

Leadership Education for Accounting Professionals—Make the LEAP

Grow your firm—Acquire and retain more clients. Get the guidance you need to stay ahead of the technology curve, giving you a definitive edge over other accounting professionals. This grow your firm bundle consists of 18 courses worth 24 CPE/CPD hours.

Grow your firm bundle (24 hours)—\$195	# CPE/CPD hours
<p>Blog 101: First steps to stardom</p> <p>Want to boost your brand, become a thought leader, start a conversation, and drive the world to your website all at the same time? Here's how: Start a blog. Here's a quick-start guide to starting your blog and what you need to do to make it shine.</p>	1
<p>Brand you: How to be a leader and boost your career . . . with a little help from social media</p> <p>You don't need to write books or earn advanced degrees to be a thought leader. We're all experts at something, and thanks to social media, it's easier than ever to tell the world about it. This session examines the dos and don'ts of personal brand management in the age of social media.</p>	1
<p>Business development: Distinctions between marketing and sales</p> <p>Is it marketing, or is it sales? And does it make a difference? This short course explores those key questions—and their implications for growing your business.</p> <ul style="list-style-type: none"> • Differentiate among the Big Three concepts in business development: sales, marketing, and wasting your time and money • Use tips to improve the first two and avoid the third 	1
<p>Leader vs. manager vs. facilitator: When, why, how?</p> <p>This program examines leadership, management, and facilitation and when to use each. It is designed for professionals who lead others or who might lead others. New generations are bringing different expectations to the workplace, and globalization continues to increase the complexity of the situation by introducing new markets, new demands, and more diversity.</p>	2
<p>Leadership and generations: What are they thinking?</p> <p>Increasingly, generational differences are causing conflict and frustration in many organizations. Some of the differences, from how an employee views a dress code or work hours to how work gets done and what a full day of work means, are creating dissension. Each generation seems to be communicating: "What are they thinking?" In this program, you will learn about generational differences and develop an appreciation for how valuable those differences can be. You'll identify the areas where differences are most evident and discover ways to deal with them. This includes giving and receiving feedback, managing performance expectations, and increasing organizational effectiveness, productivity, and harmony.</p>	4
<p>The positivity link to flourishing</p> <p>This is an introduction to the groundbreaking research, from positive psychology and neuroscience that is changing the way we view the world and think about our happiness.</p> <ul style="list-style-type: none"> • Gain an introductory knowledge of the latest research on happiness and well-being and what it tells us about living our lives fully and sustainably • Learn how to open up your mind about what is possible and provide pathways forward to happier living, resilient leadership, and well-being in the midst of adversity 	1
<p>The theory of well-being (PERMA)</p> <p>The pursuit of happiness has long been a goal of the human race. However, it is as elusive today as it was when Aristotle pondered its meaning in 350 BC. This program explores the theory of well-being, an evidence-based theory from the field of positive psychology that sheds new insight into what makes for a life well-lived and explains what else we need (in addition to happiness) to flourish.</p>	1

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CPE/CPD
hours

The theory of positivity “the pleasant life”

1

Positive emotion is one of the five essential life domains of our well-being. It's critical to our immune system, and even more importantly to how our brain functions, and this on-demand course will provide fresh insight into the powerhouse of positive emotion and what it adds to our well-being. This program will bring a fuller understanding of what it means to be happy, how to extend and savor positive emotion, and why being intentional about positive emotion makes for a big difference in your quality of life.

The positivity link to strengths

1

One of the most powerful bodies of research to come out of the field of positive psychology, strength theory shifts the perspective from a deficit model to a strength model.

As important as it is to work on our areas of development, we are now able to see that exponential gains can be made in engagement, productivity, creativity, and motivation when we are able to utilize our strengths and the strengths of others.

This on-demand course introduces two important strength theories: the first of which focuses on character strengths, or our way of being, and the second of which focuses on strength talents, or our way of doing. Developing an understanding of your character and talent strengths will change the way you invest yourself as well as how you build the team that surrounds you, positively impacting your results and the resiliency of your team and enhancing your ability to lead in a way that inspire admiration.

