

ON-SITE
BUSINESS
TRAINING &
LEARNING
SOLUTIONS

The Leadership and Management Certification Program



As the leading provider of on-site training solutions, we will deliver the real-world skills your management team needs to achieve your business goals. The Leadership and Management Certification Program addresses essential workplace competencies that will help your managers, supervisors and team leaders reach new levels of performance excellence.

ROCKHURST
UNIVERSITY

CONTINUING EDUCATION
CENTER, INC.

Give Your Management Team the Skills They Need to Lead Your Organization into the Future!

“Training our people is the key to building a strong productive organization to face the ever-changing business environment. Rockhurst provides a high-value, personalized approach that fits the training environment that we feel is critical to building successful business leaders.”

– G. Dempsey, Executive Vice President, TricorBraun

RUCEC CERTIFICATE PROGRAM

Our in-depth certification program includes:

- Learning modules based on a specific competency, with precise, measurable learning objectives
- Pre- and post-tests that measure learning in each module and provide immediate feedback
- Courses that feature individual and group work, exercises and case studies
- Application sessions that assist the learner in transferring knowledge and skills to the workplace
- Teaching by certified trainers who are subject matter experts
- Job aids for future reference

With the **Leadership and Management Certification Program** from Rockhurst University Continuing Education Center, Inc. (RUCEC), you can train every manager, supervisor and team leader in your organization in six critical core competencies that guarantee the highest level of professionalism, leadership and performance.

This cutting-edge program offers curriculum that is tailored to incorporate the specific learning objectives you have for managers throughout your organization. The program features one-day learning modules based on specific managerial and leadership competencies. Optional one-day application sessions and job aids assist in transferring these newly learned skills into the workplace. In addition, pre- and post-tests measure progress and provide immediate feedback on results.

All training is delivered by trainers who have been certified specifically for this program. They are subject matter experts who utilize today's leading-edge adult-learning techniques – creating an entertaining and engaging training atmosphere that facilitates immediate implementation and application of these essential business skills.

And all of it can be done on a timetable that you choose – from a few days to several months – which alleviates unnecessary burdens on your company's already packed schedule.

6 Critical Skills Every Manager or Supervisor Needs

We have identified the professional skills that are critical for successful managers and supervisors – no matter what field of business they're in. These competencies are the foundation of this certification program. There are six separate skill-building modules that strengthen specific skill sets your management team needs:

1. Leadership
2. Management
3. Communication
4. Coaching
5. Organization
6. Change Management

These programs are highly interactive, with learner participation at both the individual and group level. After this training, your management team will be positioned to better handle workplace challenges and become inspirational leaders for your organization. **Contact your training consultant at 1-800-344-4613 for more information.**

CONTACT US FOR MORE INFORMATION

Contact your training consultant for more information on this cutting-edge program. Call

1-800-344-4613 or e-mail us at onsite@natsem.com.

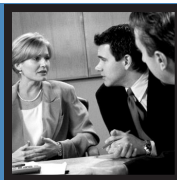
HOW YOUR ORGANIZATION WILL **REALIZE AN OUTSTANDING RETURN ON INVESTMENT** From the Leadership and Management Certification Program

When your management staff completes this certification program, they'll be able to:

- Achieve greater productivity at the individual and organizational level through more effective planning, delegation and management of workflows
- Increase organizational efficiency and profitability by coaching, counseling and mentoring your employees to higher levels of performance
- Generate enthusiasm and employee commitment by eloquently communicating a clear vision and goal for the entire organization
- Increase your organization's ability to adapt and function during times of change and uncertainty by mastering the art of change management
- Deal tactfully with unacceptable behavior, resolve conflicts and boost employee performance through effective feedback
- Create an environment that supports employee initiative, rewards creativity and recognizes employee achievements
- Turn around problem employees by partnering with them for behavioral and performance change
- Communicate with diplomacy and tact even in the most difficult situations
- Effectively lead your organization into the future with poise, confidence and credibility
- And much more!

Contact your on-site training consultant in our Business Training and Development department at 1-800-344-4613 today and find out why this certification training may be the most important training you'll ever bring to your company!

On-Site Training Develops Skill Sets and Enhances Employee Performance and Productivity



Our high-impact training is designed to address any performance issue you face or close specific knowledge gaps within your organization. Based on the latest principles of knowledge management, our training programs are competency-based, skill-building and experiential. Content is targeted to your learning objectives and organizational goals – for performance improvement that lasts.

For more information, contact your training consultant at 1-800-344-4613, via e-mail at onsite@natsem.com, or visit us on the Web at www.natsem.com.

Training Created by One of the World's Most Respected Educators!

RUCEC is a division of Rockhurst University, part of the largest network of independent higher education institutions in the nation, and a school consistently ranked as one of the Top 15 universities in the Midwest by *U.S. News and World Report*.

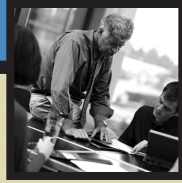
Founded in 1910, Rockhurst is a sister school to other teaching leaders, such as Georgetown and Marquette universities, and is renowned for academic excellence and a commitment to ethics, justice and service to others.

As the training arm of the university, RUCEC trains hundreds of thousands of success-minded businesspeople annually in hundreds of topics ranging from management and supervision, business writing, customer service, communication, time management, human resources and more!

"I would like to express my sincere thanks and appreciation for the efforts of [Rockhurst University Continuing Education Center, Inc.] in making this another successful training opportunity for our management staff."

– M. Croom, Special Concerns Manager, NHLBI
Department of Health & Human Services

Leadership and Management Certification Program



Competency Module Descriptions

LEADERSHIP

Understand and adopt the traits and attributes of today's top leaders. Learn to establish professional credibility and influence with peers, set realistic and achievable goals, create a positive and creative work environment, and develop conflict management skills.

COACHING

Learn the secrets to creating a positive and productive work environment by giving your staff the tools they need to grow personally and professionally. Deal tactfully with unacceptable behavior, resolve conflicts and boost performance through effective feedback.

MANAGEMENT

Develop and apply proven management skills and behaviors, and use critical thinking processes for problem solving and increasing productivity. Improve employee performance and manage crisis situations through effective management techniques.

ORGANIZATION

Identify and overcome barriers to personal productivity, learn to schedule time and maximize your efficiency, organize workspace, minimize interruptions by taking control and demonstrate how to use delegation as an organization strategy.

COMMUNICATION

Learn the essentials of both verbal and nonverbal communication and overcome personal communication challenges. Become a more assertive communicator and apply the fundamentals of communicating with tact and finesse in difficult situations.

CHANGE MANAGEMENT

Create a positive work environment that promotes cooperation by learning how to deal more effectively with change when it occurs. Learn to modify and adapt goals, respond to issues before they reach crisis mode and control anxiety.

ROCKHURST UNIVERSITY CONTINUING EDUCATION CENTER, INC.
ON-SITE TRAINING DIVISION

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