

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



Cal State East Bay Transformative Leadership Certificate Program

You aspire to stand out from the others. You aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp. Until now.

Your own pace in your own space

Enjoy the benefits of online learning. Create your own schedule and complete the course at your convenience.

During the 8-module Transformative Leadership Certificate Program, you'll solve real-world challenges and use best practices developed by top companies. Leadership experts guide you through every step of your journey. Build your toolset and develop your unique, personalized Transformative Leadership Portfolio.

Industry leaders, professionals & educational experts

Gain direct access to the world-renowned faculty – industry leaders who practice the art of Transformative Leadership every day. Learn more about our exceptional faculty at execed.ce.csueastbay.edu.

Online learning benefits

- Absorb at your own pace
- Easily fits into your busy schedule
- Relax in your own environment
- Replay video presentations
- Review materials as often as needed
- Partake in subject discussions
- Download course templates to share

No other program delivers like Cal State East Bay. You're broken away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and transformative leadership cultures. Learn more details about the online Transformative Leadership Certificate Program at Cal State East Bay, including takeaways and learning objectives, at execed.ce.csueastbay.edu.

MODULE 1: THE RADICALLY CHANGING NATURE OF LEADERSHIP

Understand the common leadership skills and traits of history's great leaders while seeking inspiration, establishing role models and uncovering insightful tools.

- Explore "old-school" leadership, from the 1900's to the launch of the world wide web.
- Discover how the pre-pandemic world was already chaotic and how to embrace the new normal.
- Identify the tools needed to lead during a global pandemic.

MODULE 2: THE LEADER'S TOOLKIT 1

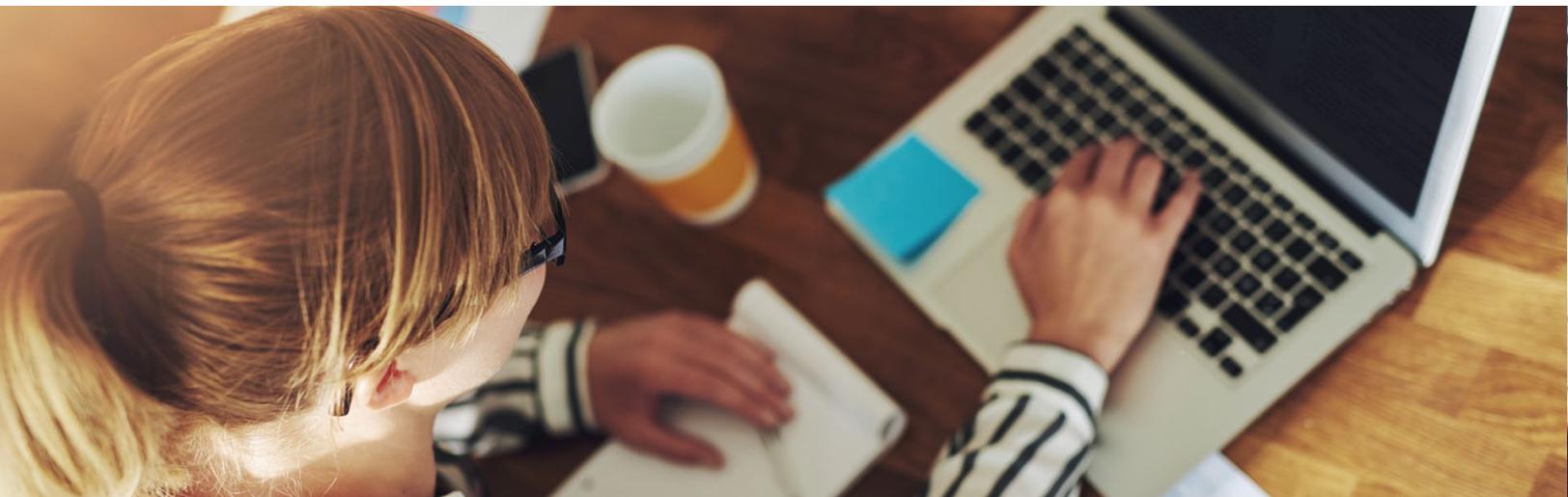
Recognize the characteristics of human motivation and discover what actually motivates people to stay engaged in their daily work and put forth their best efforts.

