



# ATD Certificate in Strategic Leadership

Develop your leadership currency.



Certificate of Completion



Face-to-Face Courses



2 Days to Complete



Focused on a Broad Topic Within One Area of Expertise (AOE)



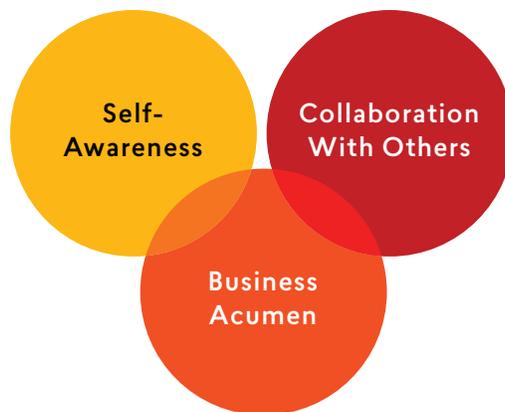
On-Site Offerings Available

Leading others is fundamental to your talent development success. Through assessments, simulations, role plays, and individualized feedback, you will discover your personal leadership style. Learn to use an ATD-exclusive needs assessment process to identify individual or organizational needs prior to developing training and other learning solutions. As a result, the effectiveness of the programs you develop will increase.

This strategic leadership program immerses you into a full simulation, integrating the leadership competencies talent development professionals need into a typical organizational challenge.

## Leadership Competency Model

The Journey



©Russell Martin & Associates

## Our Strategic Leadership Course Model

### Self-Awareness

- Self-Resiliency
- Emotional strength
- Empathy to motivate
- Trust

### Collaboration With Others

- Team vision, mission, and values
- Communication skills
- Coaching in the moment
- Managing changing roles

### Business Acumen

- Project leadership
- Innovation
- Critical thinking
- Customer focus





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## Derived From ATD Research, Backed by Our Competency Model

**ATD's Certificate in Strategic Leadership program follows the key knowledge and actions defined by research that successful learning managers must attain to develop leadership currency.**

Learn to influence team members, build organizational relationships, and manage change while aligning actions and priorities with strategic direction. Leave the program with an individualized development plan and a commitment to action that includes clear next steps to take to become a strategic leader.

### In this program, you will:

- Cultivate your leadership competencies and self-awareness to motivate and lead others through change and uncertainty.
- Build collaboration skills so you can leverage relationships for improved performance.
- Learn effective leadership techniques to coach and mentor teams and individuals to achieve higher levels of engagement.

### After this program, you will be able to:

- Inspire and lead staff by demonstrating essential leadership skill development.
- Reinforce communication required to maintain trust and awareness.
- Model personal awareness, regulation, and development.
- Leverage assessment results to align and collaborate with the team.
- Respond to others' needs collaboratively.
- Use feedback to refine your own leadership.
- Lead yourself and others through change and uncertainty.

## Related Learning Offerings

### ATD Expert Coach Program

*Elevate your skills.  
Make an impact.  
Become an exceptional coach.*

### ATD Master Performance Consultant Program

*Analyze performance gaps.  
Deliver impactful solutions.  
Foster exemplary performance.*

### Creating Leadership Development Programs Certificate

*Develop impactful programs that will develop your future superstars.*

### Integrated Talent Management Certificate

*Match your talent strategy to your organizational objectives.*

### Presentation Skills Certificate

*Gain the confidence and skills to deliver first-rate presentations.*





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## COURSE OVERVIEW

### INTRODUCTION

### MODULE 1 Self-Awareness

### MODULE 2 Collaboration With Others

### MODULE 3 Business Acumen

#### Introduction

- **What Makes a Great Leader**
- How Do You Define Your Leadership Purpose? Activity
- **21st Century Leadership Competency Model**
- **What Makes a Great Leader?**
- Simulation Start: Executives Meet-Teams Meet Activity

#### Module 1: Self-Awareness

- **Assessments - DISC Profile**
- **DISC Behavioral Dimensions**
- **DISC - Descriptors of Your Happy Place**
- **Interacting with Other Styles**
- **Adapted Style**
- **Making a Team a Whole Brain**
- Breakout Session: Executives and their Teams Meet Activity
- **Values Affect our Attitudes**

