

## Frequently Asked Questions About The Stanford LEAD Certificate Program: Corporate Innovation



If you have any questions that are not answered below, please email [gsb\\_leadcertificate@stanford.edu](mailto:gsb_leadcertificate@stanford.edu) or call +1.650.736.7901.

### Overview

#### **Q. What is the Stanford LEAD Certificate Program?**

A. It's a comprehensive 8-course online certificate program developed by Stanford Graduate School of Business (GSB) Executive Education. This unique and selective program includes self-paced video lectures and assignments, team-based projects, class wide discussions, individual assessments, and ongoing peer and faculty feedback. Upon successful completion, students receive an executive certificate from the Stanford GSB. The first Stanford LEAD Certificate focuses on Corporate Innovation, addressing the unique challenges and opportunities inherent in fostering and implementing change within established organizations.

#### **Q. What is Stanford GSB's approach to online learning?**

A. We believe that online learning should be as academically rigorous, interactive, intimate, and engaging as our on-site Executive Education programs. To that end, we limit our class size, provide extensive opportunities to collaborate on team projects, participate in study groups, and facilitate ongoing feedback from faculty and peers. This high touch, high engagement model creates deeper learning and makes a longer lasting impact.

#### **Q. Are all courses taught by Stanford GSB faculty?**

A. Yes. All faculty who teach in Stanford LEAD also teach in our highly ranked, world-renowned MBA program.

#### **Q. How often is the program offered?**

A. New classes will be admitted twice a year, in the spring and fall.

#### **Q. How many students are in a program?**

A. Stanford LEAD is purposely limited in size to maximize opportunities for engagement— faculty-to-student and student-to-student.

#### **Q. Is this a degree-granting program?**

A. No. Upon successful completion you earn a certificate from the Stanford Graduate School of Business. The Stanford LEAD Certificate program is classified as continuing education or professional development.

## How It Works

### Q. Will I need to come to campus?

A. The program is offered online only.

### Q. What do I need to participate?

A. Just a high-speed Internet connection via a computer with video capabilities. More specifically, the Stanford LEAD technology platform works on any modern browser, including:

- Google Chrome, Version 30 or newer (Version 35 or newer recommended)
- Mozilla Firefox, Version 26 or newer (Version 30 or newer recommended)
- Apple Safari, Version 6.1 or newer (Version 7.0 or newer recommended)
- Internet Explorer, Version 10.0 or newer (IE is not recommended)
- Opera 19.0 and newer (Opera is not recommended)

### Q. Is this program taught in any language other than English?

A. We offer the program in English only.

### Q. How many courses are included as part of the certificate?

A. 8 in all. 3 foundational courses plus 5 electives.

### Q. Is there a specific order in which to take the courses?

A. Students will have some flexibility about the order of the courses they take. You can take a different number of courses each quarter (maximum of two per quarter, and it's also okay to take a quarter off). Not all courses will necessarily be offered each quarter, and some may be prerequisites for other courses.

### Q. What kind of time commitment should I expect per course?

A. Each course is eight weeks in duration. Expect to spend an average of three hours per week per course consuming the material and completing the assignments. The nature of the time commitment will vary based on the specific content of each course.

### Q. How long will it take to complete the program?

A. The 8-course curriculum is designed to be completed in one year with a load of two courses per quarter. However, students will have up to 24 months to complete the program.

### Q. Can I work ahead of the course pace?

A. Courses will be comprised of self-paced video lectures and assignments, individual assessments, team-based projects, class wide discussions, and ongoing peer and faculty feedback. Learning methods for each course will be different, and optimized for the individual course and its content.

### Q. Can I take more than one course at a time?

A. Yes. You can take up to two courses each quarter.

### Q. How much interaction will I have with faculty?

A. We purposefully limit class sizes to ensure ample faculty-to-student time, at both the course and certificate level. The amount of faculty access is dependent on the individual courses. At a minimum, students can expect more than two hours of direct (although not necessarily individual) engagement with the faculty per course, and more than 10 hours of additional interaction with faculty, thought leaders, and the learning community.

**Q. Are there grades and exams?**

A. There will be no defined grades, but an evaluation process will ensure that each student has understood the basic course principles and has demonstrated the skill via projects or assignments. Faculty will explain the specific course assessment process, including whether or not there will be exams, prior to the beginning of the course.

**Q. Can I access materials after the course is over?**

A. Some, but not all, due to copyright and licensing issues.

**Q. What's required to receive the certificate?**

A. To receive the Stanford LEAD Certificate, you must have successfully demonstrated mastery of 3 foundation courses and 5 electives. Both because of our selection criteria and the support provided in the program, we expect everyone who is accepted and puts in the work to receive the certificate. Completion of the certificate will be acknowledged both by a virtual “badge” that can be added to a LinkedIn profile, and by a physical certificate mailed to you.

**Q. Can I audit all or some of the courses?**

A. No, we will not offer courses independent from the program. All 8 courses will need to be completed to receive the Stanford LEAD Certificate.

**Q. Will I have alumni privileges?**

A. No. The only program offered in Stanford GSB Executive Education that grants alumni status is the six-week, residential Stanford Executive Program.

## Application

**Q. Who should apply?**

A. • Highly motivated professionals from both large and small global companies who are committed to creating and sustaining change in their organizations.  
• Change agents who are developing new products, services, and markets or embarking on strategic pivots or cultural changes.  
• Leaders of innovation teams in any field or organization—public or private, profit or nonprofit.

**Q. How do I apply?**

A. [Click here](#) to access the online application, complete with detailed instructions.

**Q. How will I know my application was received?**

A. Students will receive a confirmation of receipt by email within 72 hours of submitting an application. Please email [executive\\_education@gsb.stanford.edu](mailto:executive_education@gsb.stanford.edu) or call +1.866.542.2205 (toll-free, USA & Canada only) or +1.650.723.3341 with any questions about the status of your application.

## Admissions

**Q. What are the admissions criteria?**

A. Students are selected based on their proven aptitude, years of experience, inclination, and commitment to drive innovation and change.

**Q. How soon will I hear?**

A. There is a rolling admission process and applications are reviewed on an ongoing basis. We are sensitive to the applicants' need to know their admissions status and will try our best to balance that with our admissions process. Applications received after the application deadline will be considered on a space-available basis.

## **Tuition**

### **Q. When is tuition due?**

A. Payment is due upon notification of admission.

### **Q. Do you have a payment plan?**

A. Yes. Admitted students will have the option of paying the tuition in four quarterly installments or in one lump sum payment. You will be able to pay with a credit card, check, or ACH/wire transfer.

### **Q. Do you offer scholarships or grants?**

A. Unfortunately, because Stanford LEAD Certificate is classified as continuing education or professional development, students are not eligible for financial assistance, and no scholarships are available.

### **Q. Do you offer any discounts?**

A. Yes. A 15% discount is offered for any registered nonprofit or governmental organization.

## **Cancellation Policy**

### **Q. What if my schedule changes and I need to cancel? Are there cancellation fees?**

A. We understand that executives have changes in plans or schedules that will result in their not being able to participate in the program as planned. Once fees for the program have been received, you will be given access to the program. Until you access the program, you may receive a full refund minus a \$500 administration fee. Once you have accessed the program, your fees will not be refundable, although you will still have 24 months to enroll in courses and complete the certificate.