



Leadership Skills Certification Academy

PROGRAM OVERVIEW

The Leadership Skills Certification Academy is an online training program and digital credentialing tool designed to bridge the gap between college and career. The program combines professional development resources, functional training, real-world tools, and relevant aspects of the fraternity leadership experience into marketable skills that appeal to prospective employers.

PROGRAM GOALS

- **Officer Ready:** Equips Brothers with the necessary trainings to help them be effective in their officer roles to lead chapters.
- **Career Ready:** Equips Brothers with the marketable tools and credentials employers want to see.
- **Life Ready:** Transforms your Fraternity experience by providing the tools and confidence you need to succeed.

LEARNING JOURNEYS

Leading Teams (Chapter President)

Learn the necessary skills to lead your chapter. This learning journey includes how to lead, how to communicate vision and goals, situational leadership and coaching, and resilience.

Essentials in Finance (Chapter Treasurer)

Learn the necessary skills to manage your chapter's budget. This learning journey includes cost behaviors, financial awareness, budgeting, cost/benefits analysis and breakeven analysis.


Recruitment & Sales (Chapter Recruitment Chair)

Learn the necessary skills to promote and grow your chapter. This learning journey includes relationship-building, mining and prospecting, creating and driving a recruitment pipeline, and effective listening.

Social Responsibility (Chapter Philanthropic Chair)


Learn the necessary skills to fulfill your chapter's philanthropic goals. This learning journey includes fundraising fundamentals, cultivating donor relationships, fundraising event management and planning, and public relations.


Select a Topic to Begin Your Journey




Role of the President

Exemplary leadership is a cornerstone attribute of the President's role. In this topic, you will explore the principles of effective communication, establishing organizational vision and goals, leading by example, and becoming a reflective and respected leader in your organization.

 54 mins


 6 activities


START NOW




Self Management

This path will introduce you to self-management strategies that will allow you to succeed in your new role, school, and other activities. You will learn how to prioritize and balance your tasks, build trust with other members, collaborate with members on community service projects, and avoid the pitfalls of energy burnout.

 33 mins


 7 activities


START NOW



Presence, Impact and Persuasion

This topic explores how to be confident in presenting and negotiating to engender action. The tools and insights will inspire you to proactively develop a personal brand that aligns to the ethics and values of your organization.

 50 mins

 9 activities

START NOW

Good to Great

Leading Teams

LEARNING JOURNEY

The role of the President requires more than a fancy title. Effective leadership requires a vision and a plan. These foundations of leadership, when mastered, equip the President with the necessary skills to fulfill the chapter's operating goals.

The practical skills and focused learnings include:

- Developing the capabilities to succeed in their chapter officer position
- Developing and demonstrating work readiness capabilities in order to fill the skills gap between college and the workplace
- Creating marketable skills that supplement academic achievement that are employer-focused

The end result creates leaders who:

- Understand purpose and value of the role of a President, how to lead, situational leadership, coaching, and resilience.
- Develop the necessary skills to successfully lead a chapter, including effective communication, establishing organizational vision and values, and becoming a reflective and respected leader in your organization.
- Receive a microcredential

Competencies Mastered

- The role of leadership
- Self-management
- Developing and exercising a resilient mindset
- Engaging and motivating others
- Presence, impact, and persuasion
- Working with stakeholders
- Planning and running meetings
- Coaching, delegating, and challenging

THE OUTCOME

The goal of this program is to make members more competitive in the job market. We cannot guarantee Brothers a job, but we can better provide the vital edge! Upon completion of the program, Brothers are awarded a digital credential backed with metadata to be marketed on social media platforms, such as LinkedIn. Providing insight into the professional skills developed and assessed, the credential:

- Heightens social media visibility in a crowded marketplace with detailed achievement metadata
- Offers a vital talking point for leveraging the fraternity experience
- Reminds Brothers that their fraternity experience, and the skills they developed, are the differentiator

SAMPLE LEARNING MODULE

Being the CEO of the local organization



How can you build the reputation of your local organization? In this video, Jeff Stuerman and Will Pysock, two former Presidents, offer their insight into what it takes to build the reputation of a local organization and how you can increase your exposure and credibility as a Chapter President.

This program aims to address the gap between college education and career readiness training, providing digital badge credentials and marketable skills to help meet the needs of our membership, helping them stand out to future employers. Powered by Kaplan Performance Academy, this best-in-class learning platform is backed by an industry-leading work readiness content to undergraduate members.

Essentials in Finance

LEARNING JOURNEY

The role of the Treasurer requires more than balancing a budget. Practical implementation of finance and accounting principles is key to a chapter's success. These foundations of fiscal management, when mastered, equip the Treasurer with the necessary skills to fulfill the chapter's financial goals.

