



EMORY

GOIZUETA  
BUSINESS  
SCHOOL

Emory Executive Education

EMORY EXECUTIVE EDUCATION  
**CERTIFICATES**

# LESSONS THAT TAKE YOU FAR BEYOND "BOOK SMART"

Each certificate in our portfolio will put you in real-world situations, expose you to current business thinking and empower you to meaningfully contribute to the success of your organization in new ways.

Every leader knows a key to leadership is being open to continued learning and growth. The best in business know when it's time to level up and build on what already exist to become even better. Leadership is not just a quality you're born with, but it's also a skill that can be developed and honed over time. Invest in yourself and your development as a leader, and earn a certificate that will benefit you on this journey of life-long learning and growth.

## ROBERTO C. GOIZUETA LEADERSHIP CERTIFICATE

Strong leaders have insights into their own strengths and a keen ability to inspire others. As the former Chairman, Director and CEO of Coca-Cola, Roberto C. Goizueta knew what it took to lead: collaboration, efficiency, and determination. Emory Executive Education's Roberto C. Goizueta Leadership Certificate will expand your ability to inspire and lead top-performing individuals and teams. Designed for executives, team managers and leaders in organizations of all sizes, this program will help you better navigate the intricacies of a complex organization, think from an organizational perspective instead of a functional one and increase your resilience as a leader.

### BENEFITS

- Lead and inspire your organization to grow.
- Understand how to identify and solve complex business problems.
- Build tools and approaches to make the best decisions.
- Lead yourself and your team to success.
- Translate your organization's vision into reality.

### FEATURED FACULTY



#### **KARL KUHNERT** | PROFESSOR IN THE PRACTICE OF ORGANIZATION AND MANAGEMENT

Karl has built a career centered on growing executive talent. His expertise spans leadership development and assessment, decision-making AI, organizational change and development, and survey design and evaluation. Karl's approach eclipses typical coursework by accelerating leaders' maturation in how they see themselves and others, enabling them to become better leaders. He brings diverse consulting expertise – international companies, nonprofits, and government – into the classroom, helping leaders foster stronger teams and develop more productive cultures.



#### **RICHARD BERLIN** | ASSOCIATE PROFESSOR IN THE PRACTICE OF ORGANIZATION & MANAGEMENT

Richard's experience includes a successful track record with self-funded businesses, venture capital businesses, public companies, and nonprofits. Before working at Goizueta, he was the North America Market Lead for Change Enablement at a division of Accenture. He was responsible for developing, managing, and delivering client engagements related to managing change, developing leaders, and creating strategy. Richard worked with various including Novartis, Kaiser Permanente, TJX, ConocoPhillips, Best Buy, Dell, Nissan, AT&T, The Coca-Cola Company, Kimberly Clark, and many other Fortune 500 clients.



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

Emory  
Executive  
Education



# ROBERTO C. GOIZUETA LEADERSHIP CERTIFICATE

## HOW THE LEADERSHIP CERTIFICATE WORKS



### The Foundation

First, build upon your leadership foundation with one of the listed core courses.



### Select Your Electives

Add three electives and complete within three years.



### Level Up Your Skill Sets & Career

With the Roberto C. Goizueta Leadership Certificate, you will stand out as an even greater asset to your organization.â

### CORE COURSES

- Executive Coaching Foundations Certificate
- Managerial Leadership Program
- Goizueta Executive Women's Leadership Program

### ELECTIVES

- Executive Communication & Leadership Presence
- Executive Decision Making
- Navigating Change for Growth
- Negotiation Strategy For Success
- Disrupting Your Business Strategy
- Finance & Accounting for Non-Financial Managers
- \* *Digital and Social Media Strategy*
- \* *Marketing Channel Strategy & B2B*
- \* *Financial Statement Analysis and Valuation*

*\*Courses are MBA Electives. MBA electives available Fall or Spring ONLY*

Pay up front for any four courses and receive 20% discount, or pay as you go and pay the list course price.



