

American Management Association's Women's Leadership Certificate Program

Learning Objectives

- Recognize Leadership as a Specific Way of Thinking That Combines Business Acumen, Vision, and Introspection
- Explore the Crucial Leadership Skills Organizations Demand
- Identify Your True, Dynamic Voice as Leader and Shape an Authentic Leadership Message
- Overcome Preconceived Notions That Can Sabotage Women in Business
- Present Yourself as Someone Who Adds Value to the Organization
- Increase Your Confidence and Be Comfortable with Risk Taking

LESSON ONE

Leading with Courage and Conviction

- Define Leadership and How It Differs from Management
- Recognize That You Create a Competitive Edge in Your Organization
- Use Courage and Conviction to Speak Up, Advocate for Your Team, and Create Value for Your Organization
- Identify the Four Domains of Successful Leadership

Our Leadership Voice

- Describe the Components of a Compelling Leadership Voice
- Discover Your Authentic Voice as a Leader and How to Communicate It with Conviction
- Demonstrate When and How to Adjust Your Voice to Effectively Inspire Results
- Overcome Biases to Your Leadership Voice
- Understand the Importance of Role Modeling and Creating a Feedback Culture

LESSON TWO

How to Craft a Compelling Message

- Apply a Simple Methodology to Craft Ideas Quickly and Powerfully
- Communicate Your Desired Results/Outcome to Different Audiences
- Explain Your Ideas Courageously While Being Clear and Concise
- Describe a Compelling Business Case That Stands Out to Various Stakeholders

Communicating the Strategic Direction

- Define Strategy from an Organizational View
- Define Strategic Direction and Its Importance to Daily Work
- Identify the Five Key Questions Leaders Ask Regularly
- Explain How to Inspire Innovation

LESSON THREE

Communicating the Strategic Direction (cont'd)

- Communicate a Strategic Direction with Passion, Courage, and Conviction
- Determine Future Needs Using SWOT for Risk Analysis

Demonstrating Value as a Leader

- Identify Your Strategic Network and How to Improve It
- Describe Organizational Politics
- Describe the Four Keys to Successfully Navigate Organizational Politics for Your Career and Your Teams
- Align Your Team to the Bottom Line and Know How They Create Value

LESSON FOUR

The Leader as Negotiator

- Determine What You Can Negotiate
- Assess Your Dominant Negotiation Style and How It Aligns with Your Leadership Voice
- Discern When Another Negotiation Style is Necessary and Have the Conviction to Use It
- Understand the Four Elements for Successful Negotiation

Putting It All Together: Creating Value as a Leader in Your Organization

- Apply All the Skills, Tools, and Strategies Covered in the Program