



## 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 third time, due to its popularity. This certificate will provide awareness and capacity for the participant to provide successful leadership in the post-crisis economy using engaging, pre-recorded modules originally delivered early in the pandemic.

### 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.
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# Post-Crisis Leadership Certificate

