

NEW! Member Exclusive Leadership Development Offering

The **WISE Emerging Leaders Certificate Program** is specifically designed to expand the leadership capabilities of female professionals in middle management. This program will help participants hone their understanding and application of business, strategic and financial acumen and prepare them for advancement. Throughout the program, participants will be asked to complete an assessment to ensure knowledge transfer.

The inaugural class begins **April 28, 2021**, and meets every Wednesday through May 12 for two-and-a-half hours (2 p.m.–4:30 p.m. ET). Class dates are April 28, May 5 and May 12.

CURRICULUM AND KEY BUSINESS OUTCOMES

Pulling Back the Financial Curtain™ – Financial acumen is a critical competency for all employees, not just business leaders. Learn basic financial terminology and how to read and interpret three key financial statements: the balance sheet, the income statement and the cash flow statement.

Strategic Relationships for Business Success – While networking is important for success, not all networks are created equal. Learn what makes a network strategic, analyze your current networks and identify opportunities for strengthening them.

Think Like a CEO™ – It's never too early or too late to enhance your business talents, but without action, women's careers plateau. Learn the four key business outcomes that executives monitor and understand how your work drives these outcomes. Also, gain insight into how aligning work to business outcomes differentiates talent for career success.

Speak the Language of Power™ – The Language of Power is the language of outcomes and communicating effectively in this language is a vital success factor. Showcase your business, strategic and financial acumen and communicate using the language of the C-suite.

Show Them the Money – Strategic and financial acumen aren't skills exclusive to MBAs and executives. Learn how to develop a strong foundation for understanding, executing or creating strategy, and the role of financial measures in the process.

Strategy: Art, Science and Mystery – Strategy is the ultimate responsibility of every business leader. Companies succeed when they get it right and fail when they get it wrong. Learn a systematic approach to strategic planning and the 20 questions that must be addressed in order to build an actionable strategic plan.

WHO SHOULD ATTEND

Middle managers, defined as supervisors, project leads, managers, senior managers and directors (depending on organization structure and size)

FORMAT

Facilitated virtual sessions by Leading Women, a WISE professional development partner.



Offered up to two times per year



Six modules



Peer-to-peer
Cohort size: 100 max.



Business and financial acumen

REGISTRATION

Program fee is \$1,800 per person. To register, you must be professional level WISE member in good standing. Registration deadline is April 20. We expect space to fill up quickly.

For more information, visit
WISEEmergingLeaders.org