

## Course Syllabus

### Title

Transformational Digital Leadership Certificate Program

### Content Experts:

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### Prerequisites

None

### Availability

Participants may access the course on the official start date, which is Monday, January 18, 2021. Thunderbird's academic week runs Monday through Sunday. You will receive access to further modules as they become available. You will have access to the course and its material until the end of the program, March 15, 2021.

### Overview

This certificate program is for emerging leaders in technology and those who influence without authority. It focuses on the skills and traits of successful leaders. First, how do extraordinary leaders flex their leadership presence and style in a way that is influential, and how do they utilize that style to work within their teams? Second, how do extraordinary leaders develop and craft the most compelling messages around their ideas and especially around strategy, to get what they'd like to achieve? Third, how do extraordinary leaders stay focused on what they need to achieve – managing their time and improving on a daily basis?

The course consists of a course introduction module, three self-paced modules, 3 webinar modules, and a conclusion module. Each of the self-paced modules consists of required readings, videos, a knowledge check, and personal leadership development plan (PLDP) exercises. Each of the webinar modules consists of a synchronous webinar with a content expert followed by a knowledge check and PLDP exercises. The course concludes with a multi-question final exam.

## Completion Requirements

### Minimum requirements include:

- Complete all three self-paced Modules.
- Attend all three (3) Program Webinars. If you are not able to attend the webinar in person, please make sure to notify your Program Manager (Olivia Crose) and watch the recordings afterwards.
- Complete each Knowledge Check with 80% or higher score.
- Complete the multi-question final exam with 80% or higher score.
- Complete End-of-Program survey with your feedback on the program.

## Textbook

None.

## Copyright and Intellectual Property

Course content is the intellectual property of Arizona State University & Thunderbird School of Global Management. Copyrighted material used in this course is offered under license from the copyright holder. Course participants shall not use or disseminate intellectual property or copyrighted content outside of this course.

## Personal Leadership Development Plan

This Workbook has been prepared to assist you in developing an actionable Personal Leadership Development Plan (PLDP).

During your Transformational Digital Leadership Certificate Program, you will be required to complete the PLDP as a means to understand your current strengths and skill gaps, record your key learning, and develop an action plan for further development. Look at pages 1-13 for Pre-program work. Please complete as many of these pages as possible before the 2nd Module.

As part of your self-directed learning during this program, you're given the opportunity to capture what you've learned so that you can apply this knowledge in your professional career. Answer the questions provided on pages 14-19 of the PLDP as you progress through each module. We recommend that you download the document to your computer and use it throughout the course to answer questions and work through applications related to each module. You then have the completed document as a reference after the course concludes.

## Technology Requirements

- Desktop or laptop computer manufactured within the last 5 years.
- Reliable high-speed internet access. Course content is cloud-based and is not available for offline viewing.
- Mozilla Firefox, Google Chrome, Microsoft Edge or Safari web browser updated to the most recent version\*
- PDF reader
- Audio speakers attached or built into the computer

\*For the best learning experience, we recommend using the latest versions of Mozilla Firefox, Google Chrome or Microsoft Edge. Other browsers may only provide limited functionality, especially when attempting to view videos. **Note: Internet Explorer is not compatible with, or supported in Canvas.**

## Structure

|                      |                     |   |
|----------------------|---------------------|---|
| <b>Introduction:</b> | Course Introduction |   |
| <b>Activities:</b>   | <b>Read:</b>        | <ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Learning Journey</li> <li>• Certificate Program Requirements</li> <li>• Syllabus</li> <li>• Content Experts</li> <li>• Your Support Staff</li> <li>• Personal Leadership Development Plan (PLDP)</li> </ul> |

