

AMA-2690: Women's Leadership Certificate Program

Course Code: 2960

Duration: 4 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

This unique 4-lessons program will provide you with the knowledge and tools to present yourself as a present and future leader, and to speak up and create value for your organization no matter what your role is. You'll go beyond the fundamentals of communication and assertiveness skills and explore vision, negotiation and strategy—as well as powerful techniques to enable you to find your leadership voice and lead with courage and conviction.

First, the course will focus on self-awareness and effectively leading yourself. Next, your focus will shift to leading others and presenting yourself as someone who creates and adds value.

Upon completing this unique course, you'll receive a special AMA Women's Leadership Certificate, indicating that you've received in-person, hands-on training in leadership areas that are crucial for women who lead in business.

SKILLS COVERED

After taking this course, you should be able to:

- Recognize leadership as a specific way of thinking that combines business acumen, vision and introspection
- Explore 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 get comfortable with risk taking

WHO SHOULD ATTEND?

Professional women at all levels who wish to take on a leadership role, advance their careers, or build leadership competencies to contribute more to their teams and organizations.

PRE-REQUISITES

None.

MODULES

Module 1: Leading with Courage and Conviction

- Define Leadership and How It Differs from Management
- Understand 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
- Understand the Four Domains of Successful Leadership

Module 2: Your 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

Module 3: 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
- Develop a Compelling Business Case That Stands Out to Various Stakeholders

Module 4: Communicating the Strategic Direction

- Define Strategic Direction and Its Importance to Daily Work
- Communicate a Strategic Direction with Passion, Courage, and Conviction
- Understand Strategy from an Organizational View
- Identify the Five Key Questions Strategic Leaders Ask Regularly
- Determine Future Needs Using SWOT for Risk Analysis
- Understand How to Inspire Innovation

Module 5: Demonstrating Value as a Leader

- 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
- Align Your Team to the Bottom Line and Know How They Create Value

Module 6: 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

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