



APPLIED
WISDOM
INSTITUTE

“Spirituality is an openness to the awareness, embrace, and seeking of the Sacred Great Unknown—to transcend the here and now to be more aligned with the Sacred Great Unknown, stepping into the fullness of one’s unique being and calling.”

—J. Goosby Smith, MBA, PhD, The Citadel



CERTIFICATE IN SPIRITUALITY & SOCIAL ENTREPRENEURSHIP

MODULE ONE

Applied Wisdom: Ethical and Inclusive Leadership Development

COURSE 1: APPLIED WISDOM—WEEK 1 ONLINE

- **Objective:** To understand the ancient wisdom behind contemporary organizational ethics and articulate and engage in dialogue about one’s own individual ethical mileposts.
- **Reading:** “Contemporary Application of Traditional Wisdom” (Case & Smith, 2012)
- **Assignment:** Week 2 activity: My Ten Commandments of Character

COURSE 2: THE WISDOM OF INCLUSION

- **Objective:** To understand what makes people feel like they are welcome and valued in organizations and understand, tangibly, what they can do to infuse this.
- **Reading:** The Garden: An Organismic Metaphor for Distinguishing Inclusion from Diversity
- **Assignment:** Consider the notion of Ubuntu and the model of inclusion separately. First, try this out with your family. Then, think of what can you do to:
 - a) infuse a sense of Ubuntu into a group to which you belong,
 - b) infuse a sense of inclusion into a group to which you belong.

INSTRUCTOR

J. Goosby Smith,
MBA, PhD

Associate Professor of
Management and Director
of Graduate Programs in
Leadership

THE
CITADEL

LEARN + APPLY + COLLABORATE

Our unique learning model includes expert instruction, a mentored community project of your choosing, as well as cohort feedback and collaboration. Our short-term hybrid on-campus/online certificate programs give students the tools and resources to put their goals into action quickly and effectively.

READY TO STEP
INTO YOUR PURPOSE?

appliedwisdominstitute.org
(415) 488-6589

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COURSE 3: THE COMPETENCY OF THE OTHER

- **Objective:** To critically analyze the sense of being the “other.”
- **Reading:** A reading about human diversity (TBD). Principal reading for this week is generated by the assignment described below. Students will be reading and engaging in dialogue about each others’ “Experiences as Other” assignments.
- **Assignment:** For 2-4 hours, students will place themselves into a situation with others who differ from them along a particular dimension of human diversity. There is a structured essay for students to write. These essays then become the readings for the week’s dialogue.

COURSE 4: LEARNING AND DEVELOPMENT PLAN

- **Objective:** To provide an actionable plan for students to mindfully apply their learning from this module in their personal and professional lives.
- **Reading:** Article on SMART Goals (TBD). Book: Your Leadership Legacy
- **Assignment:** Students will describe what they understand to be their strengths, weaknesses, and developmental areas in the areas of ethics, diversity, inclusion, and human interaction. They will design 5 action-goals for the next year to close their developmental gaps.

ABOUT THE INTRODUCTORY SEMINAR—IMPORTANT

The first seminar is delivered in person in order to build community and the cohort with some basic but innovative exercises in team building. If you plan to go for the certificate, this is a requirement. If you do not, you can still attend.

Those who come to this seminar will have to present a PowerPoint presentation of no more than 7 minutes, defining the issues of a problem that they are passionate about, the issues that they think will be involved in solving or addressing it, and their previous experiences with any attempt to address these issues. Their presentation will be video-recorded. They will do the same presentation at the end of their certificate program, and the two will show comparison. (It is a basic pitch, conceptualization, communication and team-building exercise).

DELIVERY

- 4 weeks of online class for 3 hours a week in two sessions
- 4 weeks of online mentored sessions; 1 hour session per week on student proposals
- 3-day on-campus seminar event

TIMING

- **May 2-4, 2018** On-campus introduction to certificate and cohort
- **May 7-25, 2018** Online instruction
- **June 4-25, 2018** Online mentored process

LEARNING OUTCOMES

- Faith and ethics
- Role of inspiration in leadership: People will rally around how they feel about you, not what they think of you.
- Why collaboration is the magic of spirituality.
- How to get your vision adopted by your volunteer community, and extended community
- Volunteer development
- Strategic planning
- Donor connectivity—how to build partnership and inspire giving

COST

The full certificate includes three modules. Students may take modules separately, or as a package. Prices include lodging and food for on-campus seminars.

- **OPTION 1:** Full Certificate : \$7,000 (Package of three modules)
- **OPTION 2:** Individual module: \$2,800

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