

## The Peter Drucker Graduate School of Management's Certificate Program in OD and Change Leadership

*"The most comprehensive certificate program in OD and Change Leadership in the world."*

### Why Get a Certification?

According to information posted on the DataUSA website, 1,931 degrees in IO Psychology were awarded in 2017. The Department of Labor's Occupational Outlook Handbook (Sept. 2019) predicts that IO psychology will be one of the fastest growing psychology fields between 2018 and 2028 and that IO psychologists will face stiff competition for jobs due to the "large number of qualified applicants." The most common degree awarded is a master's degree. Seventy private not-for-profit institutions offer such a degree. A report posted on the O\*Net website states that as of Nov. 2020, 47 percent of IO practitioners have a Master's degree.

A commonly recommended way for a graduate student to increase his or her competitive advantage when seeking a job is to complete one or two internships. The idea is that the internships can provide "practical experience." However, that may not actually be the case. The Society for Industrial and Organizational Psychology's "Overview of Internship Opportunities" notes that "[internship] roles on projects may be initially limited... consisting of data analyses, literature reviews, note taking during meetings, and assisting in writing reports, etc." (<https://www.siop.org/Career-Center/I-O-Internships>)

On the other hand, the Association for Talent Development notes that a certification from a credible organization or institution can provide a stamp of approval and validates you have the skills needed to succeed. It also increases one's marketability and provide an advantage when competing for jobs. The certificate shows you pursued a rigorous process to earn the credential of you own volition.

### 10 Benefits of Obtaining a Certification





## Why the Peter Drucker Graduate School's Certificate Program in OD and Change Leadership?



There are many certificate programs in organization development or industrial-organizational psychology from which to choose. What makes this one better than the others? That's a fair question.

### Five Reasons

The Peter Drucker Graduate School of Management's Certificate Program in OD and Change Leadership differs from other programs in five major ways.

01

**It was created by OD and IO practitioners with over 100 years of field experience** in dozens of industries domestic and international. Therefore, the content, examples, and case studies are based on actual consulting experiences of the course facilitators, not taken from textbooks.

02

**The program is highly experiential.** It *is not* your common "lecture with slide deck" webinar. Those are boring and content is soon forgotten. Instead, the DGS Certificate Program incorporates a variety of learning modalities into its curriculum. Active experimentation, challenging case studies, and learning-by-doing are instrumental in introducing, internalizing, and retaining new knowledge and skills.

03

**The instructors each have over four decades of consulting experience *and* have held executive leadership positions in large multinational organizations.** They understand the planning and implementation of change initiatives from both the client's perspective and the consultants.

04

**The instructors are Master Facilitators,** highly skilled at designing and leading experiential learning activities, understanding group dynamics, and instead of telling you what you should have learned, they help participants extract personal insights from learning activities and apply them to their lives.

05

**The program is designed to create moments of clarity and understanding that are retained for years.** Essential information is broken down into bite-sized pieces so the brain can more easily digest, manipulate, and retain new information. Then, participants are asked to apply their newly acquired knowledge in facilitated small group and large group problem-solving activities. This social learning process further increases retention and meaning making.

## Who Should Attend?

The course is intended for professionals responsible for leading or assisting in the planning and implementation of change projects or interventions to improve organization and team effectiveness. A certificate from the Drucker Graduate School, one of the world's most renowned graduate universities, attests to one's competence, commitment to continuous learning, and desire to make a positive change in the world.

It is especially beneficial to those wishing to acquire advanced knowledge and skills that can be directly applied to one's job. Most people with a master's degree cite their main shortcoming is "practical experience." While this program cannot replace on-the-job experience, it does provide ample opportunities to engage in work-like experiences in a safe and non-threatening environment where mistakes are part of learning.



## This Certificate Will Benefit:



**New OD/IO Professionals who want to stand out from the crowd:** A master's degree attests to one's knowledge, diligence, and intellect. It is a significant accomplishment. Unfortunately, the job market is flooded with OD/IO professionals with a master's or higher. According to the US Census Bureau's 2018 data, over 25 million people have advanced degrees. Adding a certificate from a well-known and established graduate school can separate the certificate holder from the average job candidate.



**HR and T&D Professionals looking to expand skills and knowledge:** Competence is the new currency. Much of the work HR and T&D professionals do is directly related to organizational effectiveness and implementing corporate strategies. In most instances, that means leading change. A certificate in OD and Change Leadership from the Peter Drucker Graduate School increases your knowledge and competence, allowing you to become the "go-to person" for converting strategy into action.



