



## **MAXIMIZE YOUR GROWTH: ENROLL IN OUR PROFESSIONAL DEVELOPMENT WORKSHOPS**

Are you ready to take your career to new heights? We're excited to announce our upcoming professional development programs designed to empower you with the skills and knowledge you need to succeed in today's dynamic workplace.

### **One Day Professional Development Trainings**

#### **Engaging Veterans in Civilian Employment: Be Veteran Ready**

*April 12th - Biltmore Park (WCU's Asheville Instructional Site)*

Veterans bring expertise and commitment proven through leadership and teamwork, problem-solving and decision-making, ethics and attention to detail, global perspectives, and adaptability in challenging situations. This workshop aims to equip organizations with the knowledge and skills necessary to effectively integrate veterans into the workforce by understanding the value they bring, addressing cultural competency, implementing strategic hiring practices, and enhancing retention efforts. Participants will gain competencies in making a business case for hiring veterans, improving organizational cultural competency, strategic recruiting and onboarding, and identifying effective recruitment sources and strategies. *Cost is \$169 per person.*

[Learn more here](#)

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#### **Moving from Strategic Planning to Getting Things Done: Bridging the Gap Between Planning, Strategy and Project Execution**

*April 12th - Biltmore Park (WCU's Asheville Instructional Site)*

This course will help you as a company leader, aspiring organizational leader, or entrepreneur to bridge the gap between strategy and implementation. It

focuses on empowering organizational leaders to bridge the gap between strategy and implementation in today's rapidly changing business landscape. Participants will gain insights into strategic planning, develop a strategic intent, analyze organizational capacities, conduct a SWOT analysis, and engage in self-assessment to enhance their adaptive leadership skills, ultimately preparing them to drive strategic success within their organizations. *Cost is \$169 per person.*

[Learn more here](#)

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### **Crisis Communication**

***April 26th - Biltmore Park (WCU's Asheville Instructional Site)***

In this intensive course, participants will delve into the art and science of crisis communication, mastering essential strategies to navigate through turbulent waters with confidence and poise. Through a combination of theoretical insights, real-world case studies, and hands-on exercises, you'll learn how to anticipate, prepare for, and effectively manage crises while safeguarding organizational reputation and stakeholder trust. You'll also learn how to develop appropriate messaging, be an effective spokesperson, work with your media partners through timely interviews and press conferences and engage social media to help communicate during a crisis. Whether you're a seasoned communication professional or new to the field, this course will equip you with the tools and skills needed to thrive in high-pressure situations and emerge stronger from adversity. *Cost is \$169 per person.*

[Learn More Here](#)

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### **Managerial Leadership Certificate**

Are you ready to take the next step in your career and become an influential leader in your organization? Looking to develop and hone your current management skills? Look no further than our Managerial Leadership Certificate Program.

**Learn More: Managerial Leadership Certificate**

### **Professional Outdoor Industry Certificate**

Are you passionate about the great outdoors? Do you dream of turning your love for adventure into a rewarding career? If so, we have exciting news for you! Turn your passion for the outdoors into a profession by completing this certificate.

**Learn More: Professional Outdoor Industry Certificate**

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Questions? Contact WCU Educational Outreach at [learn@wcu.edu](mailto:learn@wcu.edu) or 828.227.7397

