

# Leadership Certificate Program

## Learning Objectives

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- 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

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- Define leadership
- Identify characteristics of a credible leader
- Identify the competencies of effective leaders
- Examine the neural pathways involved in learning and how to build the skills associated with leadership
- Assess your own proficiency with the competencies of effective leaders

## Identifying Yourself as a Leader

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- 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

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- Identify ways to motivate and engage your team
- Utilize best practices for building a team culture around diversity and respect
- Recognize how organizational 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

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

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- 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

## Organizational Savvy

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- Explain why leaders must develop organizational savvy
- 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

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- 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

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- Create mission, vision, and values statements
- Build a strategic plan using business analysis skills
- Communicate your plan and minimize 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