

# CST ACADEMY



# → WELCOME

"Education is not preparation  
for life; education is life itself."

**JOHN DEWEY**



**2026-2027**



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The story behind

# CST ACADEMY

Did you know the “T” in CST stands for Training? From the very beginning, CST Group Inc. was built on the belief that education is the key to helping businesses get the most out of their technology. Our mission has always been to empower employees with the knowledge and skills needed to use technology effectively, efficiently, and with confidence.

For more than 20 years, CST has provided training solutions to organizations looking to improve productivity and performance. While technology has evolved, one thing has remained constant—education is still the foundation of a successful business. Tools and systems are only as effective as the people using them, and without proper training, even the best technology can fall short of its potential.

At CST Academy, we build on that legacy by offering structured, practical training programs designed for today’s workplace. Our courses go beyond basic instruction, focusing on real-world application, efficiency, and continuous improvement. We believe that when employees understand not just how to use tools, but why they matter, they become more confident, capable, and engaged in their roles.

Education is what builds the foundation employees rely on to perform at their best. It drives consistency, strengthens communication, and creates a culture of growth within an organization. When businesses invest in training, they are not just developing individual skills—they are building stronger teams, improving customer experiences, and setting the stage for long-term success.

At its core, CST Academy is about helping your people succeed—because when your employees grow, your business grows with them.



# Why Choose CST ACADEMY



CST Academy provides practical education that helps organizations work smarter and safer. By strengthening knowledge and awareness, we help teams improve performance, reduce risk, and turn technology into a productive business asset.

Investing in employee training is no longer optional—it is essential for businesses that want to remain competitive, efficient, and customer-focused. As expectations continue to rise, employees are expected to communicate effectively, solve problems quickly, and deliver consistent experiences across every interaction. Without proper training, even the most talented teams can struggle to meet these demands, leading to inefficiencies, miscommunication, and missed opportunities.

Ongoing training equips employees with the knowledge, skills, and confidence they need to perform at a high level. It ensures that everyone is aligned with company standards, understands best practices, and can adapt to changing technologies and customer expectations. Training also helps reduce costly mistakes, improve productivity, and create a more consistent and professional experience for customers.

Beyond performance, training plays a critical role in employee engagement and retention. When organizations invest in their people, employees feel valued and supported, which leads to higher job satisfaction and stronger team morale. A well-trained workforce is more confident, more capable, and more motivated to contribute to the company's success.

Ultimately, businesses that prioritize training are better positioned for long-term growth. They build stronger teams, deliver better customer experiences, and create a culture of continuous improvement. By making training a core part of your organization, you are not only developing your employees—you are strengthening your entire business.

# CYBERSECURITY AWARENESS AND HUMAN RISK

Education with a Purpose

## CORE COURSES

### Cybersecurity Fundamentals for Employees

(\*Recommended Annually) 1 Hour Course

Teaches employees how cyberattacks happen and what role they play in protecting the organization. Covers phishing, password security, safe browsing, and data protection.

### Recognizing Phishing and Social Engineering

1 Hour Course

Employees learn how attackers manipulate people through email, phone calls, and text messages. Includes real examples and interactive exercises.

### Password Security and Multi Factor Authentication

1 Hour Course

Explains how weak passwords lead to breaches. Teaches employees how to use password managers and MFA effectively.

### Safe Remote and Hybrid Work Practices

1 Hour Course

Focuses on security risks related to remote work, personal devices, public WiFi, and home networks.

### Data Protection and Privacy Awareness

1 Hour Course

Teaches employees how to identify sensitive data, handle it correctly, and avoid accidental data leaks.



# PRODUCTIVITY AND TECHNOLOGY EFFICIENCY

Education with a Purpose

## CORE WORKSHOP COURSES

0356 Online

### Working Smarter with Microsoft 365

3 Hour Course

Overview of core tools including Outlook, Teams, SharePoint, and OneDrive.

Outlook

### Email and Calendar Productivity

3 Hour Course

Best practices for managing Outlook, reducing email overload, and improving time management.

Excel

### Excel Essentials for Productivity

3 Hour Course

Use Microsoft Excel to improve efficiency, organize data, and perform basic analysis. Learn practical skills they can apply immediately to save time, reduce errors, and work more effectively.

Teams

### Mastering Microsoft Teams for Collaboration

3 Hour Course

How to use Teams effectively for communication, meetings, file sharing, and project collaboration.

SharePoint & OneDrive

### File Organization and Cloud Collaboration

3 Hour Course

Teaches teams how to store, organize, and collaborate on files using SharePoint and OneDrive.

### Digital Workplace Efficiency

1 Hour Course

Practical ways to reduce technology frustration and streamline daily workflows.



# ARTIFICIAL INTELLIGENCE IN THE WORKPLACE

## Education with a Purpose

### CORE WORKSHOP COURSES

#### Setting Up Your AI Assistant

\*3 Hour Course

Set up and effectively use an AI assistant such as ChatGPT or Microsoft Copilot to improve productivity, communication, and daily workflows. Learn how to configure their AI tools, write effective prompts, and apply AI safely and responsibly in the workplace.

