

Accelerated Strategic Management Certificate Program

Excellent managers are more than great leaders. They put people in positions that benefit employees and the business. They think deliberately and execute strategy to overcome obstacles.

If you're ready to broaden your skill sets, gaining the essential knowledge, tactics and confidence you need to be more savvy and effective in your leadership role, this accelerated certificate program is for you.

Brought to you by SkillPath in partnership with Graceland University, this ALL-NEW virtual certificate program is a series of 5 LIVE, online, instructor-led sessions that provide you with the tools to increase your impact, taking your team, your organizations — and yourself — to the next level.

Engaged, active learning: Dynamic 3-hour sessions deliver lively, interactive training daily. Log into sessions from any device and you'll still have time left in your day to put what you've learned into practice. Then if you'd like, you can report back to your instructor and fellow participants the next day to share your experiences and ask any questions you might have. This unique, *feedback-enabled* format helps to reinforce learning and strengthen your retention of vital concepts — *so they stick*.

Earn a Professional Certificate: By the end of the week, you'll have the enhanced skills, knowledge and insights you need to be more successful in your leadership role. And you'll receive a signed Certificate of Completion, along with a digital eBadge to display your new skills and competencies.

NOTE: To protect the integrity of this virtual certificate program, participants must attend this training with cameras on for the duration of the event. Please contact customer care prior to the event with any questions or concerns — customercare@skillpath.com or 1-800-873-7545.

May be eligible for your company's tuition reimbursement program. Check with your employer.

Day 1

Strategic Thinking and Effective Planning

- Explain strategic, critical and creative thinking and know when to use each
- Identify and overcome the obstacles to strategic thinking within your organization
- Create a culture in which you and your colleagues think and work more strategically
- Incorporate proven strategic thinking tools into everyday problem-solving
- Use the strategic planning process to assess and adjust your organization's direction
- Hold individuals and teams accountable for putting the strategic plan into action
- Monitor results to make sure your strategic plan is working

Day 2

The Role of Accounting and Finance in Strategic Decisions

- Compare and contrast accounting and finance
- Describe the role accounting plays in management and decision-making
- Discuss the different accounting methods for recording revenues and expense
- Create an income statement to report revenue and expenses
- Explain the main financial statements and how they work together
- Read balance sheets, income statements and cash flow statements

- Use financial ratios to better understand each financial statement

Day 3

Managing Performance to Support Company Goals

- List the basic components of an effective performance-management process
- Align individual performance goals with organizational goals
- Develop standards of performance that signal employee success
- Use human capital management to meet your organization's strategic goals
- Define engagement and retention as they apply to your organization
- Identify and eliminate the factors that make high performers leave
- Implement specialized tactics for engaging and retaining high performers

Day 4

Executing Change and Resolving Conflict

- Understand common reactions to change
- Implement strategies to support employees through change
- Diplomatically explain unintended consequences of change
- Effectively manage employee performance amid disruption
- Use assertive communication to overcome emotions and focus on solutions
- Establish boundaries for acceptable behavior during intense interactions
- Assess and remedy damage after a heated conversation

Day 5

Leading the Organization's Vision

- Inspire others and increase engagement
- Examine the critical behavioral skills of successful strategic leaders
- Open the channels of communication to gain acceptance and trust
- Build a team that gets results by setting achievable team goals
- Create a motivational team climate
- Promote team harmony and compromise on decision making
- Structure teams to be flexible and resilient

