



DIGITAL BADGE IN LEADERSHIP EXCELLENCE

POWERED BY:



Coles College of Business
Executive Education Programs

SUPPORTED BY:



DRIVE BUSINESS RESULTS. LEAD ORGANIZATIONAL CHANGE.

YOUR GUIDES



LEAD GUIDE
STEVE OLSON, PH.D.
LEADERSHIP EXPERT



ANDY CROWE
CEO, VELOCITEACH



EVERETT DARBY
CHANGE EXPERT



VIRGINIA MEANS
SENIOR HR EXECUTIVE

The Digital Badge in Leadership Excellence mobile-learning program is designed for **professionals at all levels** who want to reach their fullest potential as leaders, innovators, and change-makers. You will master the knowledge and skills needed to become a highly-respected leader inside your organization.

The program content is designed and delivered by award-winning business school professors, senior executives, and leadership authors and experts from around the world. The program focuses on the 8 leader roles and 24 skills that deliver excellence!



Adapted from the Competing Values Framework, R.E. Quinn and J. Rohrbaugh (1983)

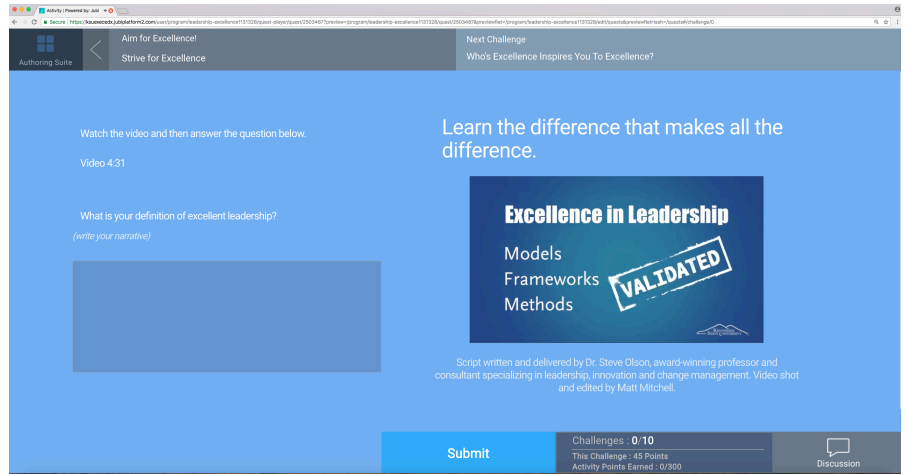
WHAT'S
DIFFERENT
ABOUT THIS
PROGRAM?

Leadercast



In addition to your Guides, Leadercast provides thought-provoking videos featuring leadership experts including:

- Andy Stanley**
Leadership Communicator
- Kat Cole**
President, FOCUS Brands
- Rorke Denver**
Navy SEAL Commander
- Cheryl Bachelder**
Former CEO, Popeyes
- Henry Cloud**
Leadership Expert
- Patrick Lencioni**
Best-Selling Author
- Andy Crowe**
Project Management Expert
- ...plus 18 more leadership authors and experts



Award-Winning Platform

Jubi is a modern learning platform that transforms learning from an event to a highly-engaging process. It motivates learners to attain higher levels of skill, achievement, and productivity.



YOUR
TRUSTED
CURATOR

Coles College of Business

The Michael J. Coles College of Business, recognized as leaders in higher education innovation, is paving the way again! This leadership development program offers practical knowledge, backed by research and proven in practice. The program provides just enough knowledge, just in time, at your fingertips 24/7!

The Coles Executive MBA program was recently ranked #1 in the State Of Georgia by CEO magazine.

Earn A New Credential

Complete the mobile-learning portion of the program and earn a **Digital Badge in Leadership Excellence** that you can display in the certifications section of your LinkedIn profile page, and announce to the world through other social media outlets like Twitter and Facebook.

Conquer the 10 Levels

- Aim for Excellence!
- Leader as Director
- Leader as Producer
- Leader as Mentor
- Leader as Facilitator
- Leader as Monitor
- Leader as Coordinator
- Leader as Innovator
- Leader as Broker
- Make It Happen!