#### Using AI Tools Responsibly at Work

3 Hour Course

Covers risks, data privacy, and safe usage policies when working with AI tools.

#### AI Fundamentals for Business Professionals

3 Hour Course

Introduction to artificial intelligence and how it can improve everyday work tasks.

#### AI Prompting Skills for Better Results

3 Hour Course

Teaches employees how to write effective prompts to produce useful results from AI tools.

#### Practical AI for Productivity

3 Hour Course

Demonstrates how AI can assist with research, writing, meeting summaries, and data analysis.



# SECURITY LEADERSHIP FOR MANAGERS

Education with a Purpose

## CORE COURSES

### Cybersecurity for Business Leaders

3 Hour Course

Helps leaders understand business risks related to cybersecurity.

### Building a Security Aware Culture

3 Hour Course

Practical strategies for creating a workplace where security awareness becomes a habit.

### Incident Response Awareness for Managers

3 Hour Course

What leaders should do if a cybersecurity incident occurs.

### Vendor and Third Party Risk Awareness

3 Hour Course

Understanding risks from vendors, contractors, and cloud services.



# CST ACADEMY CYBERSECURITY EXCELLENCE PROGRAM

*Empowering Your Team. Protecting Your Business.*



In today's digital workplace, cybersecurity threats are no longer just an IT concern—they are a business risk that affects every employee. From phishing emails to data breaches, the most common entry point for cyberattacks is human error. Without proper training, even well-intentioned employees can unknowingly expose sensitive information, putting your organization's operations, reputation, and clients at risk.

The **CST Academy Cybersecurity Excellence Program** was developed to address this critical need by equipping employees with the knowledge and practical skills required to recognize and prevent cyber threats. This certification ensures that your team understands how to safely navigate technology, protect company data, and respond appropriately to potential security incidents.

**BY INVESTING IN CYBERSECURITY TRAINING, ORGANIZATIONS NOT ONLY REDUCE RISK BUT ALSO CREATE A CULTURE OF ACCOUNTABILITY AND AWARENESS. CERTIFIED EMPLOYEES BECOME AN ACTIVE LINE OF DEFENSE—HELPING TO PREVENT COSTLY BREACHES, MAINTAIN COMPLIANCE, AND BUILD TRUST WITH CLIENTS AND PARTNERS. IN A WORLD WHERE CYBER THREATS CONTINUE TO EVOLVE, ONGOING EDUCATION IS ESSENTIAL TO KEEPING YOUR BUSINESS SECURE.**



\*THIS PROGRAM IS DESIGNED TO BE COMPLETED BY ALL EMPLOYEES WITHIN YOUR ORGANIZATION, ENSURING A CONSISTENT AND COMPREHENSIVE APPROACH TO CYBERSECURITY AWARENESS ACROSS YOUR ENTIRE TEAM. UPON SUCCESSFUL COMPLETION, YOUR COMPANY WILL EARN THE CST ACADEMY CYBERSECURITY EXCELLENCE PROGRAM CERTIFICATION.

THIS PRESTIGIOUS CERTIFICATION DEMONSTRATES TO CLIENTS, PARTNERS, AND STAKEHOLDERS THAT YOUR ORGANIZATION IS COMMITTED TO MAINTAINING THE HIGHEST STANDARDS OF CYBERSECURITY. IT REFLECTS A PROACTIVE APPROACH TO RISK MANAGEMENT AND HIGHLIGHTS YOUR DEDICATION TO PROTECTING SENSITIVE DATA, SYSTEMS, AND CUSTOMER TRUST.

BY ACHIEVING THIS CERTIFICATION, YOUR COMPANY POSITIONS ITSELF AS A SECURITY-CONSCIOUS ORGANIZATION THAT PRIORITIZES ACCOUNTABILITY, EMPLOYEE EDUCATION, AND OPERATIONAL INTEGRITY—SETTING YOU APART AS A TRUSTED AND RELIABLE PARTNER IN TODAY'S DIGITAL LANDSCAPE.

# CYBERSECURITY EXCELLENCE PROGRAM

## Education with a Purpose COURSE SERIES



### Cybersecurity Fundamentals for Employees

1 Hour Course

Teaches employees how cyberattacks happen and what role they play in protecting the organization. Covers phishing, password security, safe browsing, and data protection.

### Recognizing Phishing and Social Engineering

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Employees learn how attackers manipulate people through email, phone calls, and text messages. Includes real examples and interactive exercises.

### Password Security and Multi Factor Authentication

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Explains how weak passwords lead to breaches. Teaches employees how to use password managers and MFA effectively.

### Safe Remote and Hybrid Work Practices

1 Hour Course

Focuses on security risks related to remote work, personal devices, public WiFi, and home networks.

### Data Protection and Privacy Awareness

1 Hour Course

Teaches employees how to identify sensitive data, handle it correctly, and avoid accidental data leaks.

### Using AI Tools Responsibly at Work

1 Hour Course

Covers risks, data privacy, and safe usage policies when working with AI tools.



