



## WOMEN'S LEADERSHIP CERTIFICATE PROGRAM

# Lead With Distinction

Is your leadership style holding you back within your organization?  
Are you being maximized in your business?  
Are you reaping the benefits of women leaders to drive your business?

## The time for organizational change is now.

### The truth about organizations with women in key leadership roles

- Improved financial performance and operational efficiency
- Outperformed their competition
- Increased innovation and group performance
- Advanced social performance within their organizations

### Lead with Distinction Certificate Program...

- The only program like it in the New York metro region
- Led by notable faculty of business leaders sharing real-life business experiences
- Attended by diverse cohort of women business professionals with 7+ years experience
- Integrates a business simulation to enhance experiential learning
- Includes post-program executive coaching and developmental follow-up

## Strategies to thrive in today's competitive business environment

### Location

Reid Castle, Manhattanville College

### MODULE 1

Executive Presence

September 13 | 8:30 a.m. – 5:30 p.m.

### MODULE 2

Business and Financial Acumen

September 27 | 8:30 a.m. – 5:30 p.m.

### MODULE 3

Strategic Thinking

October 12 | 8:30 a.m. – 5:30 p.m.

### MODULE 4

Productively Leading Organizations

October 25 | 8:30 a.m. – 5:30 p.m.

### MODULE 5

Communicating Across Differences

November 8 | 8:30 a.m. – 5:30 p.m.

### MODULE 6

Negotiation and Situational Influence

November 29 | 8:30 a.m. – 5:30 p.m.

Capstone and Graduation Luncheon

December 14 | 8:30 a.m. – 2:00 p.m.

Post-Program Coaching

January – February



Manhattanville College School of Business is recognized by SHRM to offer Professional Development Credits (PDCs). This program is eligible for PDCs for SHRM-CP® or SHRM-SCP®.

### THANK YOU TO OUR SPONSORS



## MODULE 1

### Executive Presence

September 13 | 8:30 a.m. – 5:30 p.m.

What differentiates a high performer from a high performer with leadership potential? Executive Presence. Executive Presence is that intangible "it" factor that leaders convey while interacting with others, whether in formal or informal environments, in all modes of communication, and in all settings. The ability to project gravitas, confidence, poise under pressure, and decisiveness is studied in this module. Furthermore, communication, including speaking skills, assertiveness and the ability to read an audience or situation, and appearance contribute to a person's perceived executive presence. The Executive Presence module will conclude with a capstone presentation by participant cohorts.

#### Learning Objectives

- Enhance your professional presence, personal impact and influence
- Develop a more culturally effective leadership style
- Think effectively on your feet
- Stay poised under pressure
- Leverage your individual strengths

## MODULE 2

### Business and Financial Acumen

September 27 | 8:30 a.m. – 5:30 p.m.

Business and Financial Acumen is all about seeing the big picture and recognizing that all decisions, no matter how small, will impact the financial structure and capability of an enterprise. In today's fast-paced and unpredictable environment, it is essential for business leaders to possess enterprising techniques for knowing their business and the competition, positioning for competitive advantage. Participants are provided with the tools and methods to develop business acumen, learning what CEOs do instinctively and persistently. This module will simplify the true nature of business with the CEO perspective on critical thinking and finance, while offering practical techniques to be productive and results-oriented through problem solving and solid decision making.

#### Learning Objectives

- Learn the basic building blocks of business and finance and how to use them
- Describe the role that critical thinking plays in the long-term financial success of an organization
- Identify competencies needed for critical thinking and above market financial results
- Follow a process to effectively define and analyze a problem; consider alternatives; select and implement and evaluate a solution, resulting in the optimal financial outcome
- Explain what drives profitability and cash flow, a finance-focused approach to the business, and an overall big picture understanding of the business and its interrelationships
- Identify key issues that face the organization and are likely to affect it in the future

## MODULE 3

### Strategic Thinking

October 12 | 8:30 a.m. – 5:30 p.m.

Learn why strategic thinking is different from strategic planning and how necessary it is to move your business forward ahead of the competition. Strategic thinking is a mindset. It is a disciplined thinking process of analysis, evaluation and insight in order to develop the best program of action for the business, delivering the highest positive impact. Participant learning will be enhanced by directly engaging in vibrant, comprehensive and relevant class discussions on program concepts using a business simulation.

#### Learning Objectives

- Deal with uncertainty
- Leverage your competitive advantage
- Enhance your ability to stay adaptable
- Challenge the status quo
- Explain how the marketplace affects strategic thinking

## MODULE 4

### Productively Leading Organizations

October 25 | 8:30 a.m. – 5:30 p.m.

Productivity carries different meanings based on industry, size and culture of an organization. What is consistent across organizations is that being productive means achieving significant and measurable results. As a leader, your productivity is largely dependent upon the work of others.

In this module we will explore the challenges of leading a productive team. We will explore the dynamics of leading others, how your leadership behaviors can impact the team, collaboration and change management. We will explore the ability to set appropriate performance measures to assess organizational productivity with the end result of achieving greater competitive success.

#### Learning Objectives

- Learn how to enhance and develop your leadership effectiveness by understanding your preferred style and attributes
- Explore alternative approaches and techniques for leading and managing teams
- Develop approaches to measuring productivity aligned with your company's strategic goals
- Synthesize learnings to maximize your personal leadership impact

## ABOUT WLI

Started in January 2015, the Women's Leadership Institute was launched to assist women in reaching the highest desired levels of leadership, and developing their own leadership styles to embrace their power and status in the workplace.

## MODULE 5

### Communicating Across Differences

November 8 | 8:30 a.m. – 5:30 p.m.

The premise of how to be an effective leader in today's work environment is to appreciate the values and challenges of a diverse workforce. Through personal reflections and interactive experiences, this module will highlight workforce trends as well as individual biases that impact on effective communication across differences such as gender, generations and globalization.

#### Learning Objectives

- Identify key elements of a diverse workforce, including race, gender, age and cross-cultural issues
- Learn about communication issues across 3G differences (Gender, Generation, and Globalization)
- Explore cultural influences and key personal values that lead to conscious and unconscious biases that affect all communications
- Understand the communication style and emotional needs of the opposite gender
- Study the work values and communication preferences of multiple generations in today's workplace
- Master how to communicate and motivate a global workforce effectively by means of cross-cultural knowledge and intelligence

## MODULE 6

### Negotiation and Situational Influence

November 29 | 8:30 a.m. – 5:30 p.m.

Negotiation is a dynamic, interactive process. At its most basic, it is a process of communication between two or more persons aimed at advancing specific interests through an agreement. In an ideal situation, there is an agreement on desired joint action that allows each person/group to give what the other wants.

To be an apt negotiator requires an awareness of one's self, blind spots, and the relationship with the other, an understanding of the impact of how the problem is framed, recognition of cognitive bias, and particular communication skills. It also requires an understanding of a framework to evaluate the relevant variables, including what would be the alternative to a non-negotiated agreement.

#### Learning Objectives

- Identify personal conflict style and values
- Demonstrate core principles of negotiation
- Understand the effect of cognitive bias
- Learn and demonstrate negotiation techniques
- Explore what may cause a poor negotiation

## VISION

To provide women with the skills and resources needed to succeed in business as well as creating a place where they can collaborate, allowing them to develop their own unique presence in the executive suite.

## MISSION

To advance the personal and professional development of women by offering a comprehensive array of programs, mentoring and coaching, and training.



Manhattanville College  
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Women's  
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