

Business Psychology for Leaders (BPL) Program

Apply psychological principles and practices to the world of business

OVERVIEW

As the business world becomes increasingly complex, executives are faced with unprecedented challenges that demand not only strategic acumen but also a profound understanding of the human psyche. In this era where leadership extends beyond the boardroom, business psychology has emerged as a critical tool for executives to navigate complexities, build resilient teams, and drive sustainable success.

The Business Psychology for Executives program offers a unique opportunity for executives to gain a deeper understanding of the psychological dimensions shaping effective leadership and organizational success. By leveraging the latest insights from business psychology, participants will be empowered to navigate complexities, drive innovation, and build resilient, high-performing teams in today's ever-evolving business landscape. Join us in this transformative journey towards unlocking the full potential of leadership through the lens of psychology.

PROGRAM OBJECTIVES

- Identify Indicators of an Unhealthy Workplace at the Individual Employee Level
- Diagnose Core Organizational Issues Requiring Intervention
- Recognize symptoms of stress, burnout, and low morale among employees
- Detect signs of poor work-life balance, lack of engagement, and decreased productivity
- Formulate Appropriate Intervention Strategies for Employee Well-being

- Articulate Factors Shaping Individual Behavior in Organizational Settings
- Recommend Strategies for Addressing Counterproductive Individual Attitudes
- Solve Fundamental Challenges Faced by Teams
- Enhance Personal Emotional Intelligence and Develop the Ability to Read Emotions of Others

PROGRAM BENEFITS

- Explain the signs of an unhealthy workplace at an individual employee level
- Detect the core organizational problems that need to be addressed by an intervention
- Construct appropriate intervention strategies to improve the physical and psychological health of an organization's employees
- Articulate the factors that shape organisational behaviour, including personality, values, attitudes, motivation, and creativity.
- Recommend strategies for dealing with individual attitudes that impede performance at work.
- Solve the fundamental challenges of teams by setting the right goals, allocating roles to maximize individual skills, and avoiding process losses
- Assess your level of emotional intelligence and more accurately read the emotions of others

PROGRAM DIRECTOR

Prof. Margaret Atuahene

Member, State Interests &
Government Authority (SIGA)
Lecturer, School of Public Health,
University of Ghana

DURATION

5 days

2024 INTAKE

August - September
October - November

TUITION FEE

USD 999.00

CONTACT

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Program dates, facilitators and
fees are subject to change.

SCAN TO WHATSAPP US



Business Psychology for Leaders (BPL) Program

WHAT YOU WILL LEARN

- **Module 1:** Introduction to Business Psychology
- **Module 2:** Understanding People in Organization
- **Module 3:** Fostering Healthy Organization
- **Module 4:** Leading with Psychological Intelligence

WHO SHOULD ATTEND

- C-level executives
- Senior managers
- Business leaders
- Entrepreneurs
- Decision-makers influencing organizational strategy
- Leaders across industries committed to enhancing leadership effectiveness through business psychology.

LEARNING METHODS

- On Campus (In-Person)
- Live-Online

CERTIFICATION

Upon completing the program, you will earn a:

- Digital Executive Diploma in Business Psychology for Leaders
- certificate as a Certified Expert in Business Psychology for Leaders

FACULTY



Nana Dr. Michael Agyekum Addo

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Prof. Enoch Opoku Antwi

Dean of Business Administration & Communication Arts, Academic City University | Leadership & Governance Expert.



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