



CERTIFICATE IN LEADERSHIP

There's a big difference between being a manager and being a leader. Leaders inspire their teams and can ignite change within their organization. This certificate is ideal for managers who need to enhance their core leadership skills. It will help you become a strong, credible leader, well-versed in your own leadership style and that of those around you, which will allow you to build and lead a high-performing team. Courses in the Leadership Certificate provide you with opportunities to practice skills such as employee coaching, delivering messages with maximum effectiveness, and making timely and effective decisions that benefit your organization as a whole.

Participants in this certificate need a high-speed Internet connection, a computer or device that can shoot digital videos with reasonable quality, and access to Adobe Flash software. The eCornell course delivery system provides the ability to record and upload videos, so you won't need special video software.

Certificate Courses

This certificate requires approximately 36 hours of study time and is earned upon completion of the six courses below. Course descriptions can be found on the reverse.

- Strategic Decision Making
- Coaching Skills for Leaders
- Leading Collaborative Teams
- Leading with Credibility
- Leading for Creativity and Innovation
- Planning and Delivering Effective Presentations

About Online Learning at Cornell

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

Pricing & Registration

The six-course certificate price is US\$3600. Register online at:

sha.cornell.edu/online/leadership

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Strategic Decision Making

Learn how to make timely, well-reasoned business decisions through a proven methodology. Determine the most important features of the decision you need to make based on the setting and the context, as well as how to communicate your decision. Establish responsibilities and accountabilities to ensure effective follow-through on decisions made.

Coaching Skills for Leaders

Get the skills needed to be an effective coach and learn what—and what not—to do to move your organization forward. Clarify the goals of coaching and examine coaching as a relationship. Identify the five functions of coaching and the critical aspects of a coaching culture.

Leading Collaborative Teams

In order to effectively lead a team, you must first figure out how to ensure that your team works seamlessly together. Learn how to build a functional and successful team. Learn how to diagnose team skill sets and develop a plan to build synergy and collaboration. Facilitate team development and determine team expectations and goals.

Leading with Credibility

Without the trust of those you lead and those who support you in an organization, it is next to impossible to be successful. Learn what you need to gain and keep the respect of your colleagues to keep your career moving forward. Assess your credibility and trustworthiness as perceived by subordinates and others in the organization. Develop and practice the communications skills to manage your own credibility and foster the same in others.

Leading for Creativity and Innovation

Find out what innovation is and how to apply the concept to your team for successful implementation of cutting-edge ideas. Learn the definition of “innovation” and its relevance to organizational results. Identify strategies for encouraging divergent thinking and ways to foster a culture of innovation.

Planning and Delivering Effective Presentations

Being able to effectively formulate and share your ideas verbally is a key skill essential to any leader. Learn the ins and outs of creating dynamic, attention-grabbing presentations. Learn how to analyze and define the purpose of a message and how to evaluate the intended audience and its needs. Formulate the content of the message and learn how to deliver it with maximum effectiveness.

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