

# Women's Business Leadership Certificate

Program Duration: 10 months



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To help organizations and individuals capitalize on developing women leaders, the certificate focuses on:

- Personal Authentic Leadership
- Business Acumen; Finance, Operations, Strategic Thinking, Marketing, Innovation
- Communication
- Personal Branding

This program provides an opportunity for mid-level managers to develop the necessary business acumen and leadership skills, and to learn with a select group of leaders from across the region. It is facilitated by Xavier Leadership Center's nationally recognized and experienced practitioners. These subject matter experts integrate knowledge with practical application to real issues and opportunities. The program is multi-layered and highly interactive.

These layers include:

- **Immersion Experience:** A fun, informal environment that fosters team building among the participants; a shared experience is important for developing the cohort.
- **Business Skills:** Offering skills and concepts drawn from Xavier Leadership Center's experienced professionals and subject-matter experts to increase your knowledge in areas critical to the mission of businesses.
- **Personal and Authentic Leadership Development:** Expanding your organizational and personal leadership capabilities with a focus on who you are as an authentic leader bringing your unique strengths and style to your work. Participants will complete an assessment as pre-work.

**Assessment:** You will complete a DiSC assessment as pre-work to help discover your personal management style, insight into directing, delegating, and motivating, and strategies to support long-term development.

## Audience:

Women in mid-level manager positions looking to develop the necessary business acumen and leadership skills to advance to organizational leadership positions.

## Cost:

\$5,500.00 General Registration  
\$4,950.00 Xavier Alumni, Military/Govt./Non-profit

6.0 CEUs will be issued for this program

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## Participants will walk away with these skills:

- Utilizing a leadership style that is valuable to your team and organization
- Mastering the unwritten rules of work and effectively negotiating
- Understanding key financial documents, how to interpret them, and knowing why they are important
- Using the language of finance
- Communicating with clarity and confidence to achieve leadership goals
- Creating metrics that truly matter, and avoiding the pitfalls of poorly conceived metrics
- Leading with Inclusivity and creating a culture for people to thrive
- Projecting a strong executive presence that builds trust and value in the minds of others
- Creating conditions for innovators to thrive

## Certificate Topics Include:

### Immersion Experience

Team building is important in deepening relationships within the leadership cohort. The Immersion Experience allows the group to get to know each other, sets the stage for the program, and through a fun event allows participants to begin to recognize strengths and leadership skills.

### Personal Authentic Leadership

This program begins with a personal assessment of your innate combination of thinking and behavioral preferences that make you unique. This knowledge will allow you to understand the leadership styles that fit with who you are and how you are most valuable to your team and the organization. You will also develop an understanding of the key considerations that determine which leadership approaches will be most effective to accomplish your goals. Upon completion, you will create your own plan for applying insights from this transformative journey to becoming a more effective leader in your organization.

### Mastering the Unwritten Rules at Work and Negotiating Skills

American business was designed centuries ago. Women are now fully participating in the workplace, yet only 5% of CEO's are women. By mastering the unwritten rules and learning to negotiate, you will have new tools to help you be your successful best. You will leave with a number of concrete actions you can use immediately. This program discusses topics not covered during orientation including how decisions get made and how the work really gets done in the office. You will explore how to get the boss to say yes to your projects, how to make sure you are included early in the project, how much risk to take with commitments, and what your body language is really saying.

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## Finance for Leaders

As a leader, no matter what area of the organization in which you work, decisions need to be made with an understanding of the financial impact to the company. Finance for Leaders helps build confidence in understanding finance, the language of business, so you can speak with your peers using the correct terms, concepts and appropriate foundational knowledge. In this program you'll also develop an understanding of all of the key financial documents, how to interpret them, and why they are important. Financial terms and calculations will be explained in a way that makes sense for both financial and non-financial business professionals. Finally, you will also be challenged to apply what you learn in class by analyzing how your work and your decisions are related to the overall performance of the company.

## The Leader's Voice

The first part of this energizing, interactive program focuses on why leadership communication is essential, who you'll need to reach with your messages, and how to ensure your communication gets through and gets results. The second part focuses on what you need to communicate in critical leadership situations including stepping into a new leadership role, leading through significant change, pitching a product or service, or sharing a vision that inspires confidence and action. You'll close the day by developing a personal communication action plan that you can begin to apply immediately — and walk away with the clarity, capability and confidence you need to communicate effectively and achieve your leadership goals.

## Creating an Inclusive Environment

It takes many different strengths, experiences, and types of diversity to make an organization successful. It is important for leaders to understand the elements of creating an environment that welcomes and includes each employee. These environments both feel good and make good business sense. According to Deloitte, inclusive workplaces are 6X as likely to be innovative, and have 2.3X the cash flow per employee over non-inclusive workplace. You will explore how to create leadership behaviors that model inclusivity, create safety in the workplace, and truly understand and promote individual's' strengths.

