Westminster College
Leadership Certificate Program

Course One
You as a Leader

Course Two
Strategic Leadership Communication

Course Three
Negotiation and Conflict Resolution

Course Four
Listen and Inspire

Course Five
Leading Innovative and High Performing Teams

Course Six
Managing Change

Course Seven
Create Strategy

Course Eight
Evaluate the Market

Course Nine
Data Literacy

Course Ten
Lead Process Improvement

Organization

Business Unit

Individual

Self-Evaluation Milestone
Westminster College’s Leadership Certificate Program solidifies the skills effective managers need to become true leaders in their organizations. You will assess your strengths and weaknesses as a leader, create a vision for your respective work units, establish an action plan to achieve that vision, and learn the skills to inspire and motivate stakeholders. Westminster’s experienced faculty will coach you on how to move your organization toward realizing its full potential by working on a follow-up project after each two day module. Our project-based approach allows you to immediately apply the knowledge and receive immediate feedback on how each module applies directly to your area of work.

**Module 1: You as a Leader**
- Learn how their work contributes to the larger organization and its culture
- Evaluate individual leadership performance to determine leadership strengths and weaknesses
- Develop leadership vision, goals, metrics, and strategies for improvement
- Implement strategies to improve leadership capacity
- Evaluate success of strategies employed to improve leadership effectiveness given leadership vision

**Module 2: Strategic Leadership Communication**
- Adapt to six different leadership styles, applying appropriate communication techniques for different contexts
- Prepare and deliver high-quality, professionally structured and designed presentations
- Identify strengths and weaknesses in written, oral, non-verbal, and visual communication
- Develop an individual leadership vision statement with specific emphasis on communication
- Assess effective communication techniques to support top leadership

**Module 3: Negotiation and Conflict Resolution**
- Utilize negotiation tools to ensure win-win and fair outcomes
- Recognize and successfully implement best practices in conflict resolution by using contextually effective techniques
- Demonstrate problem-solving skills, self-management, active listening, planning and assessing negotiations

**Module 4: Listen and Inspire**
- Create effective hiring practices
- Implement effective strategies to develop talent
- Design and execute policies and procedures that inspire and engage employees
- Recognize, create and explain performance using strategic alignment

**Module 5: Leading Innovative and High-Performing Teams**
- Identify obstacles to innovation and articulated strategies for creating an ideal team environment and process
- Execute strategies for creating, leading, and participating in a high-performing team
- Implement strategies for measuring and evaluating team performance

**Module 6: Manage Change**
- Assess what change means to people within specific organizations
- Utilize different change models for organizational leadership
- Develop skills to become an effective change agent and evaluate metrics for success
- Effectively navigate adversity and pitfalls that come with change management

**Module 7: Create Strategy**
- Evaluate how strategy supports the mission, vision, values, and goals of an organization
- Understand and use tools for internal and external analysis to understand the environment an organization competes in
- Understand sources of competitive advantage
- Conduct a stakeholder analysis
- Develop strategic initiatives based on analyses

**Module 8: Evaluate the Market**
- Formulate appropriate value propositions and marketing strategies for the company using the marketing metrics discussed in class
- Use and apply appropriate analytical tools for evaluation
- Interpret quantitative information clearly and derive relevant implications and strategic recommendations based on data

**Module 9: Use Data to Lead Effectively**
- Develop a data perspective of organizational change that complements organization mission, vision, and values
- Apply technical, visualizations, data-informed decision making, and communication
- Analyze the four characteristics of the data literacy

**Module 10: Lead Project and Process Improvement**
- Identify and apply lean thinking principles
- Use lean canvas concepts to identify and scope a process improvement project
- Synthesize lean principles with project management fundamentals to plan, execute, control, and close a process improvement project

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FOR MORE INFORMATION:
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