

2020-2021 Women's Business

Leadership Certificate Program

Overview:

The Xavier Leadership Center is offering another session of the Women's Business Leadership Certificate designed by the Xavier Leadership Center advisory team of women business leaders to immerse women in developing and experiencing key leadership and business competencies.

Women offer unique skills and values in the workplace that create success in any organization. Having diverse organizational leadership increases innovation, creative thinking, and well-rounded decision-making. To help organizations and individuals capitalize on developing women leaders, the certificate focuses on*:

- Personal Authentic Leadership
- Business Acumen; Finance, Operations Management, Analytical Decision Making
- Communication
- Mentoring
- Strategic Thinking
- Executive Presence

*Topics may change based on feedback of the current Women's Business Leadership cohort.

Audience:

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



Session Dates

KICKOFF EVENT – Wednesday, Sept. 16, 2020 5:00 PM – 8:00 PM

Location TBD

Thursday, Sept. 17, 2020 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Oct. 15, 2020 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Nov. 19, 2020 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Dec. 17, 2020 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Jan. 21, 2021 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Feb. 18, 2021 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Mar. 11, 2021 – 8:30 AM – 5:00 PM Cintas Center

Thursday, Apr. 15, 2021 – 8:30 AM – 5:00 PM Cintas Center

Thursday, May 20, 2021 – 8:30 AM – 5:00 PM Cintas Center

Thursday, June 10, 2021 – 8:30 AM – 5:00 PM Cintas Center

CELEBRATION EVENT – June 10, 2021 5:00 PM – 8:00 PM Location TB

Description:

The program is an opportunity for mid-level managers to develop the necessary business acumen and leadership skills 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 will integrate knowledge with practical applications 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. The assessment will be referenced and discussed throughout Leadership session and periodically throughout the program. You will have the opportunity to elevate your leadership effectiveness by understanding how others see you as a leader and to learn strategies to become a more effective leader.



Session 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

This topic is all the stuff they don't tell you during orientation, about how things really happen at work:

- How to get the boss to say yes to your project.
- How to make sure you are included early in the project.
- How much risk to take with commitments.
- What your body language is really saying.

American business was designed centuries ago. Women are now fully participating in the workplace, yet only 5% of CEO's are women. Something is clearly still wrong for women at work. By mastering the unwritten rules, you will have new tools to help you be your successful best. You will leave with a number of concrete actions you can take immediately.



Building Mentorship Skills and Your Personal Board of Advisors

Mentorship, for mentors and mentees alike, builds essential leadership skills: empathy, active listening, communication, and managing up, to name a few. Like all relationships, each person involved must establish and communicate their expectations of one another and themselves in order for the mentoring relationship to succeed. As we develop as leaders in our careers, our definition of success with mentors shifts, as do our needs. It becomes increasingly apparent that we cannot have all of our mentorship needs met with one individual, but rather, that we need to seek out a multitude of personal mentoring relationships. Establishing a personal board of directors starts with understanding our individual areas of strength and opportunity. From there, we can define who we need sitting at our table that can push us in our areas of strength and support us in our areas of opportunity. By building an understanding of the specific roles that mentors, coaches, and sponsors can fill, we can map out the ideal team to push us to the next level as leaders. Participants will gain understanding of the key differences between mentors, coaches, and sponsors, as well as the role each plays in our leadership development. They will define an ideal personal board of directors to support areas of opportunity and push areas of strength and develop tools for identifying and pursuing individuals to sit on a personal board of directors.

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.

Critical Conversations

Critical Conversations will feature a fast-paced mixture of discussion and interactive exercises that will allow you to understand your communication style and how it effects your ability to lead well. You will begin to see where and when you may be avoiding conversations or not holding them well, learn and practice specific skills to apply immediately that will enhance effectiveness of communication and therefore the likelihood of achieving desired outcomes, recognize and address those who are engaging in disruptive behavior, and consider and bring to bear sources of influence to increase the likelihood of achieving organizational objectives.



Innovation

Building your own innovation capability: This module features a primer on Design Thinking, LEAN innovation, and scrappy approaches to user research. Women leaders 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.

Influencing

Influencing leverages the fact that—regardless of what we may think—most people make decisions (even complex technical and financial ones) based upon emotional factors. The ability to connect with your peers, managers and direct reports on an emotional level is one of the keys to leading others, especially when you don't have direct authority over what they do. The most influential leaders have learned how to use emotional intelligence to relate to their teams on a personal level. They have also mastered the art of inspiring others without being overbearing, by adding subtle but powerful performance elements to their communication. This is a potent combination, and the secret behind this powerful workshop.

Embodied Confidence from the Core

Managers' and leaders' credibility and effectiveness are enhanced by authentic presence, confidence in communication and poise under pressure – especially so for women. This experiential course draws upon principles from somatics, movement science and embodied leadership. You will learn techniques to connect body and emotional intelligence, to use your body as a resource and base of personal power, to embody confidence and poise, and to communicate credibly and authentically from the core in a variety of business and interpersonal settings.



Developing Digital Leadership

Digital technology is the biggest story today and will be for the next several decades. Digital is no longer the responsibility of a few tech savvy executives. In the age of ever evolving digital generation, it needs to be a responsibility of every business leader. This program will help participants become a more effective digital leader by understanding the Top Tech Trends, how digital technologies and business models are radically changing competitive dynamics across industries, and recognizing your capabilities and strengths to become an effective leader in the digital age. You will learn how to digitize existing business models, products and value chains to be digitally agile. This program helps you play a key role in navigating your business through digital change, translate technologies into business solutions and speak the language of IT leadership and teams to understand how they work.

Operations Management

Operations is one of the three key elements of every business along with finance/accounting and marketing. It involves using your company's resources to create goods and services that are sold to the market. In doing so, it becomes one of the largest sources of costs for the company. Managing operations effectively becomes a key element for ensuring your company manages and improves its profitability. This course will introduce the key elements of operations and leading edged tools that will help you manage operations to create improved financial performance.

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.



Building and Marketing your 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 workshop, 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 learn to use strategic marketing techniques to design, enhance, and promote “your professional image”. Knowing your personal brand requires thought, internal reflection and preparation, but 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.

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