

AMERICAN PAYROLL ASSOCIATION

# STRATEGIC LEADERSHIP

CERTIFICATE PROGRAM



**Preparing leaders for  
today and tomorrow!**

**April 21–23, 2021 – Interactive Virtual Course**

**AMERICAN  
PAYROLL  
ASSOCIATION**

Register online at [www.americanpayroll.org](http://www.americanpayroll.org)

Earn up to 15 RCHs, 1.5 CEUs, or 18 CPE credits • Field of Study: Personal Development

# STRATEGIC LEADERSHIP

## CERTIFICATE PROGRAM

With interactive discussions and hands-on training, strive to be a dynamic leader by:

- Communicating your vision and aligning it with the organizational strategy
- Seeking self-awareness and understanding the impact of emotional intelligence
- Building relationships and successfully interacting with multiple generations
- Developing a personal branding statement
- Managing change in an ever-changing climate
- Exploring the eight-step decision making process



As constant changes in technology and legislative issues present themselves, it's **crucial for professionals to adapt to the shifting demands of successful leadership**. The world in which we live and work is not static; neither should today's leaders be.

The Strategic Leadership Certificate Program, offered by APA, **understands the dynamic world that leaders face daily** and seeks to promote personal and professional growth. This unique two-and-a-half-day program highlights the **myriad qualities of decisive leadership**, including effective communication and decision making.

The Strategic Leadership Certificate Program arms you with the knowledge, resources, and skills necessary to **face challenges, inspire others, and deliver remarkable results**. Upon completion of the course, you'll have the required skills to lead teams through today's ever-changing environment.

Attendees from previous programs have come from companies such as Cox Enterprises, DaVita, Cisco Systems, and Kaiser Permanente.

# LEARNING MODULES\*



## MODULE 1: INTRODUCING CORE LEADERSHIP COMPETENCIES

Leaders — and aspiring leaders — are all concerned with developing the competencies needed to become a more effective leader. Identify the core competencies that define a great leader and how to adapt your leadership style to improve effectiveness.



## MODULE 2: THE VALUE OF THE VISION

Leadership qualities include thinking about and developing a vision for the future. Leaders share a dream and direction that others want to accept and follow. Beyond written organizational mission and vision statements, discover how the leadership vision floods the workplace through the actions, beliefs, values, and goals of the organization.



## MODULE 3: BUILDING AND MAINTAINING RELATIONSHIPS

Good working relationships are imperative to our professional circles. Effective inter-personal relationships with customers, suppliers, employees, and key stakeholders contribute to the foundation of success and satisfaction with your job and your career. Identify how behavior and leadership styles help develop strong teams, and how to strengthen and maintain relationship building.



## MODULE 4: COMMUNICATING EFFECTIVELY AND CONFIDENTLY

Being an effective communicator is one of the essential skills you must develop to succeed and grow in your career. As you rise in responsibility, your ability to deliver clear messages effectively and confidently is vital. Discover how your communications skills will impact the way you are perceived, and how they will play a large part in your credibility and promotability to senior roles.



## MODULE 5: LEADING THE TEAM THROUGH CHANGE

Leaders have a critical role in making change happen. Leaders of teams, projects, departments, and other functions are in a unique and powerful position to translate the vision from the C-Suite to the ground troops and help direct reports navigate the emotions of change and transition. Your goal is to generate alignment and commitment for the change effort to be successful.



## MODULE 6: EFFECTIVE DECISION-MAKING

It is inevitable that leaders, no matter what type, will be faced with making many different decisions. Start to improve your decision-making skills by focusing more on the process that leads to the decision, rather than on the decision itself.

\* Learning Modules subject to change without notice.

# LEARNING MODULES\*



## MODULE 7: DELIVERING RESULTS

Knowing precisely what you want to achieve helps gain the desired results of any business project. Establish the steps required to define your project objectives, clarify the scope of what needs to be accomplished, and develop the plan to execute it. Avoiding project planning with the attempt to save time or money will only produce additional headaches.



## MODULE 8: UNDERSTANDING THE EMOTIONAL IMPACT

Everyone experiences emotions, but few can accurately identify them as they occur. Recognize your own triggers and emotions as well as those of others. Discern between different feelings and label them appropriately by using your emotional intelligence to guide your thinking and behavior. Discover how managing or adjusting your emotions can help you achieve your goals.



## MODULE 9: INTERACTING WITH MULTIPLE GENERATIONS

Generational diversity has excellent potential — growing and learning from each other's ideas and experiences — but the potential for conflict and misunderstanding is ever-present. Understanding the attributes of each generation is essential for leaders to harness different working styles, boost collaboration and creativity, and provide insights to engage the entire workforce.



## MODULE 10: LEADING AUTHENTICALLY

Authentic leaders are self-aware, knowing their strengths, limitations, and emotions. They recognize their biases, embrace diverse thinking styles, promote inclusive leadership, and build cross-cultural awareness among teams. Made from the heart, decisions create honest relationships, trust, and support. Authenticity improves individual and team performance and builds strong character.

\* Learning Modules subject to change without notice.

