



# Post-Crisis Leadership Certificate

Proactive Continuity After Disruptions

## About the Program

Leaders are currently facing the major challenge of managing through a global crisis. Moving forward, they will need to address the larger post-crisis difficulties of recovering their business footing with customers, suppliers, employees, and more. Visionary leaders know that growing their business, gaining a competitive advantage, and positioning their company for future success during such a unique challenging time requires immediate action.

To support these leaders, the Muma College of Business is offering this certificate to the general public for a second time, due to its popularity. This certificate will provide awareness and capacity for the participant to provide successful leadership in the post-crisis economy.

### Who Should Attend?

- Professionals who lost their jobs because of the crisis and looking to add new skills to their resumes while seeing a new position.
- Mid- and senior-level professionals who want to prepare for a successful “re-opening” of the economy and the new normal.
- Team leaders at all levels who want to be effective managers and build a resilient, focused team after any current or future crisis.
- Junior employees who want to position themselves as leaders in their workplace.
- Entrepreneurs and small business owners who want a fresh point of view toward managing their business.

### Career-Driven Benefits

- Navigate the transition from the crisis to the new normal.
- Recruit, organize, evaluate, and lead a resilient team.
- Leverage key data to model, analyze, and visualize multiple possible scenarios.
- Assess and mitigate risk and security during business continuity and recovery.
- Establish effective communication and coordination across the supply chain.
- Seize opportunities focused on key competitive advantages.
- Capitalize on core competencies to serve the customer.
- Apply critical financial tools and techniques to restructure, recapitalize, and reignite growth.
- Provide confident leadership driven by teamwork and extraordinary collaboration.

Shareable Certificate  
+  
LinkedIn Badge



100% Online



Flexible Deadlines, Levels,  
Hours and Language



## Program Details

The USF Muma College of Business has assembled a group of world-class faculty to develop and deliver a learning experience designed to serve the needs of professionals and executives eager to make a difference. The program positions you to capitalize on the opportunities presented in every crisis while serving your employees, suppliers, customers, and shareholders in innovative ways.

Each of the seven two-hour sessions is self-contained and may build upon select pre-work, readings, and references to create an online interactive synchronous learning experience that maximizes knowledge transfer and market readiness. Students can expect to learn from faculty in a productive, adult learning environment. Completion and receiving a passing grade and associated testing will result in being granted the Post-Crisis Leadership Certificate, issued by the Muma College of Business. The digital version of this certification will be sent to the participant by email. This will also include a sharable digital badge that can be easily showcased on LinkedIn profiles.

Each session is self-contained and will be available after the initial module is held. Learning and evaluation are delivered in a convenient online seminar style.

### Schedule

The two-hour modules will become available on Oct. 1 and will be open until Dec. 5. Testing after each module will ensure comprehension of critical lesson material.

**Format:** 100% Online

**Time:** Sessions will be recorded so users may view any time

**Completion Deadline:** Must be completed by December 5

**Total Hours:** 14 Hours

**Sessions:** 7 total; self-paced format

**Pre-requisite Requirements:** No prior business degree requirements

**Fee:** \$250

**Language:** English

**Books & Materials Requirements:**

None

**Location:** Online

**Dates:**

- Oct. 1 to Dec. 5
- Coursework is self-paced

### Module 1

Strategies and tools you can use now to break free of historical thinking to open the future for innovation and growth.

### Module 2

How to assess changing customer preferences and how to reach customers with digital marketing.

### Module 3

How supply chains work and upcoming changes that will become inputs for future decision making.

### Module 4

How to remove emotion from decisions by making data driven fact-based decisions.

### Module 5

Assess the risk and opportunity for your company and your customers by applying finance and accounting.

### Module 6

What a chief risk officer does and how risk management increases a company's value.

### Module 7

When to shift your messaging, how to identify customers who will and can buy from you and develop a practical understanding of tools you can use to plan for the next disruption.

## Register by September 30

SIGN-UP PROCESS:

Go to [usf.to/PostCrisisCert](https://usf.to/PostCrisisCert) to complete the registration process.

Questions? Email Lorie Briggs [lbriggs@usf.edu](mailto:lbriggs@usf.edu)