HYBRID WORK STRATEGY CERTIFICATE

Program Description

In today's business environment, hybrid work models are commonplace and can serve to attract and retain employees. Successful models require a strong group culture to keep organizations running smoothly and productively. For many organizations, hybrid models represent a significant shift in how work gets done. As such, managers and leaders need to rethink what it means to lead in this new environment. Certainly some of the leadership approaches that are used in fully in-person groups or in fully virtual groups still apply, but hybrid models also create a number of unique leadership opportunities and challenges. Key success factors include creating an inclusive hybrid work environment and effective collaboration processes, as well as implementing strategic and deliberate communication norms.

In this certificate program, you will examine a variety of hybrid work models and hybrid workgroup scenarios. You'll have the opportunity to explore the interconnectedness of culture and productivity in hybrid teams and identify best practices for launching a hybrid team. By the end of the program, you will have discovered new ways to confidently manage hybrid teams for high performance.

The courses in this certificate program are required to be completed in the order that they appear.

Key Takeaways

- Examine the desired state of your organization to identify the best hybrid model for your unit
- Enhance hybrid workgroup productivity by exploring the effect of organizational culture on productivity
- Adjust leadership styles and standards to cultivate high performance in hybrid teams
- Design intentional and strategic communications to enhance the hybrid environment

What You'll Earn

- Hybrid Work Strategy Certificate from Cornell University's ILR School and SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)
- 40 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 40 Credit hours towards HRCI recertification

Who Should Enroll

- Individuals managing a team, including a hybrid team
- Individual contributors working in a hybrid environment
- Department, team, and unit leaders
- HR professionals
- Consultants and advisors

Total Investment

- 2 months with 3-5 hours of study per week

How To Enroll

For more information on how to enroll, please visit Hybrid Work Strategy Certificate (https://ecornell.cornell.edu/certificates/leadership-and-strategic-management/hybrid-work-strategy/).

Courses

Code	Title	Hours
eCornell LSM721	Hybrid Work Models	0
eCornell LSM722	Fostering Productivity and Culture in Hybrid Teams	0
eCornell LSM723	Managing and Leading Hybrid Teams	0
eCornell LSM724	Maximizing Communication and Collaboration in a Hybrid Environment	0