## Course Information and Policies

### Your registration includes:

- A PDF of the course workbook
- Up to 15 RCHs, 1.5 CEUs, or 18 CPE credits

**Schedule:** You will receive email confirmation of your registration and class date after your completed form and payment have been received and processed.



**Credit for Recertification and Continuing Education:** The American Payroll Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). APA's sponsor identification number is 103152. No prerequisites or advance preparation required. Delivery method: Group Internet Based. Course level: Overview. Field of Study: Personal Development = 18 CPE credits

**CPE Complaint Resolution Policy:** The APA will make every effort to resolve complaints regarding NASBA compliance within a reasonable amount of time and in a confidential manner. A formal complaint must be submitted in writing and must set forth a statement of the facts and the specific remedy sought.

**Submit CPE complaints to:** American Payroll Association, Attn: Certification, 660 North Main Avenue, Suite 100, San Antonio, TX 78205-1217. Certification: (210) 226-4600. We have registered with the Texas State Board of Public Accountancy to meet the requirements of the continuing professional education rules covering maintenance of attendance records, retention of program outlines, qualifications of instructors, program content, physical facilities and length of class hours. This registration agreement does not constitute an endorsement by the Board as to the quality of the program or its contribution to the professional competence of the licensee.

Recertification Credit Hours (RCH) are awarded by the APA for pre-approved payroll learning events.

# 2021 Strategic Leadership Certificate Program | Registration Form

Register online: [www.americanpayroll.org/LCP.html](http://www.americanpayroll.org/LCP.html)

## 1 Registration

### I would like to:

Register for the following Certificate Program:

DATE	PLATFORM	COURSE CODE
April 21-23	Zoom	21LCP01Z

I am an APA Member .....\$1,379  
ID #: \_\_\_\_\_

I am a COLLEAGUE of an APA Member (at the same street address).....\$1,505  
Colleague's ID #: \_\_\_\_\_  
Member's Name: \_\_\_\_\_  
Member's ID #: \_\_\_\_\_

I would like to join APA now AND register at the member rate.....\$1,676

Class Registration Fee at Member Rate .....	\$1,379
Annual Membership Dues*.....	\$262
One-Time Enrollment Fee.....	\$35
<b>TOTAL .....</b>	<b>\$1,676</b>

I am not an APA Member or Colleague..... \$1,645  
ID # (if known): \_\_\_\_\_

## 2 Registrant Information (please print)

### Registrant's Primary Address

Name: Ms.  Mr.  \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_

Zip + 4-Digit/Postal Code: \_\_\_\_\_ + \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

(Area/Country Code)

(Area/Country Code)

Email: \_\_\_\_\_

(For official APA communications, registration confirmations, Payroll Currently, and PAYTECH-Digital)

Please indicate if you are:  CPA  PA (For NASBA reporting purposes)

### Needed for new member enrollment

Birth date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

### Registrant's Secondary/Home Address

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_

Zip + 4-Digit/Postal Code: \_\_\_\_\_ + \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

(Area/Country Code)

(Area/Country Code)

Email: \_\_\_\_\_

## 3 Payment Information

Payment in U.S. dollars must accompany registration form.  
Currency Converter: [www.xe.com](http://www.xe.com)

### Three Enrollment Options:

Online  Fax  Mail  
[www.americanpayroll.org/LCP.html](http://www.americanpayroll.org/LCP.html) (210) 224-6038 To address below

I authorize the API Fund for Payroll Education, Inc. to CHARGE my:

American Express  Discover  Mastercard  Visa

Card is: (check one)  Corporate  Personal

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Purchase Order #: \_\_\_\_\_ (for government agencies/universities only)

Make CHECK payable and mail to:

### American Payroll Association

660 North Main Avenue, Suite 100

San Antonio, TX 78205-1217

Email: [apa@americanpayroll.org](mailto:apa@americanpayroll.org) • Visit: [www.americanpayroll.org](http://www.americanpayroll.org)

Phone: (210) 224-6406 • M-F, 7 a.m.-5 p.m. CT

I agree to the cancellation policies found at <http://bit.ly/APA-policies>.

If you require special services, please call Customer Service at least 14 days in advance of the event.

### Have you ever:

Purchased something from the APA?  Yes  No

Had a membership with the APA?  Yes  No

If yes, what name was it under? \_\_\_\_\_

What was the company name? \_\_\_\_\_

\*Dues are subject to change without notice and are nonrefundable. Membership is on an individual basis; corporate memberships are not available. 100% of APA membership dues are deductible as an ordinary business expense.

### Registration Confirmation

You will receive an email confirmation of your registration and class date after your completed form and payment have been received and processed. If you have not received a confirmation email one week prior to your seminar, please contact Customer Service at the number above.

Last updated: February 2021

EMT: 9V

For office use only:

Date: \_\_\_\_\_ Order #: \_\_\_\_\_ Batch #: \_\_\_\_\_

Group #: \_\_\_\_\_ Check #: \_\_\_\_\_ C/P: \_\_\_\_\_ Total: \$ \_\_\_\_\_