



**ADVANCE YOUR
CAREER AS A**

**WOMAN IN
BUSINESS**

WHY EARN A CERTIFICATE IN LEADERSHIP FOR WOMEN IN BUSINESS?

Historically, women have been underrepresented and undervalued in business despite making up a large percentage of the workforce. Our Certificate in Leadership for Women in Business explores the social and psychological challenges women in business often face and provides data-driven recommendations for helping women advance in their careers.

WHAT WILL I LEARN?

Completing our online Certificate in Leadership for Women in Business prepares you to:

- Use body language to debunk gender stereotypes
- Identify body language norms across various cultures
- Describe factors that contribute to the different ways that men and women are treated in the workplace
- Discuss the role that gender stereotypes play in creating challenges for women in business
- Describe the benefits of supporting women in positions of leadership
- Address unfair treatment in the workplace
- Engage in common managerial tasks like delegating, motivating, coaching, delivering feedback, and navigating conflict
- Project self-confidence while interacting at work
- Recognize dysfunctional patterns of communication and describe how to communicate effectively
- Describe how gender bias affects women speakers and identify how women speakers may self-sabotage
- Identify strategies to achieve balance, including balancing by week, over a year, and via a short career
- Find and use available networking tools and resources
- Approach, build, and maintain professional networks
- List critical negotiation skills

For more information and a complete list of courses, visit:

CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) found that in 2021, women comprised 52% of workers in management, professional, and related occupations. Between 1970 and 2021, the number of women in the workforce with a college degree more than quadrupled.

Common career paths or growth opportunities for women in business include:

CEO

The Chief Executive Officer (CEO) is the highest-ranking executive within a company. The CEO reports directly to the board and oversees operations, strategies, and major corporate decisions. The number of women in CEO positions is steadily increasing.

Financial Analyst

The financial analyst is responsible for reviewing and analyzing financial data and guiding businesses and individuals in making smart investment decisions. Successful financial analysts have strong mathematical and analytical skills.

Human Resources Director

The human resources director is responsible for the planning, coordination, and leadership of a company's HR department. They work closely with senior management to develop policies and strategies that strengthen the company's workforce.

The Certificate in Leadership for Women in Business is available 100% online.

The courses included in this certificate carry:

PMI PDU's | IACET CEUs | SHRM PDCs | HRCI Credits | ATD CI Credits

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