



SMU | CONTINUING AND
PROFESSIONAL EDUCATION

Nonprofit Leadership Certificate Program

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smu.edu/nonprofit
cnmdallas.org



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SMU

“The Nonprofit Leadership Certificate reinvigorated me in my work with our board and staff. I honed my leadership skills and learned how to bring out my strengths and bring out the best in other people, but I also gained support and learned from my class of peers.”

– Student of the *Nonprofit Leadership Certificate Program*

*Do not follow where the path
may lead. Go instead where there
is no path and leave a trail.*

– RALPH WALDO EMERSON

NONPROFIT LEADERSHIP CERTIFICATE



*For Executive Directors, CEOs and Other
Senior Level Leaders of Nonprofit Organizations*



CENTER FOR NONPROFIT MANAGEMENT SM
strong nonprofits build strong communities

Managers are people who do things right, while leaders are people who do the right thing.

– WARREN BENNIS, PH.D.

As our organizations and human interactions become more complex, garnering commitment from others becomes essential in determining our success as leaders. Leadership is a relationship between those who aspire to lead and those who chose to follow. Whether the relationship is one-to-one or one-to-many, the success of that relationship determines your success as a leader.

EXEMPLARY LEADERS

- Are more effective in meeting job-related demands
- Create higher-performing teams
- Foster renewed loyalty and commitment
- Increase motivational levels and willingness to work hard
- Raise more money and expand gift-giving levels
- Extend the range of their agency's services
- Reduce absenteeism and turnover rates
- Possess high degrees of personal credibility

BENEFITS OF THE PROGRAM

- Identify your leadership strengths and how to develop the strengths of others.
- Learn to build a productive, motivated staff and board through trust and respect.
- Gain insight into being a visionary leader and how to raise the profile of your organization.
- Develop valuable contacts and networks with other nonprofit leaders.
- Build confidence as an exemplary leader and gain renewed energy in your work.

PREREQUISITES

Participants should have at least five years of work experience and have held CEO and/or executive position(s) at a nonprofit agency for a minimum of two years, either as a paid staff member or as a volunteer. Exceptions will be considered on a case-by-case basis.

COURSES

The series consists of twelve (12) half-day sessions conducted over an academic year. Students are encouraged to complete the series in one term; and are required to complete ten (10) of the twelve (12) sessions for certification. Visit www.cnmdallas.org/smu.aspx for course dates and schedule.

THE NONPROFIT DIFFERENCE

Explore the nonprofit difference – how the history and culture of 501(c)(3) organizations impact the art of leadership.

THE MISSION OF LEADERSHIP

Explore the current and viable theories of leadership for today's nonprofit CEO and discuss their application within nonprofit culture.

LEADERSHIP STRENGTHS (STRENGTHSFINDER), PARTS 1 AND 2

Emphasis is on leading from strengths, self-care for integration and balance, authenticity, modeling healthy leadership and time/energy management.

LEADERSHIP STYLES (DiSC), PARTS 1 AND 2

Identify the strengths and behaviors that shape your leadership style.

LEADING AND DEVELOPING PEOPLE AND TEAMS

Discussion and activities focus on developing the leader as coach, transferring ownership to a working team and managing conflict.

VALUES OF LEADERSHIP

Leading and honoring a diverse workforce requires leaders to cultivate passion for the mission, and a deliberate articulation and practice of these values.

LIVING LEADERSHIP

Focus is on the continuum of practices nonprofit leaders may engage in to raise the profile of constituents and issues served by their organizations.

THE ETHICS OF LEADERSHIP

Discuss ethical leadership practices, including stewardship of resources for mission fulfillment, values-based decision-making and an ethics-based organizational culture.

LEADING CHANGE

Focus on the skills, resources and practices nonprofit CEOs and executive staff can access in order to anticipate change and adapt with agility.

THE JOURNEY OF LEADERSHIP

This session introduces reflective practices that support a healthy relationship between one's "talk" and one's "walk" as a leader. Address the commitment to leadership, defined as "joining of soul and role," by combining the inner journey with outer decisions and responsibilities.

EXPERIENCED INSTRUCTORS

All courses are taught by instructors with extensive backgrounds in leadership development. Each instructor has an advanced academic degree, with demonstrated experience and accomplishments in their respective fields.

Visit www.cnmdallas.org/instructors.aspx for a list of instructor bios.

COURSE FEES & APPLICATION

Registration fee:

\$2,100 – Center for Nonprofit Management Members

\$2,700 – Non-members

Onetime, nonrefundable application fee: \$25

Registration fee includes all textbooks and course materials.

Application and registration forms available at cnmdallas.org.

The Center for Nonprofit Management and SMU will not discriminate on the basis of race, color, religion, national origin, sex, age, disability or veteran status. The Center for Nonprofit Management and SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.