

kooana Micro Skills



Developing Future-Ready Skills
Through Real-World Learning



www.kooana.com/shsm-program/

hello@kooana.com

Table Of Contents

02 Message from the Founder, Bert

03 Why Micro-Skills?

04 What Students Earn

06 Workshops

10 How to Get Started

12 Testimonials





Message from the Founder, Bert

**“The Leaders Of Tomorrow,
Need More Than Strong Grades”**

When I worked as a recruiter, I noticed the candidates who stood out weren't always those with the highest grades—they were the ones who had sales skills and could sell themselves easily. Many of these skills are developed through workplace experience, leaving students at a disadvantage before they begin their careers. That inspired a simple question: **What if students could develop these sales skills along with others while still in high school?**

That question became the foundation **of Kooana's SHSM Micro-Skills Workshops.**

Unlike traditional workshops that focus primarily on theory, our sessions emphasize practical application. Students collaborate, solve real-world challenges, and practice workplace skills that complement classroom learning. Every workshop concludes with a knowledge check where students apply what they've learned by completing activities, projects and earning certificates that recognize their achievement.

My mission is to help schools prepare students with the confidence, transferable skills, and practical experience valued by employers and post-secondary institutions. By combining engaging instruction, hands-on learning, and industry-relevant certifications, we prepare students not only for graduation, but for lifelong success.



Some Facts



400+ Learners
Empowered



10+ Years of
facilitation experience



95% Endorsement
Rate



Why Kooana for SHSM?

Applicable Micro-Skills

Tomorrow's leaders need more than strong grades—they need the confidence and practical skills to succeed. Kooana's micro-skills bridge the gap between classroom learning and real-world readiness through engaging, hands-on experiences.

Students build career-ready skills in entrepreneurship, professional branding, communication, sales, and recruiting while developing the confidence, adaptability, and leadership valued by employers and post-secondary institutions.



Persuasive Communication



Featured Workshop

From Ideas to Opportunity

Optimism bias is common for entrepreneurs with "good ideas". From Ideas to Opportunity teaches students to think realistically and understand markets by exploring customer needs, problem-solving, industry research, and social capital. Students move beyond ideas to think like informed, adaptable entrepreneurs.



Career Readiness Activities

Students apply every micro-skill through practical career readiness activities that reinforce learning and build real-world confidence.

Each activity includes a mini-project, and students earn a certificate that helps them stand out when applying to post-secondary programs and job opportunities.

What Students Earn

Developing Future-Ready Skills Through **Real-World Learning**



What Students Earn

Tangible achievements that strengthen future opportunities.

Certificate of Achievement

Upon completing each workshop, students receive a physical and digital **Certificate of Achievement** recognizing the practical skills they have developed. The certificate can be added to portfolios, resumes, scholarship applications, and post-secondary submissions.



More Skills for Resume and LinkedIn

Each workshop equips students with practical, career-ready skills they can confidently add to their resumes and LinkedIn profiles. These experiences demonstrate initiative, workplace readiness, and continuous learning, helping students stand out to employers, scholarship committees, and post-secondary institutions.



Applied Learning Project

The Applied Learning Project gives students the opportunity to apply the skills they have developed throughout the workshops to a real-world project. By combining their learning into one practical assignment, students demonstrate their knowledge, strengthen their knowledge about the skill, and leave with a meaningful project.



**In-Demand Skills,
Relevant Experience**



Workshops

Developing Future-Ready Skills Through **Real-World Learning**



Entrepreneurship and Sales Series

8 practical workshops that build career-ready skills for sales and communication.

1

From Ideas to Opportunity

Students learn how successful entrepreneurs identify real-world problems before developing business ideas. Rather than building a business solely around personal interests, they learn to validate market needs and create practical solutions that address genuine customer challenges and opportunities.

2

Communication: Modern Sales Methodologies

Sales is more than selling—it's communication, relationship building, and problem solving. We teach proven sales methodologies used by today's sales reps and entrepreneurs. Students develop transferable skills that prepare them for entrepreneurship, employment, and future sales careers.

3

AI and Human Skills in Harmony

Students learn how AI and human skills work together in modern sales. They discover how AI supports research and planning, while communication, critical thinking, relationship-building, and sound judgment remain essential human strengths in achieving successful sales outcomes.

4

Understanding the Sales Journey

We explore the seven stages of the sales process and uncover how sales reps build trust, identify customer needs, and guide conversations toward successful outcomes. This is ideal for students considering future sales related roles, entrepreneurship or just want skills for sell themselves better.