|                           |  |   |
|---------------------------|--|---|
| <b>Module 1:</b>          | Leading to Amplify Your Impact   |   |
| <b>Prerequisites:</b>     | Course Introduction  |   |
| <b>Module Objectives:</b> | <ul style="list-style-type: none"> <li>• Examine the importance of style and presence to your overall credibility as a leader</li> <li>• Identify new ways of flexing your style while still being authentic to who you are</li> </ul> |   |
| <b>Activities:</b>        | <b>Watch:</b>  | <ul style="list-style-type: none"> <li>• Impact as a Leader (11:42)</li> <li>• Leadership Style (14:57)</li> <li>• Meta Styles (28:41)</li> </ul> |
|                           | <b>Read:</b>   | <ul style="list-style-type: none"> <li>• The Authenticity Paradox</li> <li>• Connect then Lead</li> </ul>   |
|                           | <b>Complete:</b>   | <ul style="list-style-type: none"> <li>• Module 1 Knowledge Check</li> <li>• Module 1 PLDP Exercise</li> </ul>                                    |

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|--------------------------|---|--|
| <b>Module 2:</b>         | Making the Most of Mentorship   |  |
| <b>Prerequisites:</b>    | Leading to Amplify Your Impact  |  |
| <b>Module Objective:</b> | <ul style="list-style-type: none"> <li>Understand the role of a mentor for your career development</li> </ul> |  |
| <b>Activities:</b>       | <b>Watch:</b>   | <ul style="list-style-type: none"> <li>Live webinar and review recording</li> </ul>                        |
|                          | <b>Read:</b>  | <ul style="list-style-type: none"> <li>Mentorship section in your PLDP</li> </ul>                          |
|                          | <b>Complete:</b>  | <ul style="list-style-type: none"> <li>Module 2 Knowledge Check</li> <li>Module 2 PLDP Exercise</li> </ul> |

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| <b>Module 3:</b>          | Time Management: Being the Winner Today & Tomorrow   |  |
| <b>Prerequisites:</b>     | Modules 1 & 2  |  |
| <b>Module Objectives:</b> | <ul style="list-style-type: none"> <li>Articulate your unique relationship with time</li> <li>Develop strategies for prioritizing, delegating, and getting time back in your day so that you can be more strategic and proactive rather than reactive</li> </ul> |  |
| <b>Activities:</b>        | <b>Watch:</b>  | <ul style="list-style-type: none"> <li>Your Relationship with Time (8:14)</li> <li>Time Strategies (18:21)</li> <li>Strategic Activities (3:25)</li> </ul> |
|                           | <b>Read:</b>   | <ul style="list-style-type: none"> <li>The Leader's Calendar</li> <li>Fighting the Urge to Fight Fires</li> </ul>  |
|                           | <b>Complete:</b>   | <ul style="list-style-type: none"> <li>Module 4 Knowledge Check</li> <li>Module 4 PLDP Exercise</li> </ul>   |

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| <b>Module 4:</b>          | Transformational Digital Leadership 1: Preparing for a Digital Career                               |  |
| <b>Prerequisites:</b>     | Modules 1-3   |  |
| <b>Module Objectives:</b> | <ul style="list-style-type: none"> <li>Identify tools for success in a technology career</li> </ul> |  |
| <b>Activities:</b>        | <b>Watch:</b>   | <ul style="list-style-type: none"> <li>Live webinar and review recording</li> </ul>                        |
|                           | <b>Read:</b>  | <ul style="list-style-type: none"> <li>Readings to be assigned by Professor</li> </ul>                     |
|                           | <b>Complete:</b>  | <ul style="list-style-type: none"> <li>Module 5 Knowledge Check</li> <li>Module 5 PLDP Exercise</li> </ul> |

