



STRATEGIC LEADERSHIP

Module 1: Kimberly Pace – Professor for the Practice of Communication

Managing Self: Developing Your Personal Brand

Develop an Executive Personal Brand by using skills designed to manage your reputation, pitch your unique strengths to others, and make authentic connections with others. Creating your personal brand will ensure that how you want to be perceived by others aligns with your actions and behaviors.

Managing Self

- What is Executive Personal Brand
- Current Brand Personality
- Analyzing Current Brand Personality
- Desired Brand Personality
- USP (Unique Selling Proposition)

Pre-Presence

- What is Pre-Presence
- Writing Emails
- Voicemails

Presence

- What is Presence
- Presentation Overview/Persuasion Tactics
- Overcoming Stage Fright
- Connect / Use of Body Language
- Facial Expressions / Vary Your Voice
- Persuasion Tactics
- Creating Personal Brand Pitch
- Interpersonal Presentation Tips

Post-Presence

- What is Post-Presence
- Video Indra Nooyi – Importance of Communication Skills
- Video Warren Buffet – Speaking
- Thank You Notes
- Personal Connections
- Personal Brand Toolkit – You Action Plan

Module 2: Ranga Ramanujam – Richard M. and Betty Ruth Miller Professor of Management

Leading Teams and Organizations

You will identify the keys drivers of performance of individuals, teams, and organizations and apply concepts and frameworks for enhancing their effectiveness.

Motivation

- Introduction to Motivation
- Individual Mindset
- Process-Based View of Motivation
- Social-Comparison in Motivation
- The Motivating Potential of Jobs

Team Dynamics

- Introduction to Team Dynamics
- Teams and Working Groups
- Team Effectiveness
- Psychological Safety and Collaboration

Organizational Design

- Introduction to Organizational Design
- A Framework for Organizational Design and Performance
- Organizational Structure
- Comparison of Different Structures (Functional, Divisional & Matrix)

Organizational Culture

- Introduction to Organizational Culture
- The Importance of Culture
- The Elements of Culture
- Managing Organizational Culture

Module 3: Ray Friedman – Brownlee O. Currey Professor of Management

Leading Change

Act as a change leader by implementing effective strategies to improve how individuals and organizations react to change.

Leading Change

- Introduction to Course Project
- The Lewin Model
- Unfreezing

Personal Change

- The 3 Keys to Change
- Relating
- Reframing
- Mechanisms

Module 4: Ray Friedman – Brownlee O. Currey Professor of Management

Organizational Change

- The Kotter Model
- Vision and Gaining Buy In
- Listening
- Symbolic Action and Visuals
- Building a Coalition
- Media Richness
- Timing Issues
- Finalizing Course Project

Certificate in Business Strategy

Receive a Certificate from Vanderbilt University by completing all 4 courses – Strategic Leadership, Finance & Accounting, Strategic Innovation and Strategy & Operations