

# JWMI EXECUTIVE CERTIFICATES

Upgrade your skills.  
Earn a game-changing resume credential.

Whether a new or experienced manager, continuous professional development opportunities are a necessity in business as you look to stand apart and grow in your career.

The Jack Welch Management Institute's Executive Certificate programs, personally developed by Jack Welch and a team of renowned business scholars, are designed to equip you with the management skills you need to think smarter, act faster, and win in the workplace. Swiftly broaden your perspectives and obtain the kind of fast, powerful, credential that will set you and your resume apart from your peers.

Current managers and high potentials who are working in, or aspiring toward, leadership roles will benefit from any one of the following intensive six-week certificate programs:

## LEADERSHIP

Leaders aren't born; they're made. In this course, you will learn how to hire, motivate, coach and inspire with confidence, avoiding the common mistakes made by most managers, ultimately mastering the art of leadership for today and tomorrow.

## STRATEGY

Knowing how to lead is essential to success. But, no organization can win without the right strategy to guide its decisions and actions. In this course, you'll learn Jack Welch's renowned "5 slide approach" on how to assess market dynamics, analyze sources of growth and build sustainable competitive advantage as you add valuable skills to your strategic toolbox.

## BUSINESS COMMUNICATIONS

Learn to inform, persuade and engage for maximum impact. With a focus on the management of people and organizations, you will study techniques to improve verbal and written communication, with an emphasis on the importance of candor and transparency—two skills that are critical to winning.

## FINANCE

Effective financial decisions are the lifeblood of any company. This course will expose you to the principles of corporate finance as you learn the fundamental techniques needed to build a business case, manage costs and implement financial controls.

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## ABOUT THE JACK WELCH MANAGEMENT INSTITUTE

*Founded by celebrated business leader Jack Welch and infused with his singular insights, the Jack Welch Management Institute transforms lives by providing people with the tools to become better leaders, build great teams, and help their organizations win. In addition to its certificate programs, the Institute offers an MBA that is ranked by the Princeton Review, CEO Magazine and Top MBA as one of the top online MBA programs in the world.*

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*Get ahead with a JWMI Executive Certificate.*

Dedicated admissions officers are available to answer questions and assist with enrollment. Please call **1.855.596.5964** or visit [www.jwmi.com/academics/certificates/executive-certificates](http://www.jwmi.com/academics/certificates/executive-certificates) today for more information.



## DETAILS

### Tuition:

\$1,800 per course. Discounts available for corporate groups and experienced professionals.

### Course Length:

6 weeks

### Time Commitment:

3–5 hours per week

### Class Size:

Less than 25 students

## BENEFITS

- Taught asynchronously in JWMI's online classroom by our renowned MBA faculty.
- Acquire a powerful resume credential in just 6 weeks.
- Like our top-ranked MBA courses, our Executive Certificates are built for immediate application in your workplace.
- Access courses online from anywhere. Our flexible class format allows you to complete the weekly assignments at your convenience, even from your mobile device.
- Open to all educational levels; no prerequisites required to register.
- Receive an official certificate issued by JWMI to recognize your achievement.

JWMI Executive Certificate Programs are not for college credit nor eligible for federal financial aid. Our Graduate Certificates may be both taken for college credit and eligible for federal financial aid.