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

Emory  
Executive  
Education



# STRATEGY & INNOVATION CERTIFICATE

**Create New Value.** Today's business environment is complex, ambiguous, and constantly changing. Innovation and strategy work hand in hand and striving for excellence in both is essential for leaders and organizations that need to maintain a competitive edge. Earn your certificate in Strategy & Innovation and gain the insight necessary to help your organization create new value for customers and successful strategies that are ambitious and actionable.

## BENEFITS

- Learn how to solve complex problems to drive innovation.
- See the future value of your strategy.
- Harness the power of business analytics to propel your business forward.
- Build tools and approaches to make the right decisions.
- Master effective negotiation strategies.

## FEATURED FACULTY



**MICHAEL SACKS** | Professor in the Practice of Organization & Management

Michael has served as both vice provost for Emory University Strategies and as academic director for the Woodruff Leadership Academy in Emory's Health Sciences Center. He is an experienced executive educator who focuses his work on integrating traditional leadership topics with the cultural and strategic contexts in which an organization operates. Michael's teaching influences individual leadership, team dynamics, and organizational culture.



**JESSE BOCKSTEDT** | Associate Professor, Information Systems & Operations Management

Jesse Bockstedt completed his Ph.D. in Information Systems at the University of Minnesota's Carlson School of Management in 2008. Prior to joining the faculty at Emory in 2016, Bockstedt held positions at George Mason University and the University of Arizona. Bockstedt's primary research focus is behavioral economic issues in technology-mediated environments. His articles have been published in a number of leading journals including Production and Operations Management, MIS Quarterly, Information Systems Research, and Journal of MIS.

## HOW THE STRATEGY & INNOVATION CERTIFICATE WORKS



### Select Your Courses

Choose any four Strategy & Innovation course offerings and complete within three years.



### Grow as a Strategic Problem Solver

With a Strategy & Innovation Certificate, you'll be ready to tackle any problem that comes your way.

## COURSES

- Leveraging AI for Business
- Unlocking Growth with Design Thinking & AI
- Finance & Accounting for the Non-Financial Manager
- Executive Decision Making
- Negotiation Strategy for Success
- Disrupting Your Business Strategy
- \*Supply Chain Management
- \*Technology and Adaptive Systems
- \*Venture Capital & Private Equity

*\*Courses are MBA Electives. MBA electives available Fall or Spring ONLY*

Pay up front for all four courses and receive 20% off, or pay as you go and pay the list course price.



"As an in-demand business leader, Jeremy expanded his strategic knowledge at an accelerated pace through the Strategy & Innovation Certificate. "Get in, get the information, and then go out and execute that. It is something that I would recommend to other working professionals. The value is there for sure, and the name Emory that goes along with the certificate also is there...to me, that's another value add to having that kind of certificate."



**JEREMY CADEAU** | General Manager, Advanced Drainage Systems



# EXCELLENCE IN BUSINESS CERTIFICATE

**Move Forward Purposefully.** Excellence is the result of caring about what we do, and of putting our absolute best effort into what we care about. Business excellence is about achieving results and displaying outstanding practices in managing the organization. Strive for excellence; take your fundamental capabilities to the next level and enhance your expertise with the Excellence in Business Certificate.

## BENEFITS

- Become a more effective leader.
- Expand your communication skills.
- Level up your business skill sets.
- Help your organization and team to reach their maximum potential.

## FEATURED FACULTY



**SCOTT SANCHEZ** | Adjunct Faculty, Goizueta Business School | Product Innovation Officer, Deluxe

Scott is currently the Chief Product Innovation Officer at Deluxe Corporation. Prior to this role he was the inaugural Chief Innovation Officer for Nationwide with a mandate from the Board to build an innovation capability from scratch to realize the company's ambitious Centennial goals, responsible for leading "farther out" transformational innovation, "closer in" enterprise innovation (in partnership with businesses), as well as venture capital and open innovation. In each of his roles, Scott is responsible for making innovation a part of everyone's job, bringing and building innovative mindsets and behaviors into the culture of the company.



**TOM SMITH** | Associate Professor in the Practice of Finance

Tom Smith is an expert in the areas of labor economics, pricing, film finance, sports economics and finance, and the economics of the entertainment and health care industries. He's regularly featured on television and radio – CNN, NPR, and The Huffington Post to name a few. An energetic and enthusiastic instructor, Smith helps participants expand their thinking and develop a more holistic view of finance.

