

AMA2960: WOMEN'S LEADERSHIP CERTIFICATE PROGRAM

Course Code: 821370

Build vital leadership competencies and earn AMA's Women's Leadership Certificate.

Women at every level of an organization can be strong leaders—bringing essential skills like team leadership, strategic thinking and business acumen to their roles. To flourish as a leader, a woman needs not only the skills to lead, but a dynamic voice that can be heard and followed. This unique 2-day program will provide you with the knowledge and tools to present yourself as a present and future leader, and to speak up and create value for your organization no matter what your role is. You'll go beyond the fundamentals of communication and assertiveness skills and explore vision, negotiation and strategy—as well as powerful techniques to enable you to find your leadership voice and lead with courage and conviction.

First, the course will focus on self-awareness and effectively leading yourself. Next, your focus will shift to leading others and presenting yourself as someone who creates and adds value.

Upon completing this unique course, you'll receive a special AMA Women's Leadership Certificate, indicating that you've received in-person, hands-on training in leadership areas that are crucial for women who lead in business.

Added bonus: You'll also receive an exclusive AMA certificate in recognition of your completion of this program.

What You'll Learn

In this course you will learn to:

- Recognize leadership as a specific way of thinking that combines business acumen, vision and introspection
- Explore crucial leadership skills organizations demand
- Find your true, dynamic voice as a leader and shape an authentic leadership message
- Overcome preconceived notions that can sabotage women in business
- Present yourself as someone who adds value to the organization
- Increase your confidence and get comfortable with risk taking

Who Needs to Attend

Professional women at all levels who wish to take on a leadership role, advance their careers, or build leadership competencies to contribute more to their teams and organizations.

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CLASSROOM LIVE

\$2,995 USD

2 Day

Classroom Live Outline

Learning Objectives

- Recognize Leadership as a Specific Way of Thinking That Combines Business Acumen, Vision, and Introspection
- Explore the Crucial Leadership Skills Organizations Demand
- Find Your True, Dynamic Voice as a Leader and Shape an Authentic Leadership Message
- Overcome Preconceived Notions That Can Sabotage Women in Business
- Present Yourself As Someone Who Adds Value to the Organization
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The Importance of Women Leading

- Define Leadership and How It Differs from Management
- Understand That You Create a Competitive Edge in Your Organization
- Describe Courage and Conviction to Speak Up, Advocate for Your Team, and Create Value for Your Organization
- Understand the Four Domains of Successful Leadership

Our Leadership Voice

- Describe the Components of a Compelling Leadership Voice
- Understand Your Authentic Voice as a Leader and How to Communicate it with Conviction
- Demonstrate When and How to Adjust Your Voice to Effectively Inspire Results
- Overcome Biases to Your Leadership Voice
- Understand the Importance of Role Modeling and Creating a Feedback Culture

How to Craft a Compelling Message

- Apply a Simple Methodology to Craft Your Ideas Quickly and Powerfully

- Understand How to Communicate Your Desired Outcomes to Different Audiences
- Explain Your Ideas Courageously While Being Clear and Concise
- Describe a Compelling Business Case That Stands Out to Various Stakeholders

Communicating the Strategic Direction

- Define Strategic Direction and Its Importance to Daily Work
- Communicate a Strategic Direction with Passion, Courage, and Conviction
- Describe Messages Leaders Use to Set Strategy and Align Resources to Achieve Results

Creating Highly Valued Successful Teams

- Identify Your Strategic Network and How to Improve It
- Describe Organizational Politics
- Understand the Four Keys to Successfully Navigating Organizational Politics for Your Career and Your Teams
- Decide What Supports Movement from Individual Contributors to Highly Successful Team Players, and What Creates a High-Performance Environment
- Align Your Team to the Bottom Line and Know How They Create Value

Becoming a Strategic Leader That Innovates Value

- Define Strategy from an Organizational View
- Identify the Five Key Questions Strategic Leaders Ask Regularly
- Determine Future Needs Using SWOT for Risk Analysis
- Create a Value Proposition Based on Customers' Needs, Wants, and Expectations
- Understand How to Inspire Innovation

The Leader As Negotiator

- Determine What You Can Negotiate
- Assess Your Dominant Negotiation Style and How It Aligns with Your Leadership Voice
- Discern When Another Negotiation Style Is Necessary and Have the Conviction to Use It
- Understand the Four-Step Process for Successful Negotiation

Apr 28 - 29, 2025 | 9:00 AM - 5:00 PM | WASHINGTON, DC

Jun 2 - 3, 2025 | 9:00 AM - 5:00 PM | NEW YORK CITY, NY

Aug 11 - 12, 2025 | 9:00 AM - 5:00 PM | CHICAGO, IL

Aug 18 - 19, 2025 | 9:00 AM - 5:00 PM | SAN FRANCISCO, CA

Sep 18 - 19, 2025 | 9:00 AM - 5:00 PM | NEW YORK CITY, NY

Oct 2 - 3, 2025 | 9:00 AM - 5:00 PM | ATLANTA, GA

Oct 14 - 15, 2025 | 9:00 AM - 5:00 PM | WASHINGTON, DC

Dec 8 - 9, 2025 | 9:00 AM - 5:00 PM | NEW YORK CITY, NY

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VIRTUAL CLASSROOM LIVE

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Apr 10 - 11, 2025 | 9:00 AM - 5:00 PM EST

May 19 - 20, 2025 | 11:00 AM - 7:00 PM EDT

Jun 2 - 5, 2025 | 2:00 - 6:00 PM EDT

Jun 16 - 17, 2025 | 10:00 AM - 6:00 PM EDT

Jul 7 - 8, 2025 | 9:00 AM - 5:00 PM EDT

Jul 14 - 17, 2025 | 2:00 - 6:00 PM EDT

Aug 7 - 8, 2025 | 10:00 AM - 6:00 PM EDT

Aug 20 - 21, 2025 | 9:00 AM - 5:00 PM EDT

Sep 22 - 23, 2025 | 10:00 AM - 6:00 PM EDT

Oct 22 - 23, 2025 | 10:00 AM - 6:00 PM EDT

Nov 5 - 6, 2025 | 10:00 AM - 6:00 PM EST

Nov 13 - 14, 2025 | 9:00 AM - 5:00 PM EST

Dec 2 - 3, 2025 | 9:00 AM - 5:00 PM EST



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PRIVATE GROUP TRAINING

2 Day

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.

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