



**PRSA**  
Learning

# Executive Leadership

CERTIFICATE PROGRAM

Five Live/On-Demand Modules

**Wednesdays, Nov. 1–Dec. 6\***  
**3–4:30 p.m. EDT**

\*Excludes Nov. 22

# PROGRAM INFORMATION



The most effective executive leaders are much more than skilled managers. They are visionaries, strategists, influencers and motivators. They understand that emotional intelligence, authenticity and empowerment are as important as budgeting, forecasting and strategic planning.

The Executive Leadership Certificate Program will cover the key components needed to become a highly effective communications executive. Participants will learn how to lead with authenticity, emotional intelligence, inclusivity and strong ethics. They will better understand the behaviors they may display that are counterproductive to building trust, and how to effectively foster more trust in their teams. They will fine-tune their knowledge of how to conduct and implement strategic plans, keeping team members accountable for their roles. They will learn about budgeting, forecasting, resource management and how to effectively engage with financial experts — skills that are often elusive to communicators. This program also will dive into the future of communications, discussing new technologies and expanding communications channels.

The certificate program will be led by M.J. Clark, APR, Fellow PRSA, a recognized expert and author in leadership development, and will feature co-presenters and guest speakers who will provide in-depth, real-world and leading-edge examples of executive leadership best practices.

Designed as a live, online program of five modules, the Executive Leadership Certificate Program will launch on Nov. 1 and run through Dec. 6 on Wednesdays from 3–4:30 p.m. ET. (No module is scheduled on Nov. 22.)

All modules will be recorded so that participants can (re)listen or review them after the live date in preparation for the final exam. Additionally, participants will be given access to PRSA's Online Community, an exclusive forum offering private access and interactive dialogue with other members taking the course.

After successfully completing and passing the 15-question, multiple-choice test at the end of the certificate program, registrants will be awarded a certificate of completion and a digital badge.



# PROGRAM INFORMATION



## THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Managers and senior-level PR and communications professionals.
- Any professional responsible for managing a team.
- Leaders charged with advising other executives.
- Professionals responsible for managing digital communications.
- Marketing professionals.
- Communicators with 10 or more years of experience.

## BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Apply leadership strategies across multiple organizational environments to drive stronger results in a faster, more efficient manner.
- Articulate an authentic leadership philosophy and the role it plays in building effective strategies and a vibrant working environment.
- Understand how personal investment with continuous learning builds successful leaders.
- Enhance leadership skills to build stronger team trust and collaboration in pursuit of a more productive and efficient organization.
- Strengthen mental, emotional, and tactical skills to enhance leadership successes with all/any publics, clients or teams.

# SPEAKER



## **M.J. Clark, M.A., APR, Fellow PRSA**

Vice President, Senior Leadership Consultant  
Integrated Leadership Systems

As vice president of Integrated Leadership Institute and a consultant, executive coach and workplace trainer since 2006, M.J. Clark, APR, Fellow PRSA, helps companies with ownership and management succession, strategic planning and executive development. She coaches executives to help them keep others accountable, better manage stress, develop emotional intelligence, become more assertive and confident, and fine-tune leadership and management skills. She is the author of two leadership books.

M.J. has a master's degree in organizational communication from The Ohio State University and a bachelor's degree in public relations from Ohio University's Scripps School of Journalism. She has served in numerous PRSA leadership roles, and has won several awards at the PRSA Chapter, District and national levels for her impact on the profession and PRSSA Chapter service. She was inducted into the PRSA College of Fellows in 2016.