#### Module 2: Collaboration With Others

- Breakout Session: All Teams Meet Activity
- Breakout Session: Individual Teams Strategize Activity
- Where are You Now? Activity





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## Module 3: Business Acumen

- Brain Reacts Quickly to Threats Activity
- **Emotional Intelligence**
- **EQ Assessment Results**
- Emotions Activity
- **Accountability Model**
- Breakout Session: Executive and Their Teams Meet-Final Strategy Activity
- Negotiation Debrief Activity
- Breakout Session: All Teams-Final Negotiations Activity
- **Where Are You Now?**
- **21st Century Leadership Competency Model**
- **Leadership Manifesto**
- **Coaching**
- Coaching Worksheet: Logistics of Coaching Triad Activity
- **Leadership Transition Plan**
- **Leadership Scorecard**
- Mission, Vision, and Values Worksheet

## What Participants Are Saying

“ATD has a reputation for providing cutting-edge, high-quality programs that are relevant for today's learning professional.”

—Angie Wolthuis  
ATD Education Participant





## DiSC Behavioral Dimensions

DiSC is the most widely used behavioral assessment tool, adopted by organizations around the world to improve teamwork and understand different communication styles. We use DiSC to help reveal hidden talents and skills that create high-performing teams.

	Dominance	Influence	Steadiness	Compliance
Behavioral Dimension	How a person solves problems, meets challenges, and handles tasks	How a person influences people	How a person responds to the pace of his or her environment	How a person responds to the pace of his or her environment
Descriptors	Ambitious Forceful Decisive Direct Independent Challenging	Expressive Enthusiastic Friendly Demonstrative Talkative Stimulating	Methodical Systematic Reliable Steady Relaxed Modest	Analytical Contemplative Conservative Exacting Careful Deliberate
Characteristics	<ul style="list-style-type: none"> <li>• Need to direct</li> <li>• Challenge</li> <li>• Desire to win</li> <li>• Direct communication</li> <li>• Risk taker</li> </ul>	<ul style="list-style-type: none"> <li>• Need to interact</li> <li>• Need to be liked</li> <li>• Likes to be involved</li> </ul>	<ul style="list-style-type: none"> <li>• Need to serve</li> <li>• Loyal</li> <li>• Patient, relaxed</li> <li>• Long-term relationships</li> <li>• Closure</li> </ul>	<ul style="list-style-type: none"> <li>• Need for procedures</li> <li>• Follows “the book”</li> <li>• Strives for perfection</li> <li>• Precise, attentive to detail</li> </ul>
Value on a Team	<ul style="list-style-type: none"> <li>• Results oriented</li> <li>• Self-starter</li> <li>• Forward looking</li> <li>• Challenge oriented</li> <li>• Competitive</li> <li>• Challenges status quo</li> </ul>	<ul style="list-style-type: none"> <li>• Motivates others</li> <li>• Creative problem solving</li> <li>• Team player</li> <li>• Sense of humor</li> <li>• Negotiates conflict</li> </ul>	<ul style="list-style-type: none"> <li>• Dependable team worker</li> <li>• Great listener</li> <li>• Patient and empathetic</li> <li>• Logical thinker</li> <li>• Finishes tasks started</li> <li>• Loyal, long-term relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Objective thinker</li> <li>• Conscientious</li> <li>• Maintains high standards</li> <li>• Task oriented</li> <li>• Diplomatic</li> <li>• Pays attention to details</li> </ul>





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Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

## What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

**95+**   
Course Topics

**900+**   
Organizations Have Trained With Us

**120+**  
Countries With an ATD Presence 

**100,000+**  
Professionals Have Learned With ATD Education 

## Ready to Get Started?



### Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: **855.404.2783**

Visit: **[www.td.org/learningpath](http://www.td.org/learningpath)**



### Register Online

- Visit **[www.td.org/atdstrategicleadershipcert](http://www.td.org/atdstrategicleadershipcert)**.
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.



### Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: **888.816.7813**

Email: **[enterprise@td.org](mailto:enterprise@td.org)**

**We Are Here to Help You and Your Team Learn, Grow, and Improve!**



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