### 1. AWARENESS

Build foundational employee understanding of cybersecurity risks, habits, and responsibilities.

### 2. BEHAVIOR

Turn knowledge into daily action through practical training, reinforcement, and accountability.

### 3. LEADERSHIP

Equip managers and business leaders to support a security-aware culture and make better risk decisions.

### 4. RESILIENCE

Strengthen the organization's ability to recognize, respond to, and recover from cyber threats.

# CST ACADEMY PILLARS SUCCESS OF ↑

# BOOKING CLASSES

## For Your Team



*PLEASE NOTE ONLY CORE CLASSES ARE LISTED. IF YOUR TEAM NEEDS A SPECIFIC TRAINING OUR TRAINING COORDINATOR CAN CUSTOM BUILD A TRAINING PROGRAM TO BEST SUIT YOUR TEAM.*

## HOW CLASSES ARE DELIVERED

### 1. IN-PERSON

This is our favorite way to deliver our training sessions. Our Trainer will come onsite to give an in-person training classes to you and your team.

### 2. ZOOM OR TEAMS VIDEO (LIVE)

You will pick the day and time where your team will attend a live video of our trainer teaching your selected course.

### 3. RECORDING

Each course is recorded. Recordings are suggested for new members that are added to the team after your scheduled class. This also allows members of your team are not able to attend your scheduled time/day to get the training. A recording can be sent for them to watch at a later time.

## COURSE LENGTH

### 1. SINGLE CLASS- INFORMATION

Each course is designed to be an hour long. This works perfectly for a Lunch & Learn style training. Our trainer will teach your selected course over a lunch break.

### 2. HALF DAY-WORKSHOP

Turn knowledge into daily action through practical training, reinforcement, and accountability.

### 3. SERIES

If you feel your team could use all listed core classes under a specific category or expanded training on a certain subject then a series can be created. You pick the length and delivery you prefer and this can be done weekly or monthly.

# CHECKLIST

**PLAN. SCHEDULE. TRACK. SUCCEED.**

Use this checklist to organize and manage your company's training plan for the year. A structured approach ensures your team stays skilled, confident, and aligned with your business goals.

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## 1. ASSESS TRAINING NEEDS

- Identify skill gaps across teams
- Review past performance and challenges
- Gather feedback from managers and employees
- Consider customer feedback or recurring issues
- Identify required compliance or industry training

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## 2. DEFINE TRAINING GOALS

- Set clear objectives (e.g., improve customer service, increase efficiency)
- Align training goals with business priorities
- Determine desired outcomes (KPIs, behavior changes)
- Prioritize training topics

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## 3. SELECT TRAINING PROGRAMS

- Choose relevant CST Academy courses
- Determine required vs optional training
- Customize content if needed
- Decide on delivery format (in-person, virtual, hybrid)

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## 4. BUILD YOUR TRAINING SCHEDULE

- Map out training sessions for the year
- Assign dates and times
- Coordinate with team schedules
- Allow time for follow-up or reinforcement

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## ✓ 5. ASSIGN PARTICIPANTS

- Identify employees for each training
- Group participants by role or department
- Ensure all required staff are included
- Communicate expectations clearly

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## ✓ 6. PREPARE FOR TRAINING

- Confirm training materials and resources
- Share pre-work or expectations with participants
- Ensure technology/setup is ready (for virtual sessions)
- Communicate schedule and logistics

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## ✓ 7. DELIVER TRAINING

- Conduct sessions as scheduled
- Encourage participation and engagement
- Provide real-world examples and activities
- Track attendance

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## ✓ 8. EVALUATE EFFECTIVENESS

- Collect participant feedback
- Assess knowledge retention (quizzes, discussions)
- Review impact on performance
- Identify areas for improvement

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## ✓ 9. REINFORCE LEARNING

- Provide job aids or quick reference guides
- Schedule follow-up sessions or refreshers
- Encourage managers to reinforce key concepts
- Recognize and reward progress

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## ✓ 10. TRACK & PLAN FOR CONTINUOUS IMPROVEMENT

- Maintain training records
- Monitor progress toward goals
- Update training plan as needed
- Begin planning for next year



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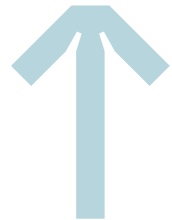
**JESSICA ALTVATER**  
Training Coordinator

I'm part of the Training Development team at CST Group Inc., and I've been here for five years helping clients become more efficient, confident, and productive through effective training. I work closely with organizations to ensure their teams know how to use their software and applications in ways that truly support their day-to-day work.

What motivates me most is knowing that proper training can prevent many IT disasters before they ever happen. When people understand their tools, everything runs smoother and work becomes a lot less frustrating. I love helping clients get the most out of their technology so they can focus on what they do best.

Clients appreciate my friendly, outgoing approach and my deep understanding of how technology fits into real-world business needs. I believe training should be practical, engaging, and easy to understand.

# MEET YOUR TRAINER





# CST Academy

Empowering Your Team. Protecting Your Business.



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