



ONLINE

ABA-Wharton Emerging Leaders Certificates

Developing the next generation of leaders is a top business priority for banks—but the time and resources needed to create a personalized training program are often in short supply. To meet this growing demand, ABA has joined with the prestigious University of Pennsylvania's Wharton School to offer three leadership certificate programs featuring preeminent Wharton faculty that provide top-notch training for emerging leaders in an accessible online format.

- **ABA-Wharton Emerging Leaders Certificate** – Strategy
- **ABA-Wharton Emerging Leaders Certificate** – Engaging and Motivating Talent
- **ABA-Wharton Emerging Leaders Certificate** – Advanced Emerging Leadership



ONLINE

The challenging content helps develop critical thinking and requires participants to demonstrate understanding of key points. Certificates cover leadership strategy, employee motivation and engagement and advanced leadership skills. Give your employees the tools they need to be industry leaders in the 21st century.

- **ABA-Wharton Emerging Leaders Certificate – Strategy:**

Learn to design and implement strategies that drive growth for your organization and maintain competitive advantage in the marketplace.

Modules:

Competitive and Corporate Strategy: The Firm and the Industry

Managing the Value of Customer Relationships: What are Customer Centricity, Customer

Price: \$1,695 member | \$2,195 nonmember

- **ABA-Wharton Emerging Leaders Certificate – Engaging and Motivating Talent**

Today's successful leaders lead by creating positive and productive organizational cultures. Learn how to engage employees, foster creativity and create a culture that encourages success.

Modules:

Leadership in the 21st Century:

Managing and Motivating Talent:

Price: \$1,695 member | \$2,195 nonmember

- **ABA-Wharton Emerging Leaders Certificate – Advanced Leadership**

This program is designed to help emerging leaders define and refine their goals and develop a personal plan for achieving success.

Modules:

Introductory Video Wharton Professor Peter Cappelli and ABA's Jim Edrington

Success

Leading the Life You Want:

Influence:

Communication

Price: \$695 member | \$95 nonmember

Questions?

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