



Build Your Success with HP LIFE



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As of Today

More than

160

Million online
courses taken
in eight
languages.

More than

560

Thousand new
learners since
2016.

More than

200

countries and
territories all
over the world.

Content Coverage

Communication

Startup / Innovate

Finance

Marketing

Operations



Effective Leadership

Communication

HP LIFE

Understand when and how to use different leadership approaches to become a stronger and more effective leader in all aspects of business.

[LEARN MORE](#)



Business Email

Communication

HP LIFE

Learn how to write professional business emails to communicate effectively with your customers and suppliers.

[LEARN MORE](#)



Business Communications

Communication

HP LIFE

Learn why business communications are important and how to create a simple framework you can use to improve your business communication skills.

[LEARN MORE](#)



Effective Presentations

Communication

HP LIFE

Learn how to create well-designed slide presentations that express your message clearly and are targeted to a specific audience.

[LEARN MORE](#)



Content Coverage

Communication

Startup / Innovate

Finance

Marketing

Operations



Social Entrepreneurship

Startup / Innovate

HP LIFE

Discover what a social enterprise is, how it differs from traditional businesses, and what you need to do to set one up successfully.

[LEARN MORE](#)



Success Mindset

Startup / Innovate

HP LIFE

Find out what a success mindset is, how to develop one, and how it helps you create a successful future.

[LEARN MORE](#)



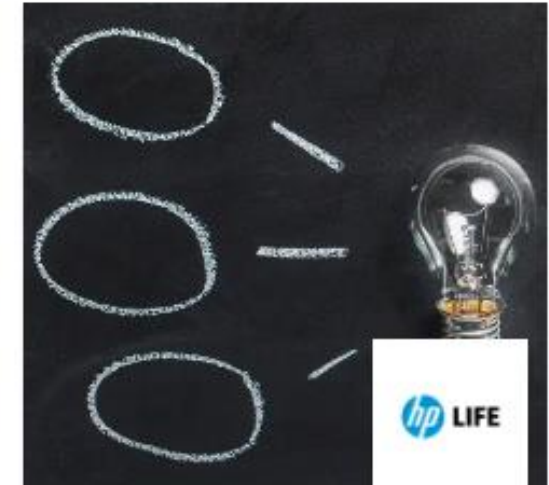
3D Printing

Startup / Innovate

HP LIFE

Discover how you can use 3D printing to create prototypes and products for your business.

[LEARN MORE](#)



Design Thinking

Startup / Innovate

HP LIFE

Discover basic design thinking concepts to identify, define, explore, generate, and test ideas to solve difficult customer problems.

[LEARN MORE](#)

Content Coverage

Communication Startup / Innovate Finance Marketing Operations



Sales Forecasting

Finance

HP LIFE

Find out why sales forecasting is important for your business and how to gather the information you need to create a sales forecast.

[LEARN MORE](#)



Finding Funding

Finance

HP LIFE

Explore funding sources for your business, identify which sources are the best match for your needs, and learn what to consider before you apply.

[LEARN MORE](#)



Basics of Finance

Finance

HP LIFE

Learn basic business finance concepts to help you calculate expenses and find out when you will make a profit.

[LEARN MORE](#)



Cash Flow

Finance

HP LIFE

Discover why cash flow is important to your business and how to make decisions based on the resources available to you.

[LEARN MORE](#)

Content Coverage

Communication Startup / Innovate Finance Marketing Operations



Effective Business Websites

Marketing

HP LIFE

Learn the fundamentals of building a user-friendly website that enables you to attract new customers and retain existing ones.

[LEARN MORE](#)



Marketing Benefits vs. Features

Marketing

HP LIFE

Learn how to create marketing materials to promote the advantages of your products or services to your target audience.

[LEARN MORE](#)



Setting Prices

Marketing

HP LIFE

Explore how to use research to determine prices for your products and services and how to use word processing software to track the information you gather.

[LEARN MORE](#)



Selling Online

Marketing

HP LIFE

Discover how selling online can improve your business's ability to make a profit and learn about how you can more effectively sell to your audience through the internet.

[LEARN MORE](#)

Content Coverage

Communication Startup / Innovate Finance Marketing Operations



Inventory Management

Operations

HP LIFE

Learn why inventory management is essential to your business and how to manage it to maximize your profit.

[LEARN MORE](#)



Maximizing Capacity

Operations

HP LIFE

Learn how to maximize your business's capacity to produce goods or services and explore how a spreadsheet can improve your understanding of how staff time is used in your business.

