

## **American Management Association's Leadership Certificate Program**

### ***Learning Objectives***

- Refine Your Authentic Leadership Voice
- Implement Insights into How to Advance Your Leadership Strategy
- Motivate Your People Toward Greater Passion, Performance, and Profit
- Build a Culture of Respect, Trust, and High Performance
- Use Agility and Resilience to Evolve and Thrive

### ***Becoming a Powerful Leader***

- Define Leadership
- Identify Characteristics of a Credible Leader
- Identify the Competencies of Effective Leaders
- Discuss the Neural Pathways and How to Build the Skills Associated with Leadership
- Assess Your Own Proficiency with the Competencies of Effective Leaders

### ***Identifying Yourself as a Leader***

- Identify Different Leadership Styles
- Assess Your Own Leadership Style
- Identify and Differentiate Communication Patterns
- Project Executive Presence
- List the Factors That Impact Trust
- Establish Credibility and Authenticity with Others
- Apply Knowledge of Your Own Leadership Skills and Presence to Better Lead Your Own Teams

### ***Building Engagement and Commitment***

- Identify Ways to Motivate and Engage Your Team
- Utilize Best Practices for Building a Team Culture Around Diversity and Respect
- Recognize How Culture Impacts Our Behaviors, Beliefs, Perceptions, and Responses to Others
- Understand the Impact of Culture on the Way We Communicate, Build Relationships, and Lead Teams
- Assess Your Own Skill Level in Creating a Team Culture Around Trust and Respect
- Use the AMA Guide for Managing a Coaching Discussion to Drive Performance

## ***What Leaders Talk About: Setting Direction Through Strategic Leadership***

- Define Strategic Thinking
- Distinguish Strategic Thinking and Decision Making from Tactical Thinking and Decision Making
- Build a Strategic Plan to Align with Your Vision and the Business

## ***Navigating Organizational Politics***

- Explain Why Leaders Must Understand and Participate in Organizational Politics
- Identify and Assess Sources of Power and Influence
- Identify and Apply Influence Strategies
- Identify Strategies for Getting Others to Support Their Agenda
- Identify Differing Reactions to Change and How to Handle Each
- Craft Messages to Champion Change
- Effectively Engage with Adversaries

## ***Building an Agile and Resilient Mindset***

- Contrast Agile and Resilient Organizations with Traditional Organizations
- Improve Agility and Resilience in Your Organization
- Motivate Others Toward Agile and Resilient Mindsets and Behaviors
- Further Develop Your Personal Agility and Resilience

## ***Building Your Leadership Capstone***

- Create Mission, Vision, and Values Statements
- Build a Strategic Plan Using Business Analysis Skills
- Communicate Your Plan and Combat Resistance Through Influence
- Blend Your Technical Skills and Leadership Competencies to Transform into a Successful Leader
- Present with a Powerful Presence That Conveys Credibility and Trust