



EXCELERATE! Online Learning – Self-Paced Course Guide & FAQs

*A guide to the most frequently asked questions about our
online courses and beginning your professional brand
experience with us.*

Benefits of Our Self-Paced Learning Series

Learning Outcomes include:

- Earning the respect of peers, leaders and direct reports.
- Enhancing executive presence.
- Decision making that aligns with operations and business strategy.
- Ensuring your voice is heard.
- Respected for communication and collaboration skills.
- Able to quickly address and resolve conflict between yourself and others.
- Recognition for your contributions.
- Learning to spend time managing more strategic vs. operational issues.

This is more than a self-paced series - this is an opportunity to engage your thoughts and to challenge yourself to do more with what you know. We have designed lessons that will help you create a personal blueprint to achieve your goals, to excel at work, and so much more if you're willing to put in the time.

We are here to help. Below is an outline of your self-paced course followed by the FAQs. If you have questions, please let us know!

For course content questions, email: instructor@pamelajgreen.com

For all other questions, email: customer care@pamelajgreen.com





HR: Becoming the CEO of your Role (12 Hours E-Learning Business Credit)

Enrollees can expect to spend about one hour reviewing each course segment and an additional hour outside of class in reflection and completing the assigned homework.

This course includes:

- Downloadable Lesson Handouts for each session
- Several Bonus Resources including a customizable HR Finance Report, an HR Audit worksheet, HR Strategic Plan template, and an e-book version of my best-selling book, *Think Like A Brand*
- MP3 Recording for those who like to learn on the go
- Quiz
- Certificate of Completion
- Course Evaluation

Introduction

Every successful CEO must have a broad understanding of the business from the inside out. This means that in order to have influence throughout the organization, the HR leader must also know how to ensure all of the interdependent parts of the organization become interconnected to achieve the goals of the entire organization and not just HR.

This requires the HR leader to understand how the business operates (makes money, loses money, and manages its resources), know it's internal and external stakeholders, influencers, and be able to align a human resources strategy with business goals, including how to influence, motivate, and bring viable solutions to business challenges.

If you want to be taken seriously, for your voice to be sought and heard, and to influence important business decisions, you'll want to learn how to become the CEO of your role and how to align and integrate HR accountabilities with the organization's strategic plan.

Outcomes

- Design an effective and aligned HR strategy based on business operations.
- Create an aligned HR finance report of the ROI of HR activities.
- Develop cross-functional relationship with the finance/operations teams.
- Understand how your responsibilities can affect the bottom line and the measures and analytics that offer quantifiable results.



Course Outline

Lesson One: Demystifying HR and Strategy

Hour One: Demystifying HR and Strategy - Design an effective and aligned HR strategy based on business operations.

- An overview of what "best in class" HR departments are doing and what it means to be considered "strategic" in human resources.
- Definition of how an HR strategy is used.
- Overview of "strategy" versus "strategic thinking".
- The 10 behaviors that lead to being more of a strategic thinker.
- A lesson in determining which HR practices affect both bottom and top lines in business.
- Identification of the 5 questions HR leaders need to ask that inform the HR business strategy.
- Overview of the top 5 business decision-making biases.
- A review of an HR business model.
- 5 areas to address in your HR strategy.
- How to build cross-functional relationships with other key stakeholders.
- How to avoid 3 most common HR strategy mistakes.

Hour Two: Reflection on the recording, reviewing materials, completing the homework assignment, and identifying common mistakes you will commit to stop making, developing an action plan for mitigating mistakes, and working through self-accountability.

- When you reviewed the earlier slides on "What Strategic HR Operations Do," what resonated with you?
- What one thing on the list from those earlier slides did you admit you need to adopt as part of your HR practice?
- When it comes to the common HR mistakes, what mistake do you know you need to stop making?
- What will you do to put these ideas into action? By when?
- How will you hold yourself accountable?

Lesson Two: Metrics, Analytics and Profitability

Hour Three: Metrics, analytics and profitability.

- Understanding the difference between metrics and analytics.
- A review and deep dive of 5 analytics that will help HR measure the effectiveness of their work against the bottom line.



Hour Four: Reflection on the recording, reviewing the materials, completing the homework assignment, and identifying the analytics you would like to practice and adopt.

- Which of the 5 analytics we've discussed resonate most?
- Is there an additional analytic, not mentioned here, that you know you'd like to practice?
- Which will you adopt?
- When will you adopt it and begin sharing?
- How will you hold yourself accountable for doing so?

