor Management Essentials
- Influencing, Persuading & Negotiating

## **Professional Development**

- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action
- Problem-Solving: Four Stages of Creative Problem Solving
- Problem Solving Bundle:
  - Introduction to Problem Solving
  - Define the Problem
  - Determine the Root Cause
  - Generate Solutions
  - Evaluate and Select Solutions
  - Implement Solutions
  - Monitor the Resolution

## **Time Management**

- Time Management Bundle:
  - Efficiency
  - Scheduling Smarts
  - Finding Hidden Time
  - Maximizing Productivity
  - Scheduling Smarts
- Agile Project Management

## **You Might Consider**

- EDGE

## **Warehouse**

### **Warehouse Learning Plan**

**Total Seat Time: 12 Hours**

### **Business Strategy & Ethics**

- Being Customer-Centric
- Dealing with Office Politics
- Digital Etiquette and Citizenship

### **Communication**

- Giving & Receiving Feedback
- Authentic Listening Bundle:
  - Introduction
  - Increasing Concentration
  - Building Curiosity
  - Gaining Clarity
  - Critical Listening

### **Customer Service**

- Customer Service - Know Your Pathy

### **Industry**

- Bottom Line Basics
- Warehouse Pro

### **Professional Development**

- Career Development: Moving Up the Ladder
- Does Your Job Play to Your Strengths?
- Managing Your Career for Ultimate Success - The 3 Pillars You Need To Know
- Problem Solving: Four Stages of Creative Problem Solving
- Reviving Your Motivation
- Stress Management: Balancing Home and Career
- TRANSFORM YOUR MINDSET, TRANSFORM YOUR CAREER
- Taking Control of Your Career Bundle:
  - Planning
  - Knowing Yourself
  - Taking Action

### **Time Management**

- 10 Common Time Management Mistakes
- Common Time Management Problems

### **You Might Consider**

- EDGE

## **Custom Learning Plans**

**Design your own learning plan to meet the needs of your organization. Custom plans must be a mixture of industry skills and business skills for up to 20 hours of training per learning plan for one low price.**





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