The positivity link to engagement within “the engaged life”

1

Being in the flow has come to mean near effortless effort with near perfect outcomes—experienced by many, understood by few. This on-demand course explores Mihalyi Csikszentmihalyi's flow theory and what this researcher has come to understand about the conditions that create the flow state, the hallmarks of a flow state, and the benefits to self and others. The theoretical underpinning to the second domain of the theory of well-being, this course explores the engagement domain of PERMA, providing valuable insight to why spending time in the company of one's self matters so much to what we have available to give to our life's work and our work life.

The positivity link to relationships with others the connected life

1

Human beings are the most social creatures on the planet, and the social ties we create to other people are the single strongest predictor of our well-being, especially in times of hardship.

In this day and age of a multitude of friends and many competing demands for our time and attention, it becomes more important than ever that we are intentional about the way in which we invest ourselves in other people and what relationships we are cultivating along our way.

This on-demand course provides insight into why those relationships are so influential over our well-being and how we can be purposeful about the people we bring into our lives and the relationships we invest over time.

Positive relationships are a powerhouse of well-being; negative relationships are a drain on our resiliency, productivity, creativity, and motivation. What better reason would we have to get our relational house in order?

The positivity link to meaning and purpose of the meaningful life

1

The fourth critical ingredient of our well-being is meaning and purpose. Driven from birth to pursue relationships and work that focuses our efforts on what matters, human beings are genetically wired to care about whether or not they matter.

Meaning and purpose is found in our contact with things outside of ourselves, so it matters that we are paying attention to those interactions and carefully choosing where we are investing our time, talent, and energy.

This on-demand course introduces the thinking of Victor Frankl and George Vaillant, two thought leaders who have contributed substantial insight into what creates meaning: how to recognize and how to be intentional about ensuring that our lives have it as a core ingredient.

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CPE/CPD
hours

Public speaking: How to speak with presence

1

Speaking with presence is a vital skill that everyone can learn. Whether you are presenting complex information to a client, speaking to colleagues, or briefing your superiors, your ability to communicate with presence can make or break your career. In just a short time, you will learn how to hone your message and transform your delivery.

Succession planning: Developing tomorrow's leaders today

2

Simply extrapolating the past is no longer adequate for firms when trying to anticipate the future. Strategic foresight does not attempt to forecast the future, but simply allows firms to understand key drivers that may result in plausible future scenarios and provides the tools to position them favorably regardless of which future(s) actually unfold. Participants will gain understanding on how their firm competes, be able to determine primary drivers on these competitive aspects and anticipate how these drivers will change during specific time frames, and review the best- and worst-case scenarios for their company. The primary objective is for participants to leave as champions in their organizations for embracing the future.

Twitter 101: Changing your world 140 characters at a time

1

It's no fad—Twitter has changed the ways in which professionals communicate, collaborate, and learn.

- Why Twitter is important
- What they need to do to get started

The eight-hour MBA—ferretting out fraud

1

Fraud costs U.S. companies \$400 billion annually. Do you know where the fraud is in your organization? Don't let your company continue to be a victim.

- Define the fraud triangle
- Recognize a fraud risk assessment

The eight-hour MBA—nuances of negotiating

1

When negotiating, there needs to be conversation that leads to an exchange—something gained for something given up.

The eight-hour MBA—presenting numbers for impact

1

Have you ever presented financial information to a group of nonfinancial people only to get the glazed-over and underwhelmed look from your audience?

The eight-hour MBA—tips and techniques for building a stronger network

1

Networking is one of the most powerful tools accountants can develop, but it takes time, energy, and commitment in order to build a strong network. Having a strong network will assist you in launching a new idea or plan, developing new business and clients, reducing costs in recruiting, and leveraging your career.

Total CPE/CPD hours

24

If you have any questions or need help registering for this bundle, please contact Brandon at 866-905-4545. For more information on the Sage Leadership Education for Accounting Professionals programs, please go to: NA.Sage.com/LEAP

For more info, visit: SageAccountantSolutions.com
or contact us at 866-996-7243