**Performance Management and Talent Management Professionals:** Individuals specifically charged with enhancing collaboration, engagement, inclusion, and diversity throughout organizations must know how to engage employees and build networks of influence. These are key skills in improving organization and individual commitment and engagement. This certificate is designed to teach people how to increase their personal effectiveness and influence and become recognized change leaders.



**Executives, Managers, and Team Leaders:** Today, more than ever, team leaders and managers face challenges that may exceed their experience or stretch their capabilities. Virtual teams are not new. Modern technology facilitates geographically dispersed teams, but there is much more to building highly functioning teams than communicating online. New lessons, case studies, and examples added to the DGS Certificate Program help managers and team leaders adapt and lead through unexpected situations.



**People looking for alternatives to three to six years of post-graduate education and the costs associated with them:** The purpose of a post-graduate degree is to provide in-depth knowledge of a specific discipline. An alternative strategy for acquiring that knowledge is to acquire a certificate in that discipline from a graduate university. Use that certificate to supplement your 4-year undergraduate degree and find an entry-level job in the profession. After working for two to three years, gaining experience and saving money, go back to college armed with in-field experience and a working knowledge of your specialization. You will be better prepared, better informed, and more confident of what you need and want to know.

**47% of OD/IO practitioners possess a master's, 48% have a Ph.D.**

*A certification from the Peter Drucker Graduate School of Management may provide the edge you need to successfully compete for a job.*

*(<https://www.onetonline.org/link/summary/19-3032.00>).*



## Overview of the Certificate in OD and Change Leadership

There are other programs offering certificates in OD or change management. Some are offered by well-known and prestigious universities. The Drucker Graduate School's program is competitive in price, length of time, and offers a much more diversified curriculum and variety of instructional methodologies. The following table compares a few of those programs to the Peter Drucker Graduate School of Management's program. See for yourself.

**“The Most Comprehensive OD and Change Leadership Certificate Program in the world.”**

UNIVERSITY ORGANIZATION	PROGRAM CONTENT										TOTAL LENGTH	COST
	CHANGE LEADERSHIP	CHANGE MANAGEMENT	ORGANIZATION DEVELOPMENT	COMPETENCY ASSESSMENT	INDIVIDUAL DEVELOPMENT PLANNING	eLEARNING MODULES	FREE eBOOK TEXT	ONLINE EXPERIENTIAL WORKSHOP	ONLINE SIMULATIONS	(OPTIMAL) COACHING PRACTICUM		
<b>Drucker Graduate School</b> OD & Change Leadership	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	7 Weeks	\$2,495
E-Cornell Change Management Certificate	✓	✓	⊘	⊘	⊘	⊘	⊘	✓	⊘	⊘	3 Months	\$3,600
Georgetown University Exec. Certificate in Organizational Consulting & Change Leadership	✓	✓	✓	⊘	⊘	⊘	⊘	✓	⊘	✓	7 Months	\$9,995
Harvard University Leading Change and Organizational Renewal	✓	✓	✓	⊘	⊘	⊘	✓	✓	⊘	⊘	5 Days	\$10,000
Northwestern University Change Management Certificate	✓	✓	⊘	⊘	⊘	⊘	⊘	✓	⊘	⊘	3 Months	\$12,324
Wharton Graduate School Leading Organization Change	✓	✓	⊘	⊘	⊘	⊘	⊘	✓	✓	✓	4 Days	\$4,900
PROSCI Change Management Certificate ADKAR Model	⊘	✓	⊘	⊘	⊘	⊘	✓	✓	⊘	⊘	3 Days	\$4,400
Institute of OD Certificate in Organization Development	⊘	✓	✓	✓	⊘	⊘	⊘	✓	⊘	✓	8 Months	\$3,900

## Program Curriculum

**Phase One. Competency Assessment.** Participants complete an online competency assessment to determine their current skill and knowledge of OD, change, and Leadership practices and theory.

**Phase Two. Individual Development Plan.** Once participants are aware of their strengths and development needs, they create a plan to enhance current competencies and improve their skills. These are pursued during the program.

**Phase Three. Three eLearning Programs.** Three eLearning programs introduce: 1) the history of OD and change management, 2) core OD and change theories and models, and 3) a comprehensive introduction to the interpersonal dynamics that shape team development and growth. The eLearning Programs each take 60-70 minutes to complete and include a test at the end of each program. A score of 80% or higher is required to pass the tests.

