A Business Leadership Timeline

Leaders Lead
Companies in the U.S. invested $12,000,000,000 on leadership development – in 2009 alone!

Leadership affects...

BUSINESS
• 56% of companies surveyed report facing a leadership talent shortage
• 78% are unsure they’ll reach profit, growth, innovation or customer service goals
• 13% of firms with high-quality leaders outperform rivals in key metrics

GOVERNMENT
• 60% of U.S. federal government employees are miserable due to poor leadership
• Only 29% of all government workers are actively engaged in their jobs

From city hall to Senate halls, effective leaders are needed throughout the government.

PEOPLE
• 37% of people who leave jobs admit it was due to poor leadership
• About 20,000,000 U.S. employees are actively disengaged and spreading discontent
• Leaders scoring 90% in effectiveness had employees who scored 92% in satisfaction

Leaders who know how to engage employees improve workplace productivity.

Mis-Leading Statistic
15% to 20% of variance in an organization’s performance is attributed to leadership

Business Leadership leads to CAREER OPPORTUNITIES

The need for effective leadership is reflected in projected growth of management positions over the next decade – a rise of 12% for office and administrative services managers alone. Make sure you’re ready to take advantage of these opportunities by checking into the Business Leadership Certificate from Grantham University.

The Business Leadership Certificate offers a 16-credit-hour solid foundation of management essentials – giving you the knowledge you need to build effective teams to meet critical business goals at every level of the organization. Get an inside look at the courses involved:

- PERSONAL FINANCE: Explores issues of strategy, saving, and financial success and how the manager’s role is impacted by an uncertain economy
- LEADERSHIP IN ORGANIZATIONS: Learn how effective leader’s enhance change and ability to manage complex, diverse, global, and virtual teams
- PERFORMANCE MANAGEMENT: Examine work measurement systems, and creates strategies which will improve performance and overall success
- STRATEGIES FOR DECISION MAKING: Discuss various strategies for handling and improving the situations and providing in an enabling environment

In business, the best organizations are those that recruit true leaders. Make sure you have what it takes to part of, and lead within, a great organization. Call an admissions representative today at (888) 947-2684 and discover how these 16 credit hours can be a stepping stone to your associate, bachelor’s or even master’s degree... and a better future.

Call (888) 947-2684 or visit grantham.edu for more information