Lesson Three: Avoid Common Strategic Planning Mistakes

Hour Five: Overcome common strategic planning mistakes.

- A review and deep dive of each of the top 10 Strategic Planning Mistakes HR leaders make.

Hour Six: Reflection on the recording, reviewing the materials, completing the homework assignment, and identifying a plan of action to forecast and address strategic planning obstacles.

- Examine which of these mistakes might be holding you back?
- Which of these might negatively affect the credibility of the HR operation?
- What will you do to correct your course of action?
- By when?
- How will you hold yourself accountable for doing so?

Lesson Four: Communicate with Impact

Hour Seven: Communicate with impact by designing a communication strategy.

- Evaluate the cost of poor communication.
- Deep dive into the top 10 communication mistakes leaders make and how to avoid them.
- An examination of how to boost organizational communication.
- An evaluation of how to apply William Bridges communication model in leadership: Purpose, Picture, Plan, Part.
- Detailed outline on how to develop a communication strategy.



Hour Eight: Reflection on the recording, reviewing the materials, completing the homework assignment, and creating an outline for an internal HR communication strategy.

- Which of the communication snafus described earlier will you commit to working on?
- Which of the building blocks to successful organizational communication most resonated as opportunities for your professional and personal development?
- Which of the communication approaches, described toward the end of this segment most resonated?
- Who will you ask to hold you accountable for improving your talent in this area?

Lesson Five: Create an Aligned HR Finance Report

Hour Nine: Create an aligned HR finance report of the ROI of HR activities.

- A deep review of each of the 7 factors that affect business profitability for a for-profit organization.
- A deep review of each of the 6 factors that affect value for non-profit organizations.
- The key business components to HR strategic success.
- A review of an HR profitability model.
- A lesson in how to use numbers to link HR to profitability.
- An overview of key measures that can lead to HR profitability and return on investment.
- How to create a communication strategy and report HR's value to peers and other leaders in the organization.

Hour Ten: Reflection on the recording, reviewing the materials, completing the homework assignment, and designing a customized finance report.

- Review your notes on this section and the sample customizable Finance Report.
- How do you see using this in your organization? Would you use all of it or only parts of it? Which parts?
- What aspects of the model report are most aligned? What needs to be changed?
- What opportunities exist to leverage this more broadly within your organization?

Lesson Six: A Complete Strategic Plan Outline

Hour Eleven: Design, execute and integrate your strategic business plan.

- A deep dive into each section of the strategic business plan model (provided).
- An overview of how to report on HR operational goals.
- How to use SWOT analysis and other measures to evaluate the risks associated with HR/business activities.



Hour Eleven continued:

- How to determine key success factors and write SMART goals.
- How to report on key measures and analytics in the HR report.
- The role of developing action plans and reporting on them.
- Creating an HR communication strategy and leveraging it as part of the plan.
- A review of the HR Audit (provided) and how to use it as part of the strategic planning process.

Hour Twelve: Reflection on the recording, reviewing the materials, completing the homework assignment, and begin designing a customized strategic plan.

- What stands out in this training for you? Why?
- Review the download and take notes on sections where you might need more explanation.
- Continue to take notes throughout the remainder of the course.



The use of this official seal confirms that this Activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval.

This program has been approved for **12.00 Business** recertification credit hours toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).





Frequently Asked Questions

Once enrolled, how do I access my course content?

Content for all self-paced courses is hosted online. Registered enrollees will receive web access information and login credentials via email from our offices immediately upon completing enrollment. Go to pamelajgreen.com, click on Courses, then Login.

If I have questions, who do I contact for support?

For questions about course content email: instructor@pamelajgreen.com

For all other questions, email: customercare@pamelajgreen.com

When does access to my self-paced course end?

Your enrollment begins the moment you process your registration online. You will have up to three (3) years to access to the course from the time you purchase it. Once you receive a confirmation email, you may begin your course at any time.

If I'm trying to meet an important deadline, how quickly can I complete a course?

Enrollees should allow a minimum of two weeks from beginning Lesson 1 to finish all assignments and take the final exam for each self-paced course. If you choose to progress more quickly through your self-paced course, you may miss important information; therefore, we urge you to leave sufficient time to review and reflect on the content, and particularly in completing your homework assignments.

What happens if I decide I do not want to complete the program, or the content is not for me?

Before enrolling in one of our self-paced courses, we strongly urge you to:

1. carefully review the course content outline.
2. determine your goals for completing the course.
3. watch the introduction video.
4. call or email us with any additional questions you have.