Twitter: [@mjclark](https://twitter.com/mjclark)

LinkedIn: [linkedin.com/in/mjclark22](https://www.linkedin.com/in/mjclark22)

# SCHEDULE



	MODULE TITLE	DATE & TIME
1	Preeminent Leadership: Leading With Authenticity	Wednesday, Nov. 1 3-4:30 p.m. EDT
2	Prominence Leadership: Leading Your Team Effectively	Wednesday, Nov. 8 3-4:30 p.m. EDT
3	Proficient Leadership: Understanding Financial Matters	Wednesday, Nov. 15 3-4:30 p.m. EDT
4	Precision Leadership: Strategic Planning and Executive Accountability	Wednesday, Nov. 29 3-4:30 p.m. EDT
5	Principled Leadership: The Future of Communication	Wednesday, Dec. 6 3-4:30 p.m. EDT

# LIVE/ON-DEMAND MODULES



## MODULE 1: Preeminent Leadership: Leading With Authenticity

▶ Wednesday, Nov. 1, 3–4:30 p.m. EDT

In this module, participants will gain an understanding of what leading with authenticity, self-awareness and emotional intelligence looks like in practice and how it drives a culture of trust, collaboration and efficiency.

▶ Guest Speaker



### **Aaron Helton**

Leadership Consultant  
Integrated Leadership Systems

Aaron Helton earned both his specialized undergraduate degree in workplace psychology as well as his M.S. in industrial-organizational psychology, with a focus on applied organizational psychology from Eastern Kentucky University. His credentials include workshop and training development as well as knowledge and collaboration and inclusion among all members of a team.

As a trainer and consultant for Integrated Leadership Systems, Aaron helps business owners and senior level directors/managers become more emotionally aware and communicate more effectively to grow their business, plan for succession and become more effective leaders.

LinkedIn: [linkedin.com/in/aaron-helton-b128b8181](https://www.linkedin.com/in/aaron-helton-b128b8181)

# LIVE/ON-DEMAND MODULES



## MODULE 2: Prominence Leadership: Leading Your Team Effectively

▶ Wednesday, Nov. 8, 3–4:30 p.m. EDT

In this module, participants will learn how to build an effective, inclusive, dynamic team, leading others with assertive, confident communication and sticking to values/ethics in good times and bad.

▶ Guest Speaker



### **Hattie Hunter**

Leadership Consultant  
Integrated Leadership Systems

Hattie Hunter received a bachelor of science in psychology from the University of Georgia. She also holds a master's degree in industrial organizational psychology from East Carolina University. She has also received graduate certificates in business analytics and leadership in organizations. Hattie's passion for helping others find true happiness and purpose has led her to Integrated Leadership Systems where she is a leadership consultant.

# LIVE/ON-DEMAND MODULES



## MODULE 3: Proficient Leadership: Understanding Financial Matters

▶ Wednesday, Nov. 15, 3–4:30 p.m. EDT

In this module, participants will learn the basics of budgeting, forecasting, reporting, ROI, resource management and terminology to properly engage with financial experts.

▶ Guest Speaker



**Jason Mudd, APR**  
CEO  
Axia Public Relations

Jason Mudd, APR, is a trusted adviser and dynamic strategist to some of America's most admired and fastest-growing companies. Since beginning his career in 1994, he has worked with American Airlines, Budweiser, Dave & Buster's, H&R Block, Hilton, HP, Miller Lite, New York Life, Pizza Hut, Southern Comfort, and Verizon. He's the CEO and managing partner of Axia Public Relations. Forbes magazine named Axia Public Relations as one of America's Best PR Agencies.

Jason also writes about public relations best practices for 44 American City Business Journals across the U.S., public relations industry trade media, and other national business news outlets.

At Axia, Jason attracts, develops, innovates, and leads top PR talent and clients. He oversees strategic communications strategies for the firm's national clients, delivering high-level consultations to client leadership teams at billion-dollar global brands, both business-to-business and business-to-consumer, including spokesperson training, crisis communications management, analytics, social media, online reputation management, and more.



# LIVE/ON-DEMAND MODULES



## MODULE 4: Precision Leadership: Strategic Planning and Executive Accountability

▶ Wednesday, Nov. 29, 3–4:30 p.m. EDT

In this module, participants will gain an understanding of strategic planning and how to reach strategic goals through executive accountability, advocacy and empowerment.