- Optimize motivation with purpose, transformative cultures and organizational approaches.
- Learn how to cultivate a deliberately developmental culture.
- Understand the benefits and challenges of a microenterprise.
- Learn ways to improve your organization's holacracy.

MODULE 3: THE LEADER'S TOOLKIT 2

Prepare yourself to be a changemaker in today's world, when historically, self-appointed and socially-conscious grassroots leaders have been known spark the most change.

- Uncover the approachable authority of revolutionary and political leaders.
- Review case studies of effective and ineffective use of power and influence.
- Develop a leadership skillset from the world of professional sports.



MODULE 4: THE LEADER'S TOOLKIT 3

Expand your digital transformation when you incorporate digital technology in all areas of business to meet changing industry needs and market requirements.

- Uncover the effectiveness of Innovation Theatre vs. Genuine Innovation.
- Explore the frameworks of the 3 Horizons of Growth.
- Empower your individuals and teams by taking a human-centered design approach.
- Learn to accelerate open innovation and utilize an open-source economic model.
- Discover how top leaders stay adaptable and flexible by practicing agile methodology.

MODULE 5: PERSONAL LEADERSHIP

Develop and utilize positive leadership traits when you set realistic goals, get organized, and hold yourself accountable, helping you to become a better mentor.

- Learn the difference between being confident or overconfident.
- Uncover the benefits of a “T-shaped” employee and the increasing demand in the workplace.
- Discover ways to ensure your own expertise doesn't blind you.
- Empower accomplished individuals to step up as leaders.

MODULE 6: THE SOCIALLY CONSCIOUS LEADER IN THE ESG ERA

Grow your abilities as a socially conscious leader and ensure your business operations are lead with accountability, transparency and consideration of the environment.

- Explore the new charter of the Business Roundtable.
- Understand what defines a Certified B corporation.
- Learn how to involve your team and lead social ventures at your organization.



MODULE 7: LEADERSHIP FOR THE FUTURE OF WORK

Develop strategies to help your team adjust to a new work environment while improving the internal structure of your business and maintaining productivity.

- Learn to lead and motivate a remote workforce.
- Discover the best ways to working alongside technology.
- Strengthen your resilience and adaptability in times of uncertainty, disruption and adversity.
- Cut through the “crisis fog” using practices to maintain focus, clarity and stamina.

MODULE 8: CREATING YOUR OWN TRANSFORMATIVE LEADERSHIP PLAN

Reflect on your journey of leadership strategies and innovation frameworks and develop a plan of action to take back with you to implement immediately in your organization.

- Discover how to align your skillset with optimal professional opportunities.
- Learn how to grow your talents and help others do the same.
- Understand how to lead your team into a growth mindset culture.

Lead Teams More Effectively with Your Certificate from Cal State East Bay

Your Cal State East Bay Transformative Leadership Certificate provides you the differentiating factor. It proves that you have completed all modules, as well as the cumulative Capstone Project. You’ll walk away with confidence and your own, professional Transformative Leadership Portfolio.



The Cal State East Bay leadership team sets us apart. Our distinguished faculty and leadership is comprised of industry leaders, professionals and educational experts. View the complete bios of our Faculty and Leadership Board, at execed.ce.csueastbay.edu.



MIKE GRANDINETTI – Faculty Chair

Mike has been continuously active in the fields of innovation, entrepreneurship and human-centric design as an operating executive and educator. He's a successful serial tech entrepreneur and multi-award-winning professor including Financial Times Global Professor of the Week.

As a professor in the practice of entrepreneurship, innovation, design, and marketing at top universities, Mike has taught courses on leadership at the MBA/EMBA and executive education levels since 2010.



