

Management and Strategy Institute, LLC.

Executive Management Certified (EMC)[™]

Course of Study

Introduction

The Executive Management Certified (EMC)[™] course, developed exclusively for the Management and Strategy Institute, is designed to give you a strong understanding of leadership principles as well as the development of supervisory skills.

The goal of the Management and Strategy Institute is to teach you the key competencies required to function within an organization as an executive manager. As you go through the training material you will learn the competencies listed below.

The EMC exam is a timed, online exam. It has a required passing score of 65%.

Competencies

This course of study covers the following competencies:

What Makes a Great Leader

- To be a good leader you need to have a vision and energize the people around you.
 - Learning Outcome: Understand the basics of being a good leader. What are the 5 basic traits of a leader.

How to Create a Suitable Environment

- What sort of an environment should you create to make your team or employees passionate about what they do?
 - Learning Outcome: Understand a clearly stated mission & purpose. Rewards, trust and leading by example.

Vision: How to Come up with Goals?

- As a good leader, you must have a vision. You must know where you are going and be able to convince others so that they follow you.
 - Learning Outcome: Understand what “vision” is and why it is important.

Circle of Influence

- Who is Your Circle of Influence?
 - Learning Outcome: Identify and know how to interact with your circle of influence.

What are Personality Types?

- Imagine if you could talk to someone and within minutes understand what type of a person they are? You could then predict a lot of their behavior and understand how to approach them effectively.
 - Learning Outcome: Classify yourself and others based on a personality type indicator.

How to Communicate Effectively?

- While communicating with your circle of influence, certain behaviors can be far more positive than others, and will usually get you more results.
 - Learning Outcome: Communicate more effectively with team members and increase the team's inter-communications

Questioning Methods

- Ask specific types of questions to obtain more information.
 - Learning Outcome: As a manager, it is essential to know how to ask the right questions. Understand question techniques to obtain the most critical information.

How to Convince

- Change the opinion of people around you more successfully.
 - Learning Outcome: A good leader needs to be able to easily convince other people of his or her opinion. Understand the basics of persuading others to see your vision.

How to Give Feedback

- Deliver your potentially negative message and get a good response.
 - Learning Outcome: Understand the basics of giving potentially negative feedback in an effective way.

How to Encourage Team Members

- Use a simple technique to reinforce behavior of team members.
 - Learning Outcome: Understand the basics of encouraging a team to perform.

How to Criticize & Get Results

- Criticize someone in a senior position without jeopardizing your own position. A leader needs to interact with many different people on many different levels, above and below. Sometimes you may be confronted with behavior that you need to criticize.
 - Learning Outcome: Understand the basics of criticizing others in a way that gets results.

How to Delegate

- Delegate tasks at the appropriate level and maximize your efficiency.
 - Learning Outcome: Understand the basics of delegating.

Risk Management

- Analyze risk systematically and formulate responses.
 - Learning Outcome: Basic understanding of how to analyze risk.

What is Supervision

- Approach a supervisory role systematically and confidently by knowing the requirements for success.
 - Learning Outcome: Understand the basics of supervision.

How to Address Problems Methodically

- Analyze a situation systematically using a proven management technique to identify who and what is affected by it
 - Learning Outcome: Understand how to analyze and address problems.

Establishing Rapport

- Use the 4-step technique to establish rapport with people for effective communication and team building.
 - Learning Outcome: Learn to establish rapport with others using communication.

Situational Leadership

- Choose your leadership style based on your management needs and individual's capability using an established management theory.
 - Learning Outcome: Understand situational leadership and leadership styles.

Learning Resources

Required:

Material included with your purchase is required reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Optional:

This material is not required; however, it will assist you in understanding executive management.

- Peter F. Drucker (January 3, 2006) *The Effective Executive: The Definitive Guide to Getting the Right Things Done*, ISBN-13: 978-0060833459
- Anne Loehr (April 2, 2008), *A Manager's Guide to Coaching: Simple and Effective Ways to Get the Best From Your Employees*, ISBN-13: 978-0814409824

Preparing for Success

In order to successfully complete the EMC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 2-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

Will I receive a physical certificate in the mail?

- Yes, MSI will mail you a certificate suitable for framing as well as transcripts.

Will I receive Professional Competency Units (PCU's)?

- Yes, the exam awards 20 PCU's upon passing.