If you do these four things, you will be able to make an informed decision prior to enrollment. Once you begin the course, if you find that the course does not meet your need, you may make a one-time switch to a course of equal or lesser value. Self-paced course fees are not refundable. If you decide not to complete the course, you will still have access for up to three (3) years, should your situation change.





Who should take these courses?

These courses are designed for professionals and leaders who desire to excel in life and to accelerate their leadership skills, knowledge and capabilities. Self-paced courses like ours offer you a way to assess the gap between where you are and where you desire to take your career, while also offering you an opportunity to uncover blind spots. If you're looking to be an intentional leader, ready to make an impact by building upon your executive presence and expanding your brand, we welcome you into our program.

What type of equipment do I need to complete these courses?

Courses are provided exclusively online, therefore access to internet service, a reliable computer and printer are required for the completion of the program. You may listen to and access materials on your smartphone, however, the experience of reviewing a program on your phone may feel inferior to what you might have with a computer screen.

How do I earn a certificate of completion for each course?

Once you complete a course, take, and pass the course exam at 80% or higher, you will receive your certificate of completion (suitable for framing) by email.

Is there a discount for purchasing more than one program at a time?

Yes – coming this fall! When you purchase two or more courses in one calendar year, you will receive access to our EXCELERATE Leadership Community for six months. Qualified purchasers will receive an invitation to join this exclusive community. Sign into the Leadership Community to "meet" other like-minded professionals and begin the process of not only expanding your knowledge through our self-paced programing, but also by expanding your network.

How do I earn Recertification Credit?

Once you complete a course, take, and pass the course exam at 80% or higher, you will receive your certificate of completion (suitable for framing) by email. The certificate of completion will include a recertification number applicable for recertification through the HR Certification Institute (HRCI.org). Many of our participants find that proof of recertification credit through HRCI may also be applied to SHRM and other types of recertifying bodies. You'll need to check with the certifying body for the best way to obtain recertification credit.

How do I get coaching time with Pam?

Any enrollee who wishes to enter a coaching relationship with Pam Green will be offered a one-time "bundled" opportunity to upgrade their course investment by \$297 and receive a 30-minute coaching conversation and debrief about your experience with Mrs. Green. The debrief can be purchased separate from the course at \$397. This upgrade is offered at a substantially lower rate than her executive coaching programs.



**How do I download the PowerPoint presentation?**

The PowerPoint presentation content is copyrighted and may not be downloaded. However, all the content you view on the PowerPoint is provided in a worksheet format (printable pdf) for your convenience. The handout provides the benefit of having the main points pre-summarized, so you are able to capture additional notes and thoughts as you are working through the program.

I'd like a copy of Pam's book, but it is not part of my particular course.

All of Pam's books are available through Amazon.com. You may go online to review them and make your purchases there. If you'd like to receive an autographed copy, please send us an email, and we'll ship your autographed copy within seven (7) days of receipt of your order.

How do I set up a payment plan?

Due to the low investment opportunity of each course, payment plans are not available for these online courses.

How long do I have access to my courses?

You'll have access to the course content for three (3) years. This means that even if we update the course content, you'll be notified of the changes and can re-access them during that time.





Commitment for Course Success

These are commitments you make to yourself and to us to get the maximum benefit from each course:

1. By signing up for this experience, I recognize that I am an Intentional Leader and am ALREADY positioned to excel and make an impact that is head and shoulders above peers and colleagues.
2. I promise that I will give a sincere effort; I will honor my word as a business professional; I will take action and lead with integrity.
3. I promise to identify my goal for taking this course and not to spiral into a state of Analysis Paralysis. And if I'm feeling overwhelmed, I will communicate this to the PJGS Team.
4. I promise to spend time in reflection over the key points, to challenge myself to think about new ways of being a better professional, a better leader, and to complete the homework requested.
5. I promise to practice new skills and new ways of thinking.
6. I promise to acquire an accountability partner and/or coach to help me set and achieve my desired professional goals.
7. I promise that if I have any points of confusion, don't quite understand something, or think, "That's silly, why would I do this?" that I won't keep it to myself, I'll address it head-on in an honest manner.
8. I promise that if I see a topic and think, "I already know that!", I will instead say, "How can I use this to FURTHER deepen my understanding?"
9. Instead of thinking, "That will never work for ME!" I will instead ask a member of the PJGS Team, "HOW can this work for me?"
10. Above all, I promise to remind myself that I'm out for progress and not perfection and that every action is working toward my goal. I will be patient with myself and be proud of myself for taking on this challenge.

We look forward to working with you!

