FREQUENTLY DELIVERED COURSES

Willamette University’s Executive Development Center (EDC) offers a number of certificate programs, workshops and courses through our Portland and Salem campuses as well as on-site. This page includes a summary of popular courses delivered to past EDC clients.

Leadership

Leadership Through Influence
Determine how best to leverage your preferred leadership style to be effective and productive.

Strategic Thinking
Anticipate changes and trends in your industry, and modify your group’s plans accordingly.

Setting Your Leadership Goals
Based on a 360-evaluation, prepare a career development plan for yourself, and coach others, consistent with your organization’s culture.

Leadership at the Executive Level
Set the tone and shape the culture and performance of your organization with actions and planning appropriate for your organization’s stage of growth.

Navigating Change
Apply situation analysis, impact analysis and common frameworks for defining changes to your organization’s circumstances.

Management

Balancing Resource Workloads
Gain insights, tools and techniques to balance resource workloads across competing organizational priorities.

Project Management

Program and Project Management
Leverage information technology to maintain project cost, scope, schedule and quality constraints.

Project Management and Strategy
Support your organization’s project management culture. Understand the four phases of any project, and the common causes for success and failure.

Leading Cross-Organization Initiatives
Work across divisions and functions of your organization solving strategic problems and facilitating creative solutions or compromising as necessary.

Operations

Operations Management and Innovation
Discover the key processes that help any operation run more smoothly, improve operational performance, cut costs and increase customer response time.

Operations Management Inside Your Organization
Customized to your organization’s model, develop skills such as: data-based decision making, creating sustainable trade-offs between business, the community and regulatory agencies and determining what it means to be cost competitive.

Marketing

Customers and Competitive Advantage
Seek creative solutions to customer problems, cultivate an entrepreneurial spirit and refine the ability to take measured risks that align with your organization’s long-term strategy.

Building Effective, Competitive Intelligence Insights
Collect, apply and communicate effective, enduring insights that can impact planning, marketing and sales efforts.

Finance

Finance for the Non-Financial Manager
Identify and measure financial outcomes that are consistent with your organizational strategies, and understand financial information that informs business decisions.

Law

Business Law and Ethics
Explore the framework of a specific organization’s legal framework, from contractual to environmental issues.

Public Management

Public Policy
Move and interface with key external stakeholders, engage the public in dialogue and mediate disputes while maintaining the organizational cohesiveness.

Contact the Executive Development Center for more information on any of these courses or to discuss other program options.
edc@willamette.edu • 503-370-6791
Why Choose Willamette?

Savvy Organizations Choose The Willamette University Executive Development Center For:

**Customizable Results** – Professional development as unique as your team. Together, we’ll craft a solution that aligns with your organization’s exact needs to achieve specific outcomes.

**World-Class Instruction** – Your managers will engage with our renowned faculty, and experts from your industry, balanced according to your organization’s goals.

**Cross-Sectoral Approach** - As one of only two US schools with public and private accreditation, we’ll prepare your managers to collaborate across departments, companies, and industries.

What Makes Willamette University Executive Development Center Different

We prepare leaders to think holistically and act boldly and ethically in response to organizational and industry change.

**We’re Diverse** - With clients spanning across sectors and industries, we draw on faculty, practitioners, content and research that reflects the best practices available.

**We’re Practical** – Through a balance of classroom learning and real-world application, your managers will emerge energized to tackle the roots of your organization’s upcoming challenges.

**We’re Community-oriented** – Students learn and apply themselves in a connected, supportive and collaborative learning environment that fortifies internal bridges within your organization.

Other accolades for Willamette University:

- Dual accreditation in both Business and Public Administration (AACSB International and NASPAA), one of only two MBA programs in the U.S. with such a distinction
- A Top 25 school in student exposure to corporate social responsibility, ethics and environmental stewardship - Beyond Grey Pinstripes
- “Best Business School” - Princeton Review and Vault
- Top 15 School preparing students for careers in marketing - Princeton Review
- A top 15 school for promoting sustainability and stewardship in its curriculum - Sierra Club
- A “Best Green Organization” and one of “Oregon’s Best Nonprofits” - Oregon Business Magazine

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