

## **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
- Find Your True, Dynamic Voice as a 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

### ***The Importance of Women Leading***

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

### ***Our Leadership Voice***

- Describe the Components of a Compelling Leadership Voice
- Understand 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

### ***How to Craft a Compelling Message***

- Apply a Simple Methodology to Craft Your Ideas Quickly and Powerfully
- Understand How to Communicate Your Desired Outcomes 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 Strategic Direction and Its Importance to Daily Work
- Communicate a Strategic Direction with Passion, Courage, and Conviction
- Describe Messages Leaders Use to Set Strategy and Align Resources to Achieve Results

### ***Creating Highly Valued Successful Teams***

- Identify Your Strategic Network and How to Improve It
- Describe Organizational Politics
- Understand the Four Keys to Successfully Navigating Organizational Politics for Your Career and Your Teams
- Decide What Supports Movement from Individual Contributors to Highly Successful Team Players, and What Creates a High-Performance Environment
- Align Your Team to the Bottom Line and Know How They Create Value

### ***Becoming a Strategic Leader That Innovates Value***

- Define Strategy from an Organizational View
- Identify the Five Key Questions Strategic Leaders Ask Regularly
- Determine Future Needs Using SWOT for Risk Analysis
- Create a Value Proposition Based on Customers' Needs, Wants, and Expectations
- Understand How to Inspire Innovation

### ***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-Step Process for Successful Negotiation