## Operational Metrics that Matter

Practically all organizations have metrics, but in most cases, they don't provide the information we believe they provide, they are constructed improperly, and they are difficult to comprehend and manage. This program will help you understand how to create metrics that truly matter and avoid the pitfalls of poorly conceived metrics. This interactive program will begin by laying out key aspects of operational and financial performance and how they relate to one another. We will then focus on key areas such as the impact of bad metrics, the difference between metrics and measures, leading and lagging metrics, aligning metrics with business performance, and designing metrics that can be understood and managed.

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## Critical Conversations

When we are stuck because we are avoiding a needed conversation, or having the same conversation more often than we want, it is a sign that we are talking but not really conversing. Learning the proven skills that help frame how, when, and what we say can yield amazing results. These tools improve relationships, reduce stress, minimize conflict, improve productivity, and best of all, increase our ability to be effective. This fast-paced discussion based program will feature interactive exercises that allow you to gain critical conversation tools, such as: identifying roadblocks to managing relationships and conflict, learning to practice and apply specific skills geared toward effectiveness, recognizing and addressing individuals displaying disruptive behavior, focusing on interactions common to the corporate environment.

## Executive Presence and Building and Marketing Your Personal Brand

A key to creating, capturing, delivering and communicating the value of a “product ” that differentiates it from others, positively influences buyers’ purchase behaviors, and creates brand loyalty is a strong value-driven strategic marketing plan. Developing the plan helps you focus on necessary resources, plan for growth, and understand the different factors that may affect your success. In this engaging program, you will not only learn the process of creating a value-driven strategic marketing plan to identify your target market, how you will meet their needs, and how you’ll differentiate from the competition, but you will learn to use strategic marketing techniques to design, enhance, and promote “your professional image”. Knowing your personal brand requires thought, internal reflection and preparation, and it is key to projecting a strong executive presence that builds trust and value in the minds of others. Designing a "personal marketing plan" will help you create a valuable roadmap to navigate your career and plan for your next level of success.

## Strategic Thinking and Planning

Strategic thinking and planning is the roadmap to success. Implementation is the vehicle that gets you there. Strategic thinking and planning is deciding the most important things that need to get done. Implementation is executing the key to dos to achieve your strategic goals. To win in business, you need to master both. Fast paced and filled with relevant examples, this program teaches the powerful tools from Krissi Barr’s strategy/execution book, *Plugged*. It incorporates ideas from AG Lafley’s book *Playing to Win* and experience from hundreds of real-world implementation success stories. Participants leave energized and ready to be more strategic thinkers and implement their strategic plans.

## Innovation

**Building your own innovation capability:** This program features a primer on Design Thinking, LEAN innovation, and scrappy approaches to user research. You will leave with awareness, capability, and tools to get better innovation outcomes. **Crafting your leadership philosophy:** As a leader in your organization, it's important to know what you want to stand for in the hearts and minds of the innovators you are leading. We will spend time discovering the pillars of your leadership philosophy in order to build on them over time.

**Creating conditions where innovators can thrive:** The environment and cultural tone of an organization is often set by the leaders. It's important for leaders to know the role they play in creating conditions for innovators to thrive. The mindset and behaviors of the leader play a key role in getting the best out of the innovators, and consequently, more innovation.

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## Digital Badge:

Xavier Leadership Center is proud to offer each participant a digital badge once participants have met program completion criteria. Digital badges include a direct link to view program credentials, and can be utilized by participants on social media and digital resumes.



## Program Schedule:

**KICKOFF EVENT – Wednesday, Sept. 15, 2021 5:00 PM – 8:30PM**

|   |                        |
|---|------------------------|
| <b>Personal Authentic Leadership</b>                            | Thursday, September 16 |
| <b>Mastering the Unwritten Rules at Work/Negotiating Skills</b> | Thursday, October 21   |
| <b>Finance for Leaders</b>                                      | Thursday, Nov 18       |
| <b>Leader's voice</b>   | Thursday, Dec. 16      |
| <b>Creating an Inclusive Environment</b>                        | Thursday, Jan 20       |
| <b>Operational Metrics that Matter</b>                          | Thursday, Feb 17       |
| <b>Critical Conversations</b>                                   | Thursday, March 17     |
| <b>Executive Presence and Building Your Personal Brand</b>      | Thursday, April 21     |
| <b>Strategic Thinking and Planning</b>                          | Thursday, May 12       |
| <b>Innovation/Wrap up</b>                                       | Thursday, June 2       |

**CELEBRATION EVENT – June 2, 2021 4:30 PM – 6:30 PM**