5

Communication: Turning Objections into Opportunities

Students develop confidence responding to common objections using professional communication techniques. Through practical exercises, they learn that objections are not necessarily no's, but opportunities to build trust, strengthen conversations, and solve the customers problems.

Entrepreneurship and Sales Series

8 practical workshops that build career-ready skills for sales and communication.

6

Sales Training Hodge-Podge

Students learn negotiation strategies, persuasion techniques, and effective communication skills used in sales. These transferable skills help prepare them for employment, entrepreneurship, and post-secondary education. Topics include How to Win Over Gatekeepers, and Popular Negotiation Tactics Used by Professionals.

7

Business Communication That Creates Opportunities

This workshop helps students develop practical business communication skills. We explore how to handle the initial customer inquiry, how good communication earns referrals, and how to avoid common mistakes that cost businesses opportunities. Students learn how effective communication is instrumental in building business and career success.

8

LinkedIn Branding for entrepreneurs and students

This workshop helps students build a professional LinkedIn presence that supports future career and entrepreneurial opportunities. Students learn how to create a compelling about section, build a brand by posting content, showcase their skills and experiences, and how to confidently build meaningful connections with industry professionals and potential employers.

Skills that open doors.

These workshops give students practical experience, professional confidence, and the tools to succeed.

Recruiting and Communication Series

4 practical workshops that build career-ready skills for recruiting in different sectors.

1

The Recruitment Ecosystem: Who Hires and Why?

Students explore the roles of non-profit employment services, corporate employers, recruitment firms, and staffing agencies, learning how each approaches hiring, what they expect from job seekers, and how recruitment processes differ across sectors.

2

The Recruitment Lifecycle

Students explore the complete recruitment lifecycle, learning how employers attract, assess, hire, and onboard talent. By understanding each stage and its purpose, they develop valuable workplace knowledge that strengthens career readiness and prepares them for future employment opportunities.

3

Employer Outreach

We teach students the fundamentals of employer outreach, including researching organizations, identifying hiring needs, and communicating for results. Students get introduced to practical techniques that help get employers on their side.

4

Job Development in the Non-profit and Private Sector

Students gain an understanding of job development in the non-profit and private sector. We explore how job developers build employer partnerships, how this differs from traditional recruiting and the mission purpose component in job development.

How to Get Started





2 Easy Steps

We made it easy to get students in-demand micro skills

Register Your Cohort

Choose a micro-skill workshop and register a group of 10 or more students. Designed for high school students, these workshops are most effective when participants are motivated, engaged, and ready to apply what they learn.

Register by emailing us at hello@kooana.com

01

Set Dates and Location

We work with your school's schedule to find a convenient workshop date. Sessions are available in person, with online delivery also offered to accommodate your needs.

*Each micro-skills session run between 2 to 3 hours
Times are between 9AM and 2PM*

02

Consulting Call (Optional)

Before your workshop, we offer an optional consultation to answer your questions, understand your goals, and ensure the session aligns with your students' needs and your school's objectives.

Consulting calls are optional and last 15 to 30 minutes.

03

We offer flexible pricing and can work within most budget constraints.

Testimonials

Feedback from the organizations we have partnered with



James D'Haiti - Black Student Career Success Manager

10,000 Degrees, San Francisco CA

"I've had an incredible experience working with Bert on providing tech career awareness to staff/students. Bert is extremely kind and professional and takes time to understand the audience he's working with, and what they're hoping to get out of the content he produces and presents. His presentations are an excellent representation of his expertise and knowledge, and he manages to always break down tough concepts into easily digestible information. It's clear that this line of work is his passion, and our collaborations never cease to please me. Highly recommend!"



Mohamed Musatheek - Director

NetPLUS College of Information Technology, Toronto ON

Bert has become our trusted trainer for our Freelance and Content Marketing Basics for Freelancers program. His workshops challenge students to think more critically about entrepreneurship and what it really takes to build a successful business. Students consistently tell us they appreciate his practical, engaging approach to business communication and relationship-building. He has a unique ability to make sales feel approachable rather than intimidating, and it's not uncommon for students to ask when he'll be back to deliver another workshop."

Cheryl Bailey <cbailey@unemployedhelp.on.ca>

Thu, Oct 23, 2025, 9:16 AM



to me ▼

Good morning, Bert,

I hope this email finds you well.

I wanted to send you a quick thank you for yesterday's JD training session.

Being a facilitator myself, I wanted to let you know how much I appreciated your approach. Your easy-going and engaging style had us all focused and eager to participate.

I found your training session to be both informative and reaffirming, and I truly feel I am on the right track.

Looking forward to the next one!

Cheryl 😊



Get your students the micro-skills that
complement their education

Interested? Contact Us



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