## HOW THE CERTIFICATE OF BUSINESS IN EXCELLENCE WORKS



### Select Your Courses

Choose any four courses and complete within three years



### Take Your Career to the Next Level

With the Excellence in Business Certificate, you'll be ready to take your career to the next level and guide your organization to success.

## COURSES

- Leveraging AI for Business
- Navigating Change for Growth
- Unlocking Growth with Design Thinking & AI
- Disrupting Your Business Strategy
- Negotiation Strategy for Success
- Executive Communication & Leadership Presence
- Executive Decision Making
- Finance & Accounting for the Non-Financial Manager
- Executive Coaching Foundations Certificate
- Goizueta Executive Women's Leadership Program
- *\*Applied Entrepreneurship: Moving from Concept to Reality*
- *\*Digital and Social Media Strategy*
- *\*Supply Chain Management*

*\*Courses are MBA electives. MBA electives available Fall or Spring ONLY*

Pay up front for all four courses and receive 20% off, or pay as you go and pay the list course price.



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

Emory  
Executive  
Education



## OTHER CERTIFICATE AND DIPLOMA OFFERINGS

### Business of Healthcare Certificate

The Business of Healthcare Certificate is designed for experienced healthcare professionals and professionals seeking to enter the healthcare sector, who are looking to leverage business knowledge and tools to innovate and impact change in the healthcare industry. Emory Executive Education is providing for-credit Business of Healthcare courses and a Healthcare Certificate upon completion of all 4 courses in collaboration with Goizueta's Executive MBA.

### Executive Coaching Diploma

Designed for those interested in further developing and formalizing their current coaching skills to adapt themselves, their teams, and their organizations to an ever-changing and complex environment. The Executive Coaching Diploma consists of two parts – the Executive Coaching Foundations Certificate and the Advanced Executive Coaching Certificate – and provides participants with the training and mentor coach hours needed for the Associate Certified Coach (ACC) credential through the International Coach Federation (ICF).

For more information on these offerings, please email Learning Advisor, Heather Dufault @ [heather.dufault@emory.edu](mailto:heather.dufault@emory.edu)

## WHY EMORY EXECUTIVE EDUCATION



EXECUTIVE EDUCATION  
PROGRAM IN GEORGIA\*



NATIONAL RANK FOR  
NEW SKILLS & LEARNING\*



NATIONAL RANK FOR  
QUALITY OF TEACHING\*

Becoming an effective leader in a high-velocity environment requires the willingness and discipline to continuously evaluate one's strengths and capabilities. New skill development is vital in this ever-evolving landscape of business. Emory Executive Education at Goizueta Business School offers programs for professionals and organizations designed to accelerate careers and build your talent bench.

The Goizueta Difference Business education has been an integral part of Emory University's identity since 1919. Our strength lies in our interdisciplinary approach to research, teaching, and learning – combining tradition with innovation. Our curiosity and willingness to listen intently mean your learning experience is focused on the 'people in the room,' the challenges you face, and the organizational and market context in which you operate.

Earn a certificate, get an edge in your career. From knowing how to leverage data for business insights and opportunities, to leading with emotional intelligence in an ever-changing business landscape, you will hone your business acumen and stand out in your career.

### MAXIMIZE IMPACT WITH A TEAM

Prepare your team to meet tomorrow's challenges together. Increase performance, retention and impact by sending a group of executives through a certificate or course with Emory Executive Education. Build in-demand skills to advance your organization and your leaders. Ask us about our special rates for groups of 4 or more.

## CERTIFICATE REGISTRATION

### THERE ARE THREE WAYS TO REGISTER:

#### Register:

Register online on the  
Emory Executive Education website:  
<https://goizueta.emory.edu/executive-education/certificates>

#### Email a Learning Advisor:

Tammie Long  
[tammie.long@emory.edu](mailto:tammie.long@emory.edu)

#### Call a Learning Advisor:

Tammie Long  
404-544-9104



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

Emory  
Executive  
Education