[LEARN MORE](#)



IT for Business Success

Operations

HP LIFE

Determine the types of technology solutions that best address your business goals and learn how different technologies directly and indirectly impact your business.

[LEARN MORE](#)



Energy Efficiency: Do More for Less

Operations

HP LIFE


Find out how to assess and reduce energy use in your business to save money and protect the environment.

[LEARN MORE](#)





“This has been such a great opportunity for us to learn. HP LIFE courses and training have helped us as VaxiGlobal so much. Thank you!”

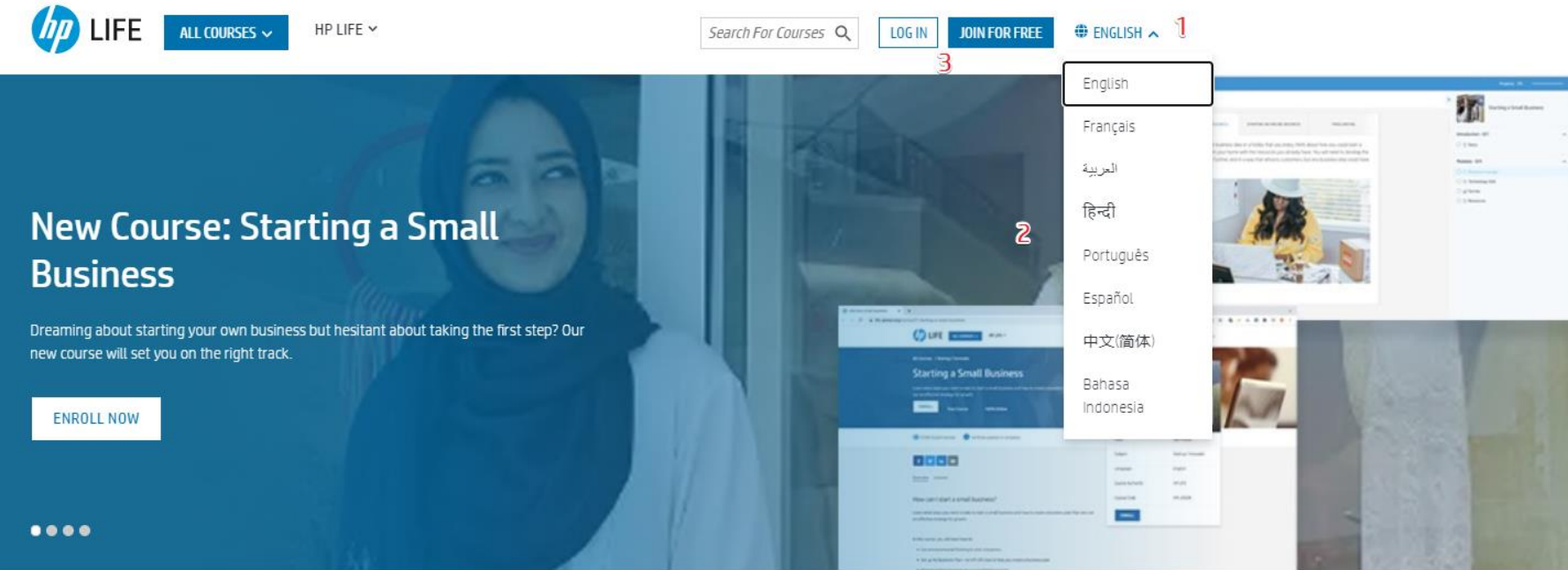


“The HP LIFE courses ensured we holistically thought and engaged with content on building business fundamentals”

Champion of BeChangeMaker Africa 2021 – Team AfriCity

How to Start

1. Click the link <https://www.life-global.org/go/pibs>
2. Change to your desired languages
3. All the courses are in your selected languages



The screenshot shows the HP LIFE website. At the top, there's a navigation bar with the HP LIFE logo, a dropdown for 'ALL COURSES', and a link to 'HP LIFE'. A search bar is labeled 'Search For Courses'. There are buttons for 'LOG IN' and 'JOIN FOR FREE'. A language dropdown menu is open, showing options: English, Français, العربية, हिन्दी, Português, Español, 中文(简体), Bahasa Indonesia, and Indonesian. The main banner features a woman in a hijab and the text 'New Course: Starting a Small Business' with a subtext 'Dreaming about starting your own business but hesitant about taking the first step? Our new course will set you on the right track.' and an 'ENROLL NOW' button. Below the banner, there's a section titled 'HP LIFE is a free, skills-training program for entrepreneurs, business owners, and lifelong learners all over the world.' with two icons: a magnifying glass for 'Learn relevant skills free of charge.' and a certificate for 'Get a certificate of completion.'.