**Phase Four. Experiential Online Workshop:** The centerpiece of the certificate program is an 8-session, 24-hour, experiential workshop. The program's facilitators share their decades of experience, intervention designs, models, methodologies, and instrumentation with participants. Participants engage in social learning as they work in groups to complete state-of-the-art online simulations, contemporary case studies, situational analyses, and experiential learning activities. The emphasis is on learning from each other through emergent dialogic OD practices.

**Phase Five: Coaching and Practicum:** It is important that the lessons learned from the assessments, knowledge gained in the workshop, and skills acquired through experiential learning are reinforced. Skill building occurs through the process of practice, feedback, and repetition. That's the purpose of the optional coaching and practicum portion of this certificate



program. Why optional? We hope that program graduates opt in for coaching but acknowledge that some graduates may already be experienced practitioners. The program broadened their perspectives, added new interventions and processes to their toolkits. They may not need additional help. However, for those that want it, we offer it to them at no additional cost.

**Final Examination:** Participants must pass a comprehensive final exam with a minimum score of 80%. The exam covers materials presented in the eLearning programs as well as the workshop. Participants may take the final examination twice, if necessary. A review session is scheduled to help prepare for the exam.

**Free eBook: The Practitioners Field Guide to OD & Change Leadership.** The workshop is supplemented with a 170-page eBook that includes over 30 articles ranging from internal and external consulting roles to selecting clients and contracting, to guidelines for selecting appropriate change interventions, building support networks within client organizations and much, much more. Homework assignments include reading chapters from the book, which are discussed and applied in class. The eBook is free to participants.

**Supplemental Handouts and Materials:** Although the eBook is filled with helpful tools and instruments, workshop sessions include additional handouts, instruments, and materials that participants can download and add to their personal toolkits. Additionally, the course is supplemented with carefully curated videos that enhance learning and introduce other points of view.

## Schedule and Fee

### CERTIFICATE PROGRAM OVERVIEW

**Pework:** [Competency Assessment](#), [Individual Development Plan](#), and three [eLearning Programs](#) must be completed by Sept. 18<sup>th</sup>.

Each [eLearning Programs](#) takes 60-70 minutes each to complete. There is a test at the end of each program. You must pass each test with a score of 80% or higher. The eLearning programs will be made available starting September 20<sup>th</sup> and must be completed by Sept. 25<sup>th</sup>.

**Interactive Workshop:** The eight workshop sessions begin on September 28<sup>th</sup>. Sessions start at 3:30pm and end at 6:30pm (PST). Login information is provided after the Competency Assessment and IDP are completed.

**Final Examination:** Participants must pass the final exam with a minimum score of 80%. The exam covers materials presented in the eLearning programs as well as the workshop. The final test is scheduled for Oct. 28<sup>th</sup>. A review session is scheduled for September 26<sup>th</sup>.

**Coaching/Practicum Sessions** are optional. Coaching sessions are scheduled after the final exam.

Month	Week	Session	Date	Time
September	PreWork Weeks 1 & 3	Competency Assessment	Sep. 13-15	1-hour, Completed by Sep. 15
		Individual Development Plan	Sep. 16-18	1-hour, Completed by Sep. 18
		3 eLearning Modules	Sep. 20-25	1-hour each, Completed by Sep. 25
	Workshop Week 4	Workshop Session 1	Tuesday Sep. 28	3:30 pm to 6:30 pm PDT
		Workshop Session 2	Thursday Sep. 30	3:30 pm to 6:30 pm PDT
	October	Workshop Week 5	Workshop Session 3	Tuesday Oct. 5
Workshop Session 4			Thursday Oct. 7	3:30 pm to 6:30 pm PDT
Workshop Week 6		Workshop Session 5	Tuesday Oct. 12	3:30 pm to 6:30 pm PDT
		Workshop Session 6	Thursday Oct. 14	3:30 pm to 6:30 pm PDT
Workshop Week 7		Workshop Session 7	Tuesday Oct. 19	3:30 pm to 6:30 pm PDT
		Workshop Session 8	Thursday Oct. 21	3:30 pm to 6:30 pm PDT
Review and Final Exam Week 8		Review for Final	Tuesday Oct. 26	3:30 pm to 6:30 pm PDT
		Final Exam	Thursday Oct. 28	3:30 pm to 4:45 pm PDT

**The registration fee for this program is \$2,495.** Discounts are provided to multiple participants from the same company, students enrolled in graduate programs, and recent graduates, within one year of graduation.

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