



Certificate in Applied
LEADERSHIP

Exclusively for **credit union** professionals.

Leadership **isn't** a theory, title, or position.

Leadership is the ability to practice, day by day, the principles and behaviours that enable you to positively influence others. When faced with a myriad of different situations and personalities (including our own), it can be a complex and challenging journey.

The **Certificate in Applied Leadership** (CAL) provides a clear path forward to help you be a more effective leader. The only online, cohort-based leadership and coaching certificate program exclusively for credit union professionals, CAL helps leaders build skills, impact, confidence, and career growth.

Taught by accomplished credit union executives, all CAL courses blend the latest in leadership thinking and neuroscience, with opportunities to apply learning in the workplace and learn alongside other CU professionals.

In this fast-paced, complex world, CAL can help you solve workplace challenges and foster an inclusive, high-performance culture **and be a leadership force for good.**



“Best course, hands down, a lot of information but very easy to navigate the learning site.

— Lori Elgin, Branch Manager

“I highly recommend enrolling in programs at the eLeadership Academy! The discussion forums are a great place to interact and learn from others!

— Karin Holmberg, Supervisor

“A terrific condensed “mini MBA” on leadership covering the bases very well.

— Pasi Pinta, Senior Vice President

Certification and credit

You will earn a digital badge for each program completed. Badges can be shared on social media, emailed, or printed, and they're all verifiable online.

When all of the programs are complete, you'll earn a Certificate in Applied Leadership to recognize your achievement.

The four courses in the certificate program can be taken in any order or individually. Time to completion can take anywhere from 12 to 24 months, depending on the pace that's most comfortable for you.



Upon completion of the Certificate in Applied Leadership, you will be eligible to apply for a CULC Designation (Credit Union Leadership and Coaching Designation) beginning Fall 2023



The knowledge and practice **you need to level up.**

The programs have exceptional recommendations and completion rates from emerging leaders, seasoned managers, and C-suite executives. Courses can be taken in any order or as standalone learning experiences. To earn a Certificate in Applied Leadership, participants must complete one of each of the following:

eLEAD

8-Week Cohort-Based Program,
4 Hours per Week

Effective leaders have both a strong backbone and an open heart. They have the clarity and courage to handle tough situations, and the empathy and emotional agility to create a climate of inclusiveness and belonging. This course introduces foundational concepts, such as emotional intelligence, coaching, change agility and NeuroLeadership. Bite-sized content and weekly exercises create immediate opportunities to boost team engagement and resilience.

eCOACH

8-Week Cohort-Based Program,
4 Hours per Week

Coaching fosters accountability, inspires action, and builds confidence in others by holding them capable. In eCOACH, leaders learn to shift from being a problem-solver to becoming a facilitator of problem-solving. The program includes models for coaching and leading difficult conversations. The second half of the program includes workplace and triad practice as well as 1:1 mentor coaching.

eFOCUS

On-Demand Short Courses,
4 Modules, 2 Hours per Week

This series of short courses helps leaders leverage the power of cognitive science to rewire the brain for increased performance and improved well-being. Participants complete these on-demand courses independently and finish with an action-plan for their own personal growth. To qualify for the Certificate in Applied Leadership, participants must complete one eFOCUS course.

Option 1 - Inclusive Leadership

Option 2 - Building Resilience



eLeaderHUB

Monthly Program, 2 Hours per Month

eLeaderHUB enables busy CU professionals to continually improve their leadership skills. Participants gain access to monthly live webinars, micro-training, worksheets, tools, self-assessments, and a community of like-minded professionals. Participants receive bite-sized insights with straightforward, practical advice on how to become the leader that others love to follow. The eLeaderHUB course also includes access to an annual Virtual Summit and semi-annual EVOLVE Workshops.



Expect more from your online training.

Our programs are:

Flexible: take courses at your own pace and schedule

Social: learn alongside a network of peers to share experiences and learning

Expert-led: our credentialed faculty and coaches have extensive experience within the CU system

Personalized: you'll develop a personalized action plan for leadership and coaching growth

Applied: practice what you've learned at work to ensure that the learning sticks

“ Love the variety of platforms used to communicate the contents of the course. Great way to keep everyone engaged. I have learned so much, which has triggered a desire to learn more!

— Marcie Greenley, Office Supervisor

“ The programs cover the key aspects of becoming a more competent and confident leader and are relevant for both new and seasoned leaders. It was valuable to take the programs with so many other Credit Union leaders and learn from their experiences. These courses have become a key component of our Leadership Development Program at Caisse.

— Pam Sontag, Manager Employee Learning & Development



Training that gets results.

All eLeadership Academy programs follow a brain-centric coursework model to ensure maximum retention.



Sandra McDowell
CEO, MA, PCC, CPHR

Meet the founder and lead faculty.

Sandra McDowell knows what it takes to guide an organization that's anchored in cooperative principles, community, and purpose. Early in her career, she received a CCUA national young leader award and World Council WYCUP young leader award. She has spent more than 20 years in executive roles within the credit union system, including as Head of People & Culture, COO, and Acting CEO.

Sandra is a Certified Executive Coach with a Master's degree in Leadership, and she holds an ICF PCC designation along with a Certificate in Neuroleadership. In 2012, she began teaching what she had learned through her education and experience—that program would later evolve into the internationally recognized eLeadership Academy. Today, her mission is to help the worldwide credit union system build a leadership force for good.

Sandra is a long-time partner of CCUA and WOCCU, associate faculty for two universities, and the author of *Your Mother Was Right: 15 Unexpected Lessons About Leadership and the Brain*.