



AMA's Women's Leadership Certificate Program— Ensure a Pipeline of Strong Women Leaders

Presented by: American Management Association's Women's Leadership Center



American Management Association

95 Years

of Experience

Global Leaders

in Talent Development

Transforming

People and Organizations

AMA's Women's Leadership Center

Through community and meaningful education,
we are preparing professional women for
advancement and opportunities.





Host

Lauren McNally

Director, AMA Women's Leadership Center



Presenter

Ann M. Evanston. MA

AMA Facilitator

Why the AMA Women's Leadership Certificate Program?

- Recognize leadership as a specific way of thinking that combines business acumen, vision, and introspection
- Explore the crucial leadership skills organizations demand
- Find your true, dynamic voice as a leader and shape an authentic leadership message

Why the AMA Women's Leadership Certificate Program?

- Overcome preconceived notions that can sabotage women in business
- Present yourself as someone who adds value to the organization
- Increase your confidence and be comfortable with risk-taking

What are the Skills Needed for Women Today?




Poll

Which of these do you feel are most important in your organizations?

- Communicating effectively
- Negotiating
- Influencing results
- Strategic planning
- Strategic direction
- Risk analysis
- Creating and demonstrating value



The Value to Your Organization

A woman with dark hair tied back, wearing glasses and a white long-sleeved shirt, is seated at a wooden desk. She is looking at a laptop screen and holding a smartphone in her left hand. The desk also has a red notebook and a glass of water with a pen. The background is softly blurred, suggesting an office or home workspace.

- Confident women leaders ready to lead with courage and conviction
- Women ready to speak up and lean into discussions, opportunities and change
- Leaders who understand the power of a compelling message and business use cases

The Value to Your Organization

- Women shifting from tactical contributors to strategic thinkers and communicators
- Highly connected and networked women who can demonstrate team value and participate in high visibility projects
- Women who step in as influencers and negotiators

Women in Leadership




“Next time you’re about to call a little girl ‘bossy,’ instead tell her she has executive leadership skills.”

*—Sheryl Sandberg
COO and Member of the
Board at Facebook*

Tools for Beyond the Course

- Participant notebook
- HBR articles on strategic thinking and negotiation
- Assessments: Leadership Style and Negotiation Style
- Organizational value-based Case Study review and feedback
- Module Most Important Points and Next Steps
- 12-Month Leadership Inspiration Journal
- Access to specific AMA OnDemand e-learning lessons
- Best Practice Skill Refreshers



"This course surpassed my expectations. I highly recommend the Women's Leadership Certificate Program to female professionals in ANY role."

- Dannelta D., Government Agency

"This was a really good class. The exercises were key to help us focus on our skills in negotiation and business acumen."

*- Kristie G., Assembly Maintenance
Training Coordinator, Automotive Industry*

Upcoming 2021 Live Online Sessions

March 8

March 15

March 29

April 6

April 19

May 3

May 10

May 27

June 8

June 21



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\$700 OFF

Use Code LMQV

www.amanet.org/2960

Poll

What type of training are you interested in?

- For Myself
- For My Team
- For My Organization

