

Community Leadership and Entrepreneurship Certificate (CLEC)

The Community Leadership and Entrepreneurship Certificate is an approximately 35-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.
- 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 13 short courses on Coursera, totaling about 35 hours, covering the following topics.

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

9. Business Innovation: Prototyping, Markets, Strategy
10. Effective Leadership: Master Management Styles
11. Emotional Intelligence in Leadership
12. Results-Driven Leadership for High-Performing Teams
13. Become a Leader in Your Community

Contact Kathy Groves at kathy.groves@williamwoods.edu for more information on this program.