CAL STATE EAST BAY

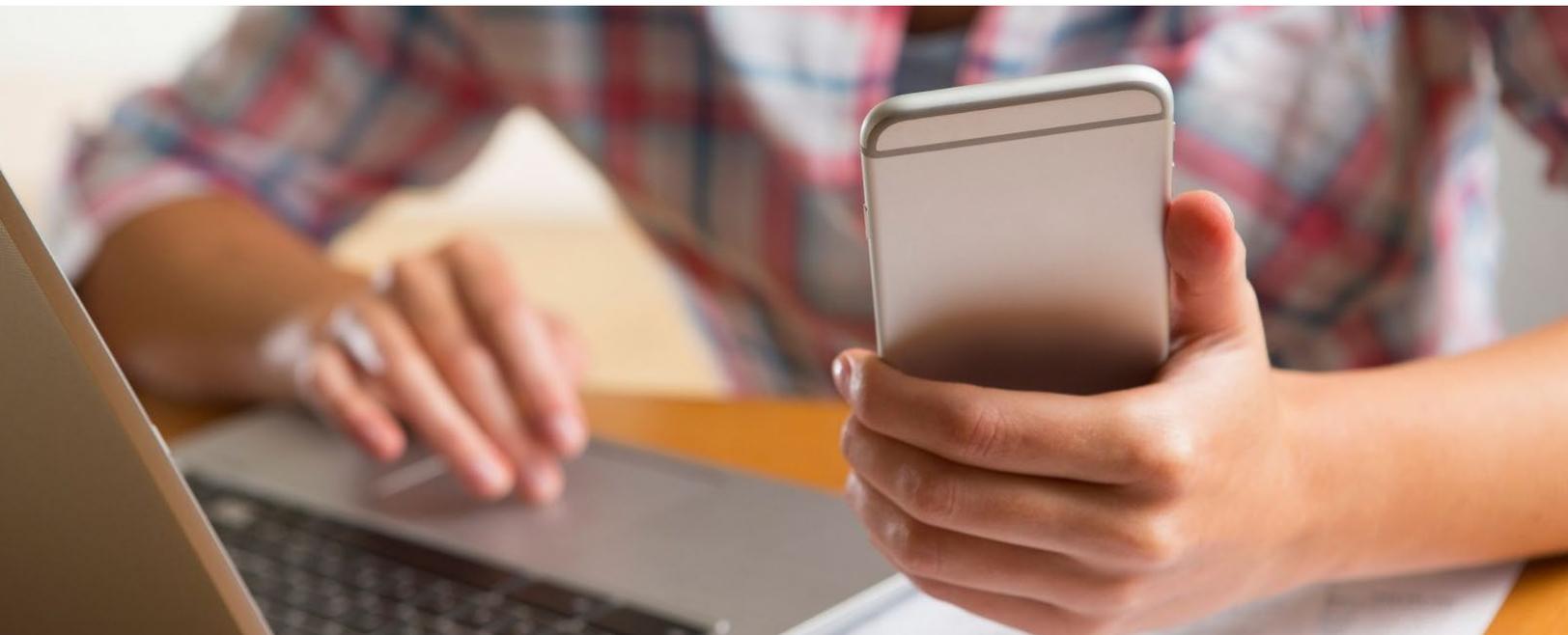
**YOUR
NEXT STEP**

LEARN
CREATE
IMMERSE
REFLECT
CHALLENGE
GROW
IMPLEMENT
LEAD
DRIVE
STRATEGIZE
MOTIVATE
INSPIRE

Attend Cal State East Bay online learning to generate new ideas, start conversations, and develop solutions to help your company lead the industry and become more profitable.

Contact us to learn how you can begin your journey with Cal State East Bay Transformative Leadership Certificate Program today!

**CALL US TODAY
510-885-3000**



Brought to you by Zschool

You learn how to focus on bringing innovative concepts to life when you step into the future of executive education with Zschool. Traditional learning approaches don't capture the interdisciplinary demands of today's executives. That's where the difference of Zschool comes in.

The Zschool Difference

Our programs are for professionals who desire advancement the ability to reach their goals. Courses typically combine several different fields of study and offer you unique opportunities to broaden and deepen your knowledge and skills.

By combining the academic rigor of a university with the real-world practicality of generating ROI, our enriched programs cast you into real-world situations. You develop strategies and roadmaps and make complicated decisions applicable to your own work environment.

In addition to role-playing and simulations, you create your own executive portfolio with customized templates that you can use immediately in your workplace. You complete a Capstone Project designed to apply your knowledge and reinforce what you've learned throughout the program.

Executive Education Expert

Zschool's network of executive education experts are also industry leaders in their field. They consult to many of the world's top universities. They provide strategic guidance and advice to leading corporations on cutting-edge topics relevant to business growth. As expert coaches, they lead you step-by-step through the complicated maze of new frameworks, strategy models, and innovative design concepts.

Helping your business achieve the Next Level

Zschool can work with your staff to design curriculum unique to your organizational needs. From building industry specific case studies to developing customized in-house training programs. Learn how your company would benefit from the world-class Executive Education offerings provided by Zschool.

For more information visit Zschool.com

