

Course Catalogue

Learn about each Executive Academy development and advancement opportunity and how they fuel your growth imperative.

		Description
Partner	1-on-1 Mentoring Sessions	Team with a mentor who has extensive experience as a CEO, board chair and entrepreneur to work through challenges.
	Monthly Goal Setting and Tracking	With your mentor, set personal leadership and organizational performance goals. They will hold you accountable for progress.
	Ad Hoc Advisory Services	Consulting hours to be used as needed, delivered by an executive mentor.
Develop	The Growth Imperative Culture, Strategy and Execution	A course that uses tangible examples to demonstrate how growth in entrepreneurial organizations is accelerated by three main concepts: Culture, Strategy and Execution.
	Leading Teams & Building Culture	Geared towards team managers, this course focuses on inspiring shared vision, communicating effectively, and ensuring accountability.
	Strategic Theory	Intro to business strategy course that explores models for understanding market forces and the competitive landscape.
	Effective Execution	Dive into the importance of focus, team engagement, effective KPI's, and a cadence of accountability when it comes to execution.
	Marketing & Brand Management	Evolve your marketing strategy to digital first to have the greatest impact in the new era of Marketing.
	Accounting & Finance for Leaders	An introduction to vital finance skills such as interpreting P&L Statements, Balance Sheets and key financial metrics.
	HR for Leaders	HR fundamentals—from interview techniques to conflict resolution—to help your company develop into an Employer of Choice.
	Data Strategy for Leaders	Embrace your journey toward becoming a data-driven company by following the steps necessary to adopt a comprehensive data strategy.
Advance	360-Degree Execution Assessment	An objective analysis of your business' current success in developing and executing a strategic plan, with recommendations for improvement.
	Strategic Plan Development	A full-day workshop combining theory and collaborative sessions, using your organization to explore the concepts of creating an effective Strategic Plan.
	Market Forces & Competitor Analysis	This analysis illustrates the current market forces at work in your industry and explores a segment of your competitors to gain a competitive advantage.