

# B2B CATALOGUE DIGITAL TRAINING

We teach you how to learn.

**SIDEGEEK**



# POLE 1 : ARTIFICIAL INTELLIGENCE & AUTOMATION

Automate 30% of your administrative and creative tasks.



# 1. AI ASSISTANT MASTERY (ADMIN & OPS)

Delegate your emails and reports to AI.

**Duration:** 1 Day (7h)

**Tools mastered:** Microsoft Copilot 365 (Word/Outlook), ChatGPT Team

## **Skills acquired :**

- Configure Copilot in Outlook to sort and reply to emails.
- Generate automatic Word minutes after a Teams meeting.
- Create complex Excel formulas in natural language via Chat.



## 2. THE CONTENT FACTORY (MARKETING & COM)

Create visual and textual campaigns independently.

**Duration:** 1 Day (7h)

**Tools mastered:** Midjourney (Images), Canva Magic Studio, Jasper/ChatGPT

### Skills acquired :

Generate photorealistic visuals for your presentations (Midjourney Prompts).

Use Canva AI to remove backgrounds, enlarge, and adapt your images in 1 click.

Write 1 month of LinkedIn posts in 1 hour with a configured writing assistant.



# "NO-CODE" AUTOMATION (PROCESS)

Connect your software together without a developer.

**Duration:** 2 Days

**Tools mastered:** Zapier or Make (ex-Integromat)

## Skills acquired :

- Create a "Zap": If a client fills out a Typeform, then create a file in the CRM and send an email.
- Automate invoicing (Link between Stripe and your accounting tool).
- Eliminate double data entry in your teams.



# POLE 2 : CYBERSECURITY & DIGITAL HYGIENE

Lock the access doors to your data.



# 4. ACCESS & PASSWORD MANAGEMENT

Never write a password on a post-it note again.

**Duration:** 1/2 Day (3h30)

**Tools mastered:** Bitwarden or 1Password (Managers), Google Authenticator (2FA)

## **Skills acquired :**

- Configure a shared corporate digital vault.
- Activate two-factor authentication (MFA) on all critical accounts.
- Generate and audit the strength of the team's passwords.



# 5. MOBILE SECURITY & REMOTE WORK

Secure your data outside the office.

**Duration:** 1/2 Day (3h30)

**Tools mastered:** VPN (NordLayer/Cisco), Disk Encryption (BitLocker/FileVault)

## **Skills acquired :**

- Encrypt a laptop hard drive (Windows/Mac) in case of theft.
- Configure a secure connection (VPN) on hotel or train Wi-Fi.
- Recognize a trapped URL (Phishing) before clicking.



# POLE 3: DATA & PROJECT MANAGEMENT

Structure the chaos and visualize performance.



# 6. BUSINESS INTELLIGENCE (LEVEL 1)

Transform your Excel tables into living Dashboards.

**Duration:** 2 Days

**Tools mastered:** Microsoft PowerBI or Tableau

## Skills acquired :

- Connect PowerBI to your data sources (Excel, SQL, Web).
- Create interactive charts (maps, curves) that update themselves.
- Share a secure sales report with management.



# 7. ORGANIZATION & DOCUMENTATION (KNOWLEDGE MGT)

Create your company's collective brain.

**Duration:** 1 Day

**Tools mastered:** Notion or Trello

## **Skills acquired :**

- Build an internal Wiki (Procedures, Employee Onboarding) on Notion.
- Manage a visual task pipeline (Kanban) to track projects.
- Centralize all documents for a project in one place.



# POLE 4: SALES & DIGITAL PRESENCE

Use digital tools to sign contracts.



## 8. B2B SOCIAL SELLING

Transform LinkedIn into an acquisition channel.

**Duration:** 1/2 Day

**Tools mastered:** LinkedIn Sales Navigator, Waalaxy (Automation)

### **Skills acquired :**

- Configure advanced search filters to target your prospects.
- Launch an automated yet personalized contact sequence.
- Optimize your personal profile for conversion.



# 9. DIGITAL ADVERTISING (ADS)

Launch your first profitable campaign.

**Duration:** 2 Days

**Tools mastered:** Google Ads (Search), Meta Business Suite (Facebook/Insta)

## Skills acquired :

- Target a precise local audience (Geolocation).
- Create a text ad that encourages clicks (Copywriting).
- Read a performance report (CPC, CPA) and cut what doesn't work.