Your Reward: Earn a Digital Badge in Leadership Excellence!



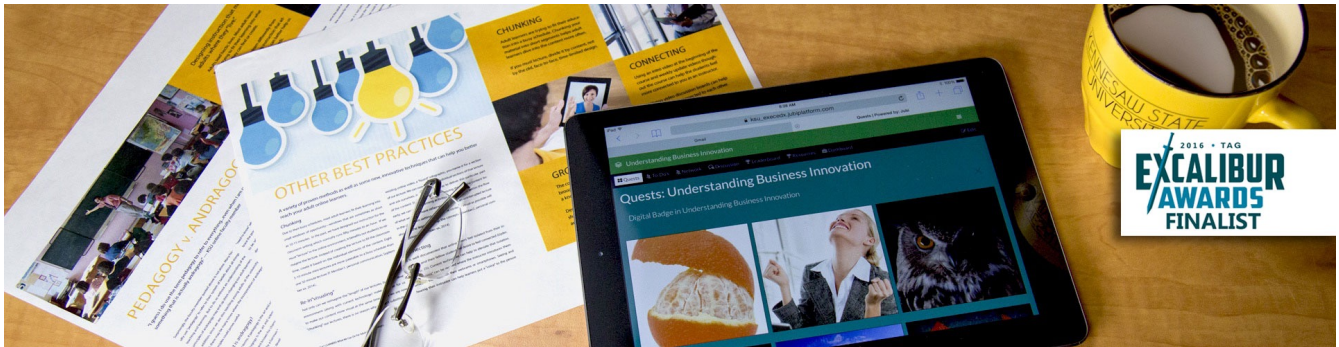
Digital Badges Named #1 Trend

The *U.S. News and World Report* magazine named Digital Badges and micro-credentials the #1 trend to watch in higher education and workforce development in 2017. Digital credentialing is gaining in popularity with professionals of all ages as the new way to display your new knowledge and skills to the rest of the world.

DIGITAL
BADGE IN
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WHAT'S
SPECIAL
ABOUT THE
PLATFORM?

Experience Level 4 Online Learning



Most of us have only experienced the Level 1 and Level 2 versions of online learning which offer sub-standard content, passive learning, and clumsy technology. The Certificate Program in Leadership Excellence uses the **Jubi platform** which delivers a Level 4 experience that uses the best practices in **gamification**, **micro-learning**, and **collaborative application**.

This unique approach to hybrid program design was chosen as an **Excalibur Awards Finalist** by the Technology Association of Georgia for innovation in technology enhanced learning.

WHAT WILL
I LEARN?

Master the 8 Leader Roles and the 24 Leadership Skills

This leadership program focuses on the eight roles that leaders need to master in order to achieve leadership excellence. The eight leader roles are Director, Producer, Mentor, Facilitator, Monitor, Coordinator, Innovator and Broker. The program topics include:

- Create and Communicate a Shared Vision
- Set Strategic and SMART Goals
- Organize for Excellence and Delegate Effectively
- Drive Productivity and Design the Work
- Foster a Positive Work Environment
- Manage Time and Stress, Build Resilience
- Understand Self and Communicate Effectively
- Coach for Performance, Coach for Development
- Build and Lead Teams, Resolve Conflicts
- Manage Information and Monitor Core Processes
- Scope Projects, Build Schedules and Budgets
- Lead Positive Change, Create Change Readiness
- Think Creatively and Cultivate Innovation
- Build Relationships and Negotiate Commitments
- Exercise Power and Influence, Present Ideas



The Application Labs

The Choice is Yours!

How do you like to learn? You can participate in the program 100% online or also attend four Application Labs that dive deeper into the topics. Call 470-578-3685 for details!

WHAT
DOES THE
PROGRAM
COST?

For **\$895 per person**, you will experience 40+ hours of high-quality instructional videos that were developed by the Coles College of Business and leadership experts at Leadercast. Complete the mobile-learning content and earn a **Digital Badge in Leadership Excellence**.

READY TO
BEGIN?

Interested? Please Send us an Email or Give us a Call

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Email: dstotz@kennesaw.edu **Office Phone:** 470-578-3685 **Mobile Phone:** 404-788-0947