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| <b>Module 5:</b>          | Communication: Storytelling that Drives Authentic Action  |  |
| <b>Prerequisites:</b>     | Modules 1-4   |  |
| <b>Module Objectives:</b> | <ul style="list-style-type: none"> <li>• Apply the principles of strategic communication to your world</li> <li>• Examine the framework for telling a compelling story around your positions, ideas, or strategy for maximum influence</li> </ul> |  |
| <b>Activities:</b>        | <b>Watch:</b>   | <ul style="list-style-type: none"> <li>• Goals of All Communication (10:19)</li> <li>• Principles of Communication (7:43)</li> <li>• Telling the Strategy Story (3:15)</li> <li>• Telling Stories in the Correct Frame (6:46)</li> </ul> |
|                           | <b>Read:</b>  | <ul style="list-style-type: none"> <li>• Communication-What you're saying, What you're hearing</li> <li>• Cialdini Influence</li> </ul>  |
|                           | <b>Complete:</b>  | <ul style="list-style-type: none"> <li>• Module 3 Knowledge Check</li> <li>• Module 3 PLDP Exercise</li> </ul>   |

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| <b>Module 6:</b>          | Transformational Digital Leadership 2: Launching Your Career   |  |
| <b>Prerequisites:</b>     | Modules 1-5  |  |
| <b>Module Objectives:</b> | <ul style="list-style-type: none"> <li>• Identify and practice skills for a successful career in technology</li> </ul> |  |
| <b>Activities:</b>        | <b>Watch:</b>  | <ul style="list-style-type: none"> <li>• Live webinar and review recording</li> </ul>                          |
|                           | <b>Read:</b>   | <ul style="list-style-type: none"> <li>• Readings to be assigned by Professor</li> </ul>                       |
|                           | <b>Complete:</b>   | <ul style="list-style-type: none"> <li>• Module 6 Knowledge Check</li> <li>• Module 6 PLDP Exercise</li> </ul> |

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| <b>Conclusion Module:</b> | Conclusion   |  |
| <b>Prerequisites:</b>     | Modules 1-6  |  |
| <b>Activities:</b>        | <ul style="list-style-type: none"> <li>• Course conclusion</li> <li>• Final Exam</li> <li>• Course Survey</li> </ul> |  |

## Modality

This course has three online modules that are self-paced and 3 modules that will each have a synchronous webinar with the content expert, followed by online activities.

## Time Commitment

This course requires regular and consistent access to the course contents on the part of the participants. A nominal time commitment of 2-3 hours per module should be allotted to successfully navigate the course. As a self-paced course, you may complete this course in as little time as your schedule permits. However, you **must complete all required components within 6 weeks** of first access. **No extensions will be granted.**

## Evaluation

Your feedback is a vital component of the course and its success. A course completion survey is administered at the end of the course. Please take the opportunity to make this course better.

## Syllabus Disclaimer

This syllabus acts as a statement of intent between Thunderbird Executive Education and the student. Every effort has been made to ensure this syllabus accurately reflects the course objective, schedule, and content. Should the need arise to modify the course differently from this syllabus, students will be notified via announcements as soon as possible.

## Accessibility

This course is designed to meet Web Content Accessibility Guidelines (WCAG) in compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act as Amended (ADAAA) of 2008. Should you require assistance accessing our content or find a discrepancy with our compliance, please contact us at [certificatehelp@thunderbird.asu.edu](mailto:certificatehelp@thunderbird.asu.edu).

## Technical Support

Your course content is cloud-based and should be accessible from any of the major internet browsers (Edge, Firefox, Chrome, Safari). Your content is delivered via the Canvas Learning Management System (LMS) and you may check the status of the Canvas LMS at <https://status.instructure.com/>.

If you are having difficulty accessing your course content or need assistance with your progress, contact Thunderbird Executive Education's help team at [certificatehelp@thunderbird.asu.edu](mailto:certificatehelp@thunderbird.asu.edu). The help team responds to emails between 8am-4pm Monday-Friday MST (UTC -7:00).

## Your Success

In order to maximize your learning opportunity in this course it is important you dedicate time and effort. Here are some tips for success:

- Log into your course daily
  - Check for announcements
  - Review your progress
- Develop a personal study plan
  - Develop a schedule
  - Allocate time to complete tasks in their entirety
  - Locate a suitable, distraction-free environment