

KEY BENEFITS OF THIS 8 CREDIT eLEARNING CERTIFICATE

Effective leadership skills are essential for professional growth and to provide maximum value to clinicians. Through various leadership theories, principles, and models, the Management Development Specialty Certificate Program builds essential leadership skills to support strong communication, optimal performance, employee and team development, resource allocation, conflict resolution, and the hiring process.

The following eModules (each self-paced, approximately 20 min in length) are required to complete the certificate. This certificate is also a requirement of the ASM Certificate Program.

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- A Profile of Management and Leadership
 - Appraising Employee Performance
 - Attracting Appropriate Candidates for Sales Roles
 - Collaborating with Other Groups and Divisions
 - Communicating with a Diverse Workforce
 - Communicating Within Teams
 - Conducting Team Meetings and Managing Conflict
 - Decision Making as a Function of Leadership
 - Developing Work Teams
 - District Team Development and Management
 - Effective Business Communication
 - Effective Communication for Leaders
 - Elements of Good Communication
 - Hiring the Right Applicant
 - How Leaders Achieve a Diverse and Inclusive Workforce
 - How Leaders Create a Coaching Culture
 - How Leaders Drive High Performance
 - How Leaders Manage Teams
 - How Leaders Optimize their Human Resources
 - How Leaders Solve Problems
 - Managing and Advocating Change in the Workplace
 - Managing by Communicating
 - Managing Diversity in the Workforce
 - Measuring Performance of Healthcare Sales Professionals
 - Motivating Employees
 - Project and Resource Management for Leaders
 - Sales and Management Competencies
 - Self-Management for Leaders
 - Setting Employee Goals and Objectives
 - Strategic Business Planning in a Changing Healthcare Market
 - Supervising Employees
 - Theories and Principles of Leadership