▶ Guest Speaker



### **Lisa Beaty, ACC**

Executive Coach and Consultant  
Integrated Leadership Institute

Lisa Beaty, ACC, is an executive coach and consultant at Integrated Leadership Institute. She holds the Associate Certified Coach (ACC) credential in the International Coaching Federation and a master's degree from Concordia University-Townsend Institute in Executive Coaching & Consulting. Lisa's vision for coaching is to see every client, shining brightly as their whole and authentic selves. Her mission is to guide individuals, teams, and organizations to ever increasing levels of impact through the discovery of their untapped potential and harnessing it for transformational results.

Lisa has worked with global leaders and teams in the manufacturing, distribution, and technology industries. Her past work includes leadership development coaching, workshop and training facilitation, talent management systems development, team development sessions, DEI (Diversity, Equity, & Inclusion) strategy, and change management.

# LIVE/ON-DEMAND MODULES



## MODULE 5: Principled Leadership: The Future of Communication

► Wednesday, Dec. 6, 3-4:30 p.m. EDT

In this module, participants will gain an understanding of what the future of communications may bring – new technologies, AI, expanding communications channels and new ways to utilize data analytics.

► Guest Speaker



**Bill Balderaz**  
President  
Futurety

Bill Balderaz is the president and founder of Inc. 5000 company, Futurety, a data analytics and marketing consulting firm. Futurety specializes in serving regulated industries, including healthcare, pharma, finance, government and medical devices.

Previously, Bill was the founder and president of Webbed Marketing which went from a one-man consultancy to one of the fastest-growing interactive marketing agencies in the Midwest. Throughout Bill's career, he's found himself working in industries in their very earliest stages. Starting in 1998 (the same year Google was founded) he worked in search engine optimization, online advertising, and eCommerce. In 1999, he worked for one of the first companies developing HTML based online learning. In 2005, five years before the iPad was invented, Bill worked on a concept for a tablet-based electronic health records software. He also worked in social media and viral marketing in 2006 (the same year YouTube and Twitter were founded).

Bill has spoken at more than 150 conferences from New York to California on public relations, sales, innovation, marketing, healthcare, search engine optimization, data mining, social media and more. He's also been featured in over 100 media outlets, including The Wall Street Journal, Money Magazine and NPR.

Bill serves on the Board of Chapel Hill House, a group serving pediatric cancer patients and was co-founder of Lifting Hopes, a nonprofit dedicated to children battling serious illnesses.

# DETAILS & PRICING



## PRSA MEMBER RATES\*

Early Bird Rate (on or before Oct. 18)	\$799
Regular Rate	\$899

## NONMEMBER RATE

\$1,199
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\*Global Alliance members qualify for the PRSA Member Rate.

## LEARN AS A GROUP

Special Rates are available for groups of three or more. Please contact PRSA for more details.

## RENEWAL CEUs



Participants with the APR credential earn 0.5 renewal CEUs for each completed module of this course, for a total of 2.5 CEUs.

## REGISTER

[prsa.org/elcp](https://prsa.org/elcp)



## CONTACT

PRSA's Professional Development department  
at [PD@PRSA.org](mailto:PD@PRSA.org)

## CANCELLATIONS/REFUND POLICY

Refund of the Executive Leadership Certificate Program, less an administrative fee of \$100, will be made if written notice of cancellation is received no later than October 18, 2023. Registrants whose cancellation requests are made after October 18, 2023, will not be entitled to a refund. Cancellation of registration for this event must be made in writing and mailed to: PRSA Executive Leadership Certificate Program, 411 Lafayette Street, Suite 201, New York, NY 10003, or emailed to [registration@prsa.org](mailto:registration@prsa.org). If you cannot attend, you may notify PRSA by October 18, 2023, if another person will be attending in your place. For substitution, nonmembers must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.