

# The Michigan Certificate

## Recognise Your Executive Education Efforts

### Lifelong Learning and Continuous Improvement

Change is a constant in today's business environment, and continuous learning is critical to keep abreast of new trends and next practices, and to sustain business success. Whether you are a generalist wishing to refine your experience in a particular business function, or a specialist wishing to expand your perspectives and develop an integrated, cross-functional view of how to manage and grow your business, Michigan Certificate programs can help you focus your learning to meet your goals.

### Individual Benefits

Michigan's Certificate programs offer you a flexible way to expand your knowledge and develop new skills as you work toward your career goals, confront new challenges and attain an increased level of responsibility. A broad range of choices are available for your executive development, with the added advantages of the flexibility to earn the Certificate at a self-regulated pace and the ability to attend Michigan programs in Dubai, Singapore, Hong Kong, Thailand, India or in the United States. As always, attending an executive education program provides the opportunity to interact with experts and gain new perspectives from your peers while pursuing your professional goals. It also offers an opportunity to earn recognition from your firm and position you for further advancement.

### Corporate Benefits

From an organisational perspective, Michigan Certificate programs offer management a way to systematically address key problems and seize new opportunities by building organisational capability across a broad range of disciplines. Through targeted learning experiences, the individual or team can bring new, relevant tools and competencies to the firm by drawing on the educational experience itself.

### Your Needs Dictate the Pace

The time required to earn the Certificate is determined by you. Completion of the required number of programs may take place over as long as eight years, allowing each Certificate candidate to achieve his or her professional goals on a flexible, self-directed schedule. We invite you to contact our consultant at Leading Concepts and discover how Michigan can help you and your firm achieve your business goals.

**Michigan offers five Certificate programs as well as the opportunity to craft your own customised Certificate program.**

### Qualifying Programs

- GENERAL MANAGEMENT
    - The Michigan Executive Program
    - Business Acumen for High-Potential Leaders
    - Strategic Planning and Implementation
    - Managing in a Global Organization
    - Advanced Finance for the Nonfinancial Manager
    - Finance for the Nonfinancial Manager
    - Negotiation Strategies and Influence Skills
    - Global Program for Management Development – India
  - LEADERSHIP
    - Positive Leadership: Creating Spectacular Organizational Success [CORE]
    - Positive Leadership: Building Extraordinary Personal Leadership Capabilities [CORE]
    - Management of Managers [CORE]
    - Leadership Success for Mid-Level Managers (formerly Management II) [CORE]
    - Basic Management [CORE]
    - Becoming an Exceptional Coach
    - High-Impact Teams
    - Talent and Retention Management
  - HUMAN RESOURCES
    - Advanced Human Resource Executive Program
    - Human Resource Executive Program
    - Strategic Human Resource Planning
    - Talent and Retention Management
  - STRATEGIC MARKETING
    - The Big Picture [CORE]
    - Building and Leveraging Strong Brands
    - Profitable Pricing Practices
    - Innovation on Command
    - Strategy-Integrated Marketing Metrics
  - SALES LEADERSHIP
    - Strategies in Sales Management
    - Effective Sales Management
  - HEALTHCARE MANAGEMENT MODULES
    - Leadership and Change
    - Operations Management and Lean Concepts
    - Strategy
    - Talent Management
    - Finance
    - Economics
    - Marketing Management—The Big Picture
  - OPERATIONS
    - Leadership in Plant Operations
    - Supply Chain Management
  - CORPORATE GOVERNANCE
    - Theory and Practice of Investor Relations
- Programs highlighted in blue are either past or current Dubai based programs. Other Dubai programs may qualify.

## MICHIGAN CERTIFICATE OPTIONS

### MANAGEMENT DEVELOPMENT CERTIFICATE

- Complete two programs from the General Management and Business Acumen Subject Focus.  
Note: Our Executive Program (four-week) and Business Acumen program (two-week) each count as two programs toward completion of the Certificate.
- Plus complete two elective programs from the qualifying program list.

Designing your curriculum in this manner allows you to create in-depth learning experiences that cut across traditional functional area boundaries. Our clients tell us using this comprehensive, integrated, multidisciplinary approach provides the level of sophistication they need to formulate and compare alternative solutions and commit to new action plans for their careers and organizations.

### LEADERSHIP DEVELOPMENT CERTIFICATE

- Complete two of the five core programs from the Leadership Subject Focus.
- Plus complete one other program from the Leadership Subject Focus list of programs, and one elective program from the qualifying program list.

The strength of this Certificate option lies in your ability to design a program of learning focused on leadership, yet customized to your specific professional development needs. You will build your leadership skills through your exposure to our renowned management development, change management and positive leadership programs. And whether you need to improve your finance or negotiating skills, strengthen your marketing toolkit, or develop the strategic lens of a general manager, you will find the elective program component of this Certificate to be a welcome opportunity to build your expertise and increase your effectiveness.

### SALES LEADERSHIP CERTIFICATE

- Complete both the Effective Sales Management and Strategies in Sales Management programs.
- Plus complete any two elective programs from the qualifying program list, in our certificate planner.

As the key interface between company and customer, the role of sales has expanded to meet the challenges of an increasingly competitive sales environment. The Sales Leadership Certificate recognizes your commitment to acquiring new knowledge and enhancing your skill set to align sales strategy with your organization's overall business strategy.

### STRATEGIC MARKETING CERTIFICATE

- Complete the core The Big Picture Program.
- Plus complete three of the four Strategic Marketing Programs.

The Strategic Marketing Certificate curriculum is designed to provide you with a complete understanding of The Big Picture concept, and a clear roadmap for acquiring the tools you need to build simplified, organic strategic plans that get results. The selected strategic marketing programs add more detailed, in-depth learning in key marketing disciplines leading to greater opportunity for marketing success.

### HEALTHCARE MANAGEMENT CERTIFICATE

- Complete five of the seven Healthcare program modules.

Designed for both physician executives and senior administrators of healthcare organizations, the Healthcare Management Certificate recognizes healthcare executives who have made a professional commitment to developing the essential leadership competencies for managing the business of medicine. Flexibility in selecting modules allows you to customize the Certificate curriculum to match your organisational and professional needs.

### CREATE YOUR OWN CERTIFICATE

If your executive education goals don't match one of our Certificate programs, we'll be happy to help you create your own. Contact our consultant at Leading Concepts for assistance in designing a Certificate curriculum that meets your needs.

Call +971 4 367 1777  
exec@leading-concepts.com