HP LIFE ALL COURSES HP LIFE

Search For Courses LOG IN JOIN FOR FREE

ENGLISH

English
Français
العربية
हिन्दी
Português
Español
中文(简体)
Bahasa Indonesia
Indonesian

New Course: Starting a Small Business

Dreaming about starting your own business but hesitant about taking the first step? Our new course will set you on the right track.

ENROLL NOW

HP LIFE is a free, skills-training program for entrepreneurs, business owners, and lifelong learners all over the world.






Learn relevant skills free of charge.
Including social media marketing, business communications, basics of finance, and more.

Get a certificate of completion.
Endorsing your new skills every time you complete a course.

HP LIFE e-learning Catalogue

Each course takes about 30 to 60 minutes.

Each course is modular and can be taken stand-alone or as part of the module.

 <div>Module COMMUNICATION 2.5~5 HRS to complete</div>	 <div>Module STARTUP / INNOVATE 3.5~7 HRS to complete</div>	 <div>Module FINANCE 2.5~5 HRS to complete</div>	 <div>Module MARKETING 4.5~9 HRS to complete</div>	 <div>Module OPERATIONS 3~6 HRS to complete</div>
Available Courses: <ul style="list-style-type: none">• Effective Leadership• Business Email• Business Communications• Effective Presentations• Presenting Data	Available Courses: <ul style="list-style-type: none">• Social Entrepreneurship• Success Mindset• 3D Printing• Design Thinking• Strategic Planning• Growth Engine for Your Business• Starting a Small Business	Available Courses: <ul style="list-style-type: none">• Sales Forecasting• Finding Funding• Basics of Finance• Cash Flow• Profit and Loss	Available Courses: <ul style="list-style-type: none">• Effective Business Websites• Marketing Benefits vs. Features• Setting Prices• Selling Online• Your Target Audience• Unique Value Proposition• Social Media Marketing• Customer Relationship Management• The Art of Sales: Fundamentals of Selling	Available Courses: <ul style="list-style-type: none">• Inventory Management• Maximizing Capacity• IT for Business Success• Energy Efficiency: Do More for Less• Hiring Staff• Managing Contact Information

Sample Certificates





Learning Objectives

Communication-5HRS

Effective Leadership	<ul style="list-style-type: none">• Assess which leadership approaches are appropriate for different situations.• Use desktop or mobile software to collaborate and communicate more productively as a leader
Business Email	<ul style="list-style-type: none">• Recognize the dos and don'ts of business email.• Address an email.• Add an attachment to an email.• Create an email signature
Business Communications	<ul style="list-style-type: none">• Identify the characteristics of effective business communications.• Identify success factors for effective communication.• Identify and analyze your target audience.• Use communication mediums to effectively convey messages
Effective Presentations	<ul style="list-style-type: none">• Determine what information is relevant to a specific audience.• Create effective and well-designed slide presentations.
Presenting Data	<ul style="list-style-type: none">• Understand how to use different charts and graphs to help people understand and value your business.• Decide what type of chart to use to present your data effectively.• Use spreadsheet software to create charts and graphs

Learning Objectives

Finance-5HRS

Sales Forecasting	<ul style="list-style-type: none">• Gather information to make a sales forecast for your business.• Use spreadsheet software to customize spreadsheets and track your sales forecast.
Finding Funding	<ul style="list-style-type: none">• Determine how much money you will need.• Understand how long you will need the money.• Identify the funding sources that are best for your business needs.• Increase your funding success.• Avoid predatory lenders.
Basics of Finance	<ul style="list-style-type: none">• Determine types of expenses.• Calculate your break-even point.• Use a spreadsheet to make your calculations easier.
Cash Flow	<ul style="list-style-type: none">• Monitor and track your cash flow.• Make decisions about how to manage your cash.• Navigate a spreadsheet to track your cash flow.
Profit and Loss	<ul style="list-style-type: none">• Understand the basics of the Profit and Loss Statement.• Discover how revenue and expenses relate to profit and loss.• Analyze a profit and loss statement.

Learning Objectives

Marketing-9 HRS

Effective Business Websites

- Explore the benefits and functions of a business website.
- Understand your customers and how they use a business website.
- Use online web design software to create a business website.
- Use website metrics to improve your business.

