

EXECUTIVE CERTIFICATE IN STRATEGIC LEADERSHIP

OVERVIEW:

Successful completion of The Women's Leadership Advisory Board 2012-2013 will result in the attainment of the Executive Certificate in Strategic Leadership. This certificate encompasses a series of monthly meetings dedicated to the development of women in business by providing them with education on strategic leadership and practical business applications.

OBJECTIVES:

Upon successful completion of their calendar year in The Women's Leadership Advisory Board, 2012-2013, these participants will be able to:

1. Identify the components of a strategic plan
2. Describe the outcomes of a strategic planning session
3. Learn the benefits of creating and communicating vision, mission and value statements
4. Anticipate the stages of change and lead organization accordingly
5. Encourage creativity and innovation throughout organization
6. Learn leadership responsibilities for leading teams throughout each stage of team development
7. Determine collaborative means and resources for improving business
8. Enhance customer relationships for retention and referral
9. Develop effective practices for selecting and retaining employees, vendors and subcontractors
10. Implement effective meeting strategies throughout organization
11. Demonstrate ethical leadership in all business activities
12. Understand financial accounting basics for effective cash flow management
13. Build processes to streamline business functions and efficiencies
14. Create "sticky" marketing plans to creatively and effectively promote business, products and services
15. Successfully manage the organizational sales process
16. Model the skills, principles and strategies of an effective negotiator in every interaction
17. Create and evaluate service strategies and systems for customer satisfaction, retention and referral

PROGRAM COMPONENTS:

1. Leading with Authenticity – Leadership is an inside/out process requiring leaders to consistently and persistently expend great effort in their own self-development and understanding in order to successfully lead others. These topics will be explored:
 - Ethics & integrity
 - Trust
 - Communication
 - Resiliency
 - Blending Work/Life

2. Leading Others-Leadership requires followers with the caveat that a leader knows when to step up and lead and when to step aside to provide others a turn to lead. Selecting the top talent for the team is only half the picture; the others is in leading them to success. Topics explored:
 - Talent assessment & management
 - Creating & leading teams
 - Managing conflict
 - Strategies for meeting effectiveness

3. Leading the Future-Organizations need leaders with a strong vision who can succinctly and effectively communicate that vision, leading the way over the hurdles and challenges, celebrating the milestones and major victories along the way. Topics explored:
 - Strategic planning
 - Change management
 - Creativity & innovation

4. Leading the Business – The leader must be able to keep the ship afloat with sails full while steering the organization to new horizons. Keeping a steady hand on the organization’s pulse while simultaneously leading it into the future, leaders keep their businesses operating efficiently and effectively. Topics explored:
 - Financial acumen
 - Operational systems
 - Marketing plans
 - Sales processes
 - Customer service
 - Policies & procedures