

## Community Leadership and Entrepreneurship Certificate (CLEC)

The Community Leadership and Entrepreneurship Certificate is an approximately 86-hour program that equips learners with essential skills in leadership, innovation, and sustainable business development. Offered through *Coursera* and curated by expert faculty from the School of Business and Technology at William Woods University, this certificate helps learners strengthen leadership, apply practical business tools, and develop strategies that support resilient organizations and communities.

Learners gain foundational knowledge in business modeling, financial decision making, market analysis, and sustainable practices that align with the needs of today's workforce and entrepreneurial landscape.

At the end of this program, learners will be able to:

- Create and evaluate business models and financial strategies using tools like Business Model Canvas and cash flow forecasting to support sustainable business practices and strategic decision-making.
- Develop and implement innovative strategies by analyzing market trends and consumer behavior to create competitive advantages and drive business growth.
- Apply circular economy principles and sustainable marketing strategies to design products and services that minimize waste, maximize impact, and align with evolving consumer values.
- Enhance leadership capabilities by applying emotional intelligence, adapting management styles, and fostering team collaboration to optimize performance and build resilient organizations and communities.

The certificate includes 16 short courses on **Coursera**, totaling 86 hours, covering the following topics.

1. The Circular Economy
2. Analyzing Market Attractiveness Using Creately
3. Fundamentals of Customers and Competition
4. Innovation Strategy
5. Business Strategy: Business Model Canvas Analysis with Miro
6. Fundamentals of Financial Planning
7. Create a Business proposal with Visme for businesses

8. Fundamentals of Leadership
9. Fundamentals of Funding
10. Business Innovation: Prototyping, Markets, Strategy
11. Sustainable Marketing and Consumer Trends
12. Effective Leadership: Master Management Styles
13. Emotional Intelligence in Leadership
14. Results-Driven Leadership for High-Performing Teams
15. Building Your Community Resources
16. Become a Leader in Your Community

Contact Kathy Groves at [kathy.groves@williamwoods.edu](mailto:kathy.groves@williamwoods.edu) for more information on this program.