Marketing Benefits vs. Features

- Understand the difference between benefits and features.
- Use benefits and features to effectively promote your products and services to your target market.
- Create a flyer for your business using online templates.

Setting Prices

- Carry out research to determine prices for your products and services.
- Set prices for products and services.
- Use word processing software to customize tables.

Selling Online

- Optimize sales and marketing strategies for your product or service
- Produce effective titles, descriptions, and photographs for your online product listings and advertisements
- Commit yourself to good service and make your business's unique value your brand
- Sell online even if you don't think you have what it takes to be a sale

Your Target Audience

- Craft questions to learn more about your customers.
- Create an online survey to gather information about your customers.

Unique Value Proposition

- Assess your business's strengths and weaknesses.
- Examine the strengths and weaknesses of your competitors' businesses.
- Conduct an effective Internet search for information about your competitors' businesses.

Social Media Marketing

- Use different social media platforms to promote your business.
- Create a Facebook advertisement targeted to your customers.

Customer Relationship Management

- Set up a CRM tool for your business.
- Use the CRM tool to track information that will help you build your business.

The Art of Sales: Fundamentals of Selling

- Understand what sales are and how to be a more effective salesperson.
- Understand your potential customers' buying habits.
- Create an elevator speech for your business.
- Learn how to negotiate a sale and handle objections.
- Learn how to use sales tools such as Google Analytics and social media

Learning Objectives

Operations – 6 HRS

Inventory Management	<ul style="list-style-type: none">• Choose the best method of inventory management for your business.• Use different technologies to manage your inventory.
Maximizing Capacity	<ul style="list-style-type: none">• Determine how to judge your capacity.• Format a bespoke spreadsheet for your business.
IT for Business Success	<ul style="list-style-type: none">• Determine the types of technology solutions that best address your business goals.• Decide the best way to implement a technology solution given the circumstances of your specific business.
Energy Efficiency: Do More for Less	<ul style="list-style-type: none">• Understand how to assess your energy use and how conserving energy saves your business money, preserves natural resources, and cuts back on pollution.• Use a spreadsheet to assess your business's energy use and adjust your practices.
Hiring Staff	<ul style="list-style-type: none">• Follow a structured procedure to hire an employee.• Use word processing software to create a job application.
Managing Contact Information	<ul style="list-style-type: none">• Record important information about your business contacts.• Create new contacts in a contact management system.• Search for contacts in a contact management system.

Learning Objectives

Startup / Innovate - 7 HRS

Social Entrepreneurship	<ul style="list-style-type: none">• Assess whether an idea for a social enterprise is sustainable and can create positive social impact.• Avoid common mistakes made when setting up a social enterprise.• Use entrepreneurial tools to better understand your audience and the challenges they face.
Success Mindset	<ul style="list-style-type: none">• Understand what makes you happy—your values, interests, and priorities.• Create a vision for your future, set personal or professional goals, and create a success plan.• Learn how to achieve your plan by developing good business habits and leveraging your strengths.
3D Printing	<ul style="list-style-type: none">• Use 3D printing to design, prototype and manufacture new products.• Develop the skills required and find out about the resources available to you to use 3D print successfully.
Design Thinking	<ul style="list-style-type: none">• Define a problem and create a problem statement.• Conduct interviews to learn more about potential customers and their unmet needs.• Explore the problem to deepen your understanding.• Generate and test solutions to solve the problem.• Use feedback to iterate and improve the solution.
Strategic Planning	<ul style="list-style-type: none">• Use a SWOT analysis to consider your businesses Strengths, Weaknesses, Opportunities, and Threats in order to select the most effective strategies for the success of your business.• Simplify the process by integrating word processing and spreadsheet documents. <p>This course was developed in collaboration with the Kelley School of Business, Indiana University, as part of the United States Agency for International Development (USAID)-funded Advancement and Development through Entrepreneurship Programs and Training (ADEPT) partnership for Myanmar (Burma).</p>
Growth Engine for Your Business	<ul style="list-style-type: none">• Identify the major parts of a Growth Engine.• Describe individual components of each part of a Growth Engine.• Ask key questions to think about your customer's experience.• Build a Growth Engine for a new situation.• Generate ideas for a Growth Engine for your own business.
Starting a Small Business	<ul style="list-style-type: none">• Use entrepreneurial thinking to start a business.• Set up My Business Plan—an HP LIFE tool to help you create a business plan.• Analyze metrics to measure your business's success.