

# Disruptive Leadership Certificate Program

Your ROI Toolkit

**STETSON UNIVERSITY**

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Continuing Education and Outreach

# Use this Useful ROI Toolkit ...

... to help select the right program for you and your organization. Set goals and define your timeline. Juxtapose your investment with the benefits you receive from attending the Stetson University Disruptive Leadership Certificate Program!

Make the most of your program experience and provide tangible value to your company.

## Find Your Return on Investment Inside...

(386) 233-9996

<http://stetson.edu/dleadership>

# Key Benefits for Your Organization

## Brand

Firms using digital technologies, delivering extraordinary customer experiences, outperform their competition.

## Vision

Propel your company as a leader, through strategic digital methods and creative approaches.

## Strategy

Create your organizational approach and your planning document you can put to use immediately.

## Roadmap

Design your path to drive change, with goals and objectives that are achievable and measurable.

## Leadership

Capitalize on best practices, methods and techniques, delivered by successful subject matter experts.

## Action

Identify methodology and tools for sustainable growth and integrate innovation throughout your company.

## Culture

Eliminate silos, bust through barriers, and drive adoption across your entire organization.

ROI - Turn strategy into immediate action.

# Powerful Reasons to Bring Your Team!

## Change

When teams learn together, you gain an immediate, positive impact on your organization.

## Seamless

Everyone is on the same page and can directly employ their new skills back in the workplace.

## Cost

Educating groups at the same time is efficient - you benefit from substantial enrollment discounts!

## Collaboration

Your team solves problems together, achieving specifically defined goals that reinforce learnings.

## Focus

Group activities centered on your challenges - resolutions determined as a team.  
Each employee learns and works on activities first-hand; no “post-training” knowledge transfers.

## Direct

The entire team understands how to use new tools and techniques for greater cohesion and unified approaches.

## Consistent

ROI - Cut costs by empowering teams.

# Compare Programs for the Stetson University Advantage!

Your Educational Requirements	Yes Stetson University!	Other Programs?
Program backed by recognized academic University?	✓	
Content reviewed and updated for every program?	✓	
Hands-on, activity-based learning?	✓	
Exercises applied to your case studies and processes?	✓	
Leadership skills reinforced?	✓	
Teambuilding activities infused throughout?	✓	
Materials and templates to take back to the office?	✓	
Professional Toolkits included?	✓	
Strategic Planning as Capstone Project?	✓	
Continued mentoring by respected Leadership Board?	✓	
Ability to customize for teams and your organization?	✓	

ROI - Make educational budgets count.

# Get On the Right Track to Success

Align Your Business Goals	Importance to business? 1-10	When do you need it completed?
Lead the industry and promote growth		
Set a clear vision for the organization		
Have customers love and recommend your brand		
Win consistently over the competition		
Give employees a real sense of purpose		
Know how customers feel about each interaction		
Know why customers leave, and get them back		
Develop a clear roadmap to make goals a reality		
Gain employee support for business strategy		
Collect customer-relevant data and innovate		
Lead the Digital Revolution at your company!		

ROI - Save by aiming at the true target.

Dear [Approving Executive],

I'd like to attend the professional Disruptive Leadership Certificate Program at Stetson University. This executive education brings together senior marketing experts across multiple industries and functions, including digital innovators, strategic marketing experts, Disruptive Leadership thought leaders, and social media strategists. While there, I'll focus on implementing new digital techniques that will drive our business forward. I'll bring back new skills to impact our organization, as well as day-to-day projects.

This program allows me to learn from the Stetson University faculty and the world's top marketing influencers. They'll share industry best practices, and their custom approaches to uncover insights and trends. Subject matter experts will present case studies to demonstrate the use of strategic marketing innovations in real-world scenarios.

During the program, I'll formulate a customized plan for our company and build our Digital Revolution toolkit. As I work on the capstone project, I'll apply new concepts to our organization, giving us a head-start on our initiatives.

Here's the list of topics that are relevant to an impactful ROI:

Digital Strategy	Automation & Disruptive Leadership
Relevant Content	Digital Metrics
Social Strategy	Analytics & Measurements
Digital Integration	Disruptive Leadership Transformation Capstone Project

I'll return with presentations, content, new cross-industry relationships, and best practices that we can implement immediately, both at the functional and business levels. I'd like the opportunity to review this with you and discuss how we can best maximize my time while at the program.

I look forward to discussing the event in further detail!

# Disruptive Leadership Certificate Program

Gathering innovators, subject matter experts, and strategic thinkers in a unique learning environment.

Contact us for our upcoming class schedule

386.233.9996

[http://stetson.edu/  
dleadership](http://stetson.edu/dleadership)

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