



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

August 17 - 21, 2020

Certificate in Business Skills for Managers

Acquire the critical skills and foundational competencies managers need for maximum effectiveness and sustained career success

Our Participants Say it Best:

"This is one of the best courses I've ever attended. Everything was outstanding. The entire facility, course, set-up, hands-on and most important – facilitators. It was great learning under you! I had a very good experience."

A. Epshtein,
Production Supervisor,
Precision Drilling

"I learned to understand my style, then how to apply it in the real world, at my work place, and other social interactions as well."

M. Zia,
ICT Operations
Manager,
GTAA

"This course was very detailed yet enjoyable. I found all modules relevant to any work, and there are a number of things I can take back and use to enhance my expertise. I would recommend this course to any manager or supervisor, regardless of their field."

J. Varga,
Manager,
Ontario Medical
Association

Skills covered include the following:

- Management Strategies
- Critical Thinking, Innovation and Problem-Solving
- Management Communications
- Taking Control of Your Stress
- Leadership and Teambuilding
- Foundations in Financial Management
- Project Management - Critical Success Factors
- Effective Business Writing
- Verbal Presentation



35 PDU*



35 CPD

Register Today / Complete Details

<https://seec.online/12477>



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Certificate in Business Skills for Managers

Master the strategic competencies essential for managers today.

Effective written and verbal communications skills, sound strategic thinking and project execution skills are just three core competencies for long-term management success. **If you are a professional manager who wants to advance your career through sound learning and skills development, the Certificate in Business Skills is the ideal program for your career advancement to the most senior-level positions in your organization.** You will receive essential training in key management competency areas that will help you achieve excellence in your position as manager and change leader.

Hone your skills and competencies in just five days of study

Participants will study:

- 1. Business Management Strategies**
This opening session examines the behaviours of top-performing leaders.
- 2. Critical Thinking, Innovation and Problem Solving Skills**
This session explores processes for problem solving and driving breakthrough ideas.
- 3. Management Communications Skills**
This interactive session expands your verbal communications fluency for key leadership messages at all levels within the organization.
- 4. Taking Control of Your Stress**
This session provides useful tools and guidelines for self-awareness and self-management of stress to be more productive personally and professionally.
- 5. Leadership and Teambuilding Skills in Action**
This session advances your knowledge in leadership, coaching and team dynamics.
- 6. Foundations in Financial Management Skills**
This session will increase your skills and confidence in preparing and using key financial data.
- 7. Project Management Skills for Success**
With increasing project workloads, this session highlights 8 key areas for successful project management.
- 8. Effective Business Writing Skills**
This session teaches proven guidelines to sharpen your writing style, whether for internal briefings, client materials or email correspondence.
- 9. Verbal Presentation Skills**
This session explores the dynamics of effective presentations, with emphasis on presenting to senior managers and executive committees.
- 10. Putting It All Together**
The final session is an action-learning module, allowing each participant to set business-specific goals and personal action plans they will tackle upon return to the office.

What You Will Learn

1. The **most important leadership competencies** for managers
2. How to **convey your message persuasively** in your business writing and verbal presentations
3. **Critical thinking, innovation and problem solving techniques** to tackle any business challenge
4. Using **project management frameworks** for all of your assignments
5. Effective **leadership and teambuilding strategies**
6. Preparing **budgets and financial analysis** to support your business decisions
7. **Productivity management and stress management** techniques
8. **Coaching your staff** for success
9. How to **foster relationships** with senior management, clients and cross-functional teams
10. How to apply your course learnings to create your own **long term management development plan**
11. **Communicate more assertively and diplomatically** to upper management, peers and staff



Receive advanced management training in 10 key learning areas.

Overview of Program Content Modules

Business Management Strategies

- Strategic behaviours of top-performing managers
- Complex problem solving
- Becoming operationally invaluable
- Moving your strategy forward

Critical Thinking, Innovation and Problem Solving Skills

Explore processes for **problem solving and driving breakthrough ideas.**

- Managing individual and team problem solving
- Managing the innovation process

Management Communications Skills

Expand your **verbal communications fluency** for key leadership messages at all levels within the organization.

- Planning crucial messaging
- Influencing others for performance

Taking Control of Your Stress

Useful tools and guidelines for **self-awareness and self-management of stress** to be more productive personally and professionally.

Instructor Profiles

Dom Cianfone, MBA, PhD, FCPA, FCMA, CMC, CSP

Dom is an extremely accomplished accounting instructor and sought-after speaker at Schulich.

Stephen Friedman, MA Psych

Stephen is an executive career coach with over 25-years experience teaching organizational behavior and leadership/management.

Diana Kawarsky, MA CCP

Diana is a senior communications advisor with 20 years of experience working with Fortune 500 companies, universities and colleges. **Participants will receive a copy of Diana's book *Soft Skills Volume 1*.**

- Acquire tools to self-manage self-defeating stress responses
- Learn ways to manage the stresses of management more productively

Leadership and Teambuilding Skills in Action

Advance your knowledge in **leadership, coaching and team dynamics.**

- Steps to leading high-performance, high-functioning departments
- Coaching, motivating and energizing your business teams

Foundations in Financial Management Skills

Increase your skills and confidence in **preparing and using key financial data.**

- Interpreting financial reports to support decision-making
- Using financial ratios and analysis to assess a company's financial health

Project Management Skills for Success

Develop your project skills in 8 key areas of project management.

- Project management foundations

Gail Levitt, PhD

Gail is a versatile facilitator with extensive practical and technical training in management and productivity.

Sandra Martyn, PMP

Sandi has over 20 years of experience managing projects in all sectors and teaching project planning and management skills.

Lee-Anne McAlear

Lee-Anne is an innovation specialist with over 15 years of innovation, leadership and team experience.

Michael Twohey, PhD

Michael is the Associate Director at the York University English Language Institute (YUELI).

- Critical elements of project success

Effective Business Writing Skills

Proven guidelines to **sharpen your writing style** for internal briefings, client materials and email correspondence.

- Excelling in five unique business writing styles
- Foundations for better business writing

Verbal Presentation Skills

Dynamics of effective presentations, with emphasis on presenting to senior managers and executive committees.

- Presenting to executives and senior managers
- Your presentation strategy

Putting It All Together

- Reshape perception of you as a leader
- Decision-making tools
- Presentation skills overview
- Wrapping up your learning outcomes into actionable items

For detailed program content and instructor biographies please visit us online at:



<https://seec.online/12477>

Who Should Attend

The comprehensive 10-module Certificate in Business Skills is recommended to those managers with a minimum of two years of direct employee management experience.



Learning shouldn't stop at the end of your formal education in high school or university.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

All SEEC Programs Feature:

Just-in-Time Learning for Immediate Application

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

Advanced Curriculum Structure

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

Outstanding Faculty

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

Risk Free Learning

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



A Lasting Memento

Participants receive a handsomely framed Certificate of Course Completion.



Upcoming Sessions & Locations

August 17 - 21, 2020

Schulich Executive Learning Centre
York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

Programs run 9:00 a.m. - 4:30 p.m. each day.

Program Tuition & Registration Details

Program Tuition: \$4,450 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. Complete registration details at seec.online/FAQ. HST# R119306736.

Optional Accommodation

To enhance your learning experience, participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and area partner hotels (for programs held at the Miles S. Nadal Management Centre). For details, please visit the **Contact and Locations** section of our website.

Contact Us

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at exceedinfo@schulich.yorku.ca.

