George Washington University
Women in Leadership Certificate Program

You aspire to stand out from the others. You aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp. Until now.

Your own pace in your own space

Enjoy the benefits of online learning. Create your own schedule and complete the course at your convenience.

During the 8-module Women in Leadership Certificate Program, you’ll solve real-world challenges and use best practices developed by top companies. Female leadership experts guide you through every step of your journey. Build your toolset and develop your unique, personalized Women in Leadership Portfolio.

Industry leaders, professionals & educational experts

Gain direct access to the world-renowned faculty – female industry leaders and trendsetters who practice the art of transition from home life to work life every day. Learn more about our exceptional faculty at https://zs.business.gwu.edu/.

Online learning benefits

• Absorb at your own pace
• Easily fits into your busy schedule
• Relax in your own environment
• Replay video presentations
• Review materials as often as needed
• Partake in subject discussions
• Download course templates to share

Register at https://zs.business.gwu.edu/
202-204-7608
No other program delivers like The George Washington University School of Business. You’re broken away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and action implementation. Learn more details about the online Women in Leadership Certificate Program at The George Washington University School of Business, including takeaways and learning objectives, at https://zs.business.gwu.edu/.

**MODULE 1: PILLARS OF POSITIVITY**
Understand the difference in positive networking and managing for female leaders. Learn how to create change within an organization through inspiring positive self-awareness, generating essential dialogue, and providing daily motivation.

- Develop your own feminine strength, style and strategies of confidence.
- Discover the power of high achieving female role models.
- Break down silos and the glass ceiling.

**MODULE 2: INSPIRING EMOTIONAL INTELLIGENCE**
Identify and assess empathy among employees and colleagues. Discover how to utilize your own experiences to inspire and lead team dynamics through successful opportunities.

- Overcome individual and interpersonal barriers.
- Learn how to train teams for greatness.
- Uncover why TEDx, EI Movies and YouTube inspire personnel.

**MODULE 3: PROFITABLE PHILANTHROPY**
Discover how to engage your community and increase your ethical ROI. Understand the power of leveraging your communal efforts to improve and strengthen your relationships, resulting in increased organizational performance.

- Determine the importance of share of voice and collaboration for profit.
- Identify the need for corporate social responsibility vs. opportunity.
- Learn how cross-pollination of humanitarian efforts effect on the bottom line.
MODULE 4: WINNING THE WORK-LIFE BALANCE
Learn to embrace your self-confidence and expand your leadership identity during a global crisis. Develop and implement an action plan to excel as a female leader while balancing your professional and personal life.

- Identify the 4 elements to a successful balance: learn, interact, framework, excel.
- Discover how progressive conservatism influences female leadership.
- Develop an action plan to be a motivated female mentor.

MODULE 5: IMPROVING COMMUNICATION HABITS
Overcome challenges with diversity and adversity in a dynamic work environment. Generate strategies to communicate with a dynamic work force while facing the challenges, barriers and exceptions for inclusion and diversity.

- Uncover verbal and nonverbal communication patterns.
- Learn the effect of power plays and gender rituals in the office.
- Develop your own style for speaking and presenting.

MODULE 6: ACTIONS & ACCOUNTABILITY
Create space for decision making and practice for employees and administration. Apply a strategy for how and when to take timely and decisive action in managing the behavior of employees, and the organization as a whole.

- Identify how female encouragement is used in the decision-making process.
- Generate advocacy and reformation for change in policy.
- Learn how to direct using resource allocation to improve employee performance and exercise influence.
Develop collaborative communication processes and skills for negotiation. Harness the power of your actions to lead and manage efforts in your organization, resulting in measurable and accountable projects.

- Discover ways to enhance your confidence, behavior and actions.
- Understand the benefits of respect, resolution and returns for female negotiators.
- Learn close to the vest strategies – she who speaks first loses the game.