The practical skills and focused learnings include:

- Developing the capabilities to succeed in their chapter officer position
- Developing and demonstrating work readiness capabilities in order to fill the skills gap between college and the workplace
- Creating marketable skills that supplement academic achievement that are employer focused

The end result creates leaders who:

- Understand and communicate purpose and value of the role of a Treasurer, financial literacy, and cash collection and management
- Develop the necessary skills to establish a financially-sound chapter, including creating and managing budgets, cash management and financial planning
- Receive a microcredential

Competencies Mastered

- | | | |
|--------------------------------------|----------------------------------|----------------------------|
| • Cost behaviors | • Cash management and collection | • Cost/benefits analysis |
| • Financial awareness | • Accounts receivable | • Financial accountability |
| • Importance of financial management | • Financial planning | • Building trust |
| • Budgeting | • Breakeven analysis | • Budget reporting |
| | • Planning costs and benefits | |

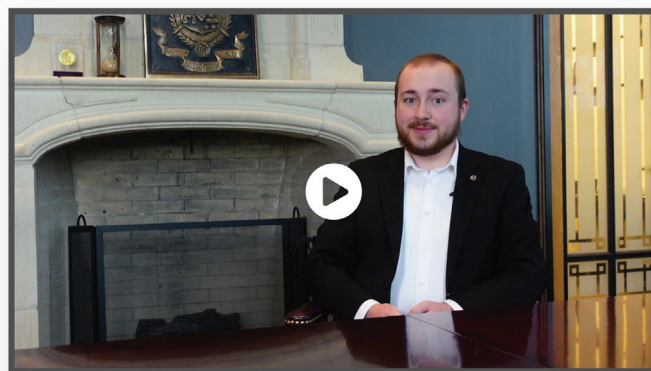
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SAMPLE LEARNING MODULE

Financial awareness role of the Treasurer



In this video, you'll hear from two Treasurers, Steve Pattison and Braden Sim, on how to manage finances, understand behaviors that drive financial decisions, best budgeting practices, and overall financial acuity.

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Recruitment & Sales

LEARNING JOURNEY

The role of the Recruitment Chair requires more than simply talking to people. Effective marketing and recruitment management are vital to a chapter's success. These foundations of leadership, when mastered, equip the Recruitment Chair with the necessary skills to fulfill the chapter's recruitment goals.

The practical skills and focused learnings include:

- Developing the capabilities to succeed in their chapter officer position
- Developing and demonstrating work readiness capabilities in order to fill the skills gap between college and the workplace
- Creating marketable skills that supplement academic achievement that are employer-focused

The end result creates leaders who:

- Understand purpose and value of the role of the Recruitment Chair, discover the recruitment relationship process and how to work with your team.
- Develop the necessary skills to successfully recruit for a chapter, including building effective and engaging relationships and how to be confident in presenting and negotiating.
- Receive a microcredential

Competencies Mastered

- The role of a sales leader
- Don't sell, consult
- Prospecting
- How to identify the ideal member
- Creating and driving a pipeline
- Delivering sales-focused conversations
- Managing the sales process
- Handling objections
- Meeting recruitment targets

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SAMPLE LEARNING MODULE

The future of recruiting



In this interview, Lauren and Troy talk about how recruitment has changed and what tools and techniques are available to you to make a real impact when recruiting.

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Social Responsibility

LEARNING JOURNEY

The role of the Philanthropic Chair requires more than fundraising. Leading effective campaigns and community service projects are vital to a chapter's success. The foundations of fundraising and stakeholder engagement, when mastered, equip the Philanthropic Chair with the necessary skills to fulfill the chapter's philanthropic goals.

The practical skills and focused learnings include:

- Developing the capabilities to succeed in their chapter officer position
- Developing and demonstrating work readiness capabilities in order to fill the skills gap between college and the workplace
- Creating marketable skills that supplement academic achievement that are employer-focused

The end result creates leaders who:

- Understand the purpose and value of managing stakeholders, team members and charitable organizations
- Complete an executable campaign plan, including event management, communication and marketing, and budget to successfully meet goals of campaign
- Receive a microcredential

Competencies Mastered

- | | | |
|--------------------------|----------------------------|--------------------|
| • Campaign Planning | • Inclusive Leadership | • Brand Management |
| • Event Management | • Training and Development | • Communication |
| • Goal Setting | • Fundraising | • Philanthropy |
| • Stakeholder Management | • Event Marketing | • Team Leadership |

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SAMPLE LEARNING MODULE

Being the Philanthropy Chair



This video offers insight into what success looks like in this role and shares practical advice on planning and leading a campaign.