



# POWER YOUR POTENTIAL

## SHORT COURSE PORTFOLIO

### UPCOMING SHORT COURSES

#### September 2014

Sept 22-23, 2014  
**Leadership Training for High Potentials**  
*Repeats in Spring 2015*

#### October 2014

Oct 2-3, 2014  
**Communication Strategies: Developing Leadership Presence**  
*Repeats in Spring 2015*

Oct 14-16, 2014  
**Finance and Accounting for Non-Finance Executives**  
*Repeats in Spring 2015*

#### November 2014

Nov 3-4, 2014  
**Great Leadership: Developing Practical Leadership Skills**

#### December 2014

Dec 3-5, 2014  
**Digital Marketing Strategy for Senior Executives**

Dec 11-12, 2014  
**Disruptive Leadership: Fostering a Culture of Game-Changing Innovation**

#### February 2015

Feb 19-20, 2015  
**Business Analytics: Inside and Out in Two Days**

#### April 2015

April 15-17, 2015  
**Breakthrough Strategic Thinking**

#### June 2015

June 1-5, 2015  
**Contemporary Finance: Key Topics for Senior Executives and Board Members**



### Leadership & Strategy

C-level executives are not the only ones who need to lead. Leadership is a mindset and a set of actions that will benefit individuals at all levels. Develop a personal strategy for leading and sharpen your presence and presentation for more effective leadership and your organization's optimal performance.

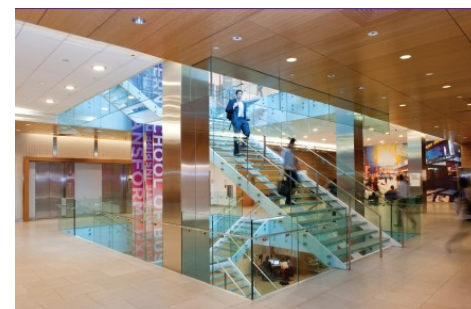
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### Finance & Risk Management

Every well-rounded executive should be able to understand and leverage finance and risk management concepts.

Finance cuts across all aspects of a firm. The unknowns of economies, resources, political upheaval and even climates — all can disrupt well-laid plans and comfortable futures. Maintaining a state of readiness for the unpredictable has never been more important. Learn the concepts, processes and frameworks of risk management.

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### Business Analytics & Marketing

Business analytics is the intersection of business and technology. It lives in data and offers new opportunities for competitive advantage. Individuals with strong quantitative backgrounds can acquire business analytics skills as well as effective tools to communicate and visualize the results throughout their companies.

Marketing is just one of the initiatives that can be driven by properly leveraged business analytics. No company will be successful going forward without a business analytics strategy. Acquire the core competencies that are prerequisites for success in today's business environment.

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