MODULE 8: DRIVING IDEA GENERATION, TRANSFORMATIONAL VS. TRANSACTIONAL

Learn to use idea sprinting and the birth of new products as a means for intellectual growth and relevancy. Determine how ideas generated within an organization lead to transformational and transactional success.

- Uncover the behavior styles of a strong female.
- Identify the importance of the leader-member exchange theory.
- Drive agility and mentorship while instilling standards for achievement among employees.

Lead Teams More Effectively with Your Certificate from The George Washington University School of Business

Your George Washington University School of Business Women in Leadership Certificate provides you the differentiating factor. It proves that you have completed all modules, as well as the cumulative Capstone Project. You’ll walk away with confidence and your own, professional Women in Leadership Portfolio.
The George Washington University School of Business leadership team sets us apart. From academic scholars and creative influencers, to prominent lawyers and distinguished journalists, all are experts in their field. View the complete bios of our Faculty and Leadership Board, at https://zs.business.gwu.edu/.

**DR. SARIT J. LEVY**

Dr. Levy is an entrepreneur with a PhD in business administration from Touro University Int., as well as an MS in management engineering and computer science from Long Island University. From patent acquisition and business plan writing, to developing a web platform, Dr. Levy is continually deploying successful foundations and practices for each organization she encounters.

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**BLANCA GREENSTEIN, ESQ.**

Blanca was a lawyer for 25 years, serving as a trial lawyer, head of litigation for Ocwen Loan Servicing LLC, and partner of two major law firms. She’s an inventor of a patented, custom, high-volume corporate email management program called Ingate. Blanca is a world-wide public speaker feels her true calling is to educate and empower women.

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**CORVAYA JEFFRIES**

Corvaya is a renowned journalist for leading US news teams. She launched ‘Florida Time’, an online news product. She is a driven thought leader, with dedication to copy-writing, editing and multi-platform production. She is a CNN Diversity Fellow and winner of Cox Media Group’s Digital Talent Program and continues to be an empowered female leader.

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**STEPHENE KLEIN**

Stephene has an MBA, MPH, and MPH, with focus in leadership, CAM and functional nutrition. She is a positivity influencer who focuses on resilience, resourcefulness, resolve, and reinvention. She has 20+ years in public relations, marketing, advertising, and business development, and has received awards for creative writing and video production.
Attend The George Washington University School of Business online learning to generate new ideas, start conversations, and develop solutions to help your company lead the industry and become more profitable.

Contact us to learn how you can begin your journey with The George Washington University School of Business Women in Leadership Certificate Program today!

CALL US TODAY
202-204-7608
Brought to you by Zschool

You learn how to focus on bringing innovative concepts to life when you step into the future of executive education with Zschool. Traditional learning approaches don’t capture the interdisciplinary demands of today’s executives. That’s where the difference of Zschool comes in.

The Zschool Difference

Our programs are for professionals who desire advancement the ability to reach their goals. Courses typically combine several different fields of study and offer you unique opportunities to broaden and deepen your knowledge and skills.

By combining the academic rigor of a university with the real-world practicality of generating ROI, our enriched programs cast you into real-world situations. You develop strategies and roadmaps and make complicated decisions applicable to your own work environment.

In addition to role-playing and simulations, you create your own executive portfolio with customized templates that you can use immediately in your workplace. You complete a Capstone Project designed to apply your knowledge and reinforce what you’ve learned throughout the program.

Executive Education Expert

Zschool’s network of executive education experts are also industry leaders in their field. They consult to many of the world’s top universities. They provide strategic guidance and advice to leading corporations on cutting-edge topics relevant to business growth. As expert coaches, they lead you step-by-step through the complicated maze of new frameworks, strategy models, and innovative design concepts.

Helping your business achieve the Next Level

Zschool can work with your staff to design curriculum unique to your organizational needs. From building industry specific case studies to developing customized in-house training programs. Learn how your company would benefit from the world-class Executive Education offerings provided by Zschool.

For more information visit Zschool.com

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