

# Professional Edge Certificate Program

The Professional Edge Certificate is a 16-week, professional certificate program. The program is delivered via state-of-the-art distance learning technology.

Participants in this program acquire the necessary knowledge, skills, tools and frameworks needed to develop the interpersonal acumen and social skills critical to success in today's business environment. Upon completion of the Professional Edge Certificate Program, participants will have increased self-awareness and improved self-management capabilities so that they can exhibit an executive and professional presence in a dynamic business environment. Specifically, participants will:

1. Understand the factors that lead to professional success
2. Learn how to assess and develop your professional image
3. Build strategic self-awareness
4. Learn how to influence the perceptions of others
5. Understand how to best use mentors and advocates
6. Utilize business protocol
7. Build social and emotional competence

In addition to receiving a thorough understanding of how to develop their professional edge, participants are provided extensive resource materials, including:

- The Professional Edge workbook and pocket cards
- A personal communication assessment
- The following reference books:
  - "You Did What? The Biggest Blunders Professionals Make"
  - "You Said What? The Biggest Communication Mistakes Professionals Make"
  - "Enhancing Your Executive Edge: How to Build the Skills to Lead and Succeed"
- The app Zig360: Building Your Strategic Plan

## Key Features

- The Professional Edge Certificate is a cohort-based, online program that uses technology to support interactivity and collaboration, creating a powerful learning experience. Classmates form strong connections, creating a network of highly trained professionals.
- The 16-week program offers 100% online classes to accommodate the busy professional's work/life schedule.
- The program blends live virtual classes with asynchronous modules to fit into your schedule.
- Expert forums conducted by subject matter experts and special guest speakers will provide deeper level insights and explorations into what it means to have 'professional presence' and branding in today's world.

## Who Should Attend the Professional Edge Certificate Program?

- Executives, managers, team leaders, and directors desiring to expand their skill set to improve their success.
- Coaches desiring to expand their professional skill set.
- Technical professionals that have a significant amount of interpersonal interaction as part, or all, of their job role.
- Companies and firms that may lack a formal Professional Edge training program for their associates.
- Internal performance improvement or organizational development consultants.
- Independent external consultants who may be launching their business and need tools, templates, and techniques to show confidence and appropriate communication.
- Executives in career transition who want to grow professionally and need to exhibit more "Executive Presence."
- Any professional who wishes to embody Professional Edge skills to enhance their leadership capabilities and, ultimately, their impact on their organization.



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