

Professional Development Documentation — SAMPLE

Preview of documentation provided upon successful course completion

SAMPLE — NOT VALID FOR CREDIT

Blaze the Trail™

On-demand, self-paced leadership development

8

PD HOURS

Course Overview

Blaze the Trail™ focuses on the third of the Five Actions of the Serving Leader Model. Participants clarify mission-critical success factors by discovering what customers value most, strengthen the organization's capacity to teach mission-critical knowledge, and identify obstacles and waste that interfere with customer value and mission.

Learning Objectives

- Clarify their organization's mission-critical success factors by gathering customer input, identifying what customers value most, and examining the organization's unique value proposition.
- Evaluate and refine their organization's Mission Statement based on customer insights and its alignment with the value the organization exists to deliver.
- Apply a structured teaching process to build a learning/teaching organization, connecting individual roles and performance expectations to mission-critical success factors and customer value.
- Identify and remove obstacles and waste from organizational processes by evaluating whether work adds customer value or advances the Mission and developing an improvement plan.

CAE Competency Alignment

Domains 6 & 5 — Member & Stakeholder Engagement / Business Development

6-A1

Assess the membership business model and value proposition to ensure alignment with the mission and strategic goals.

Participants gather customer input, identify what customers value most, examine the organization's unique value proposition, and use those insights to clarify mission-critical success factors.

5-A1

Analyze feedback to ensure that programs, products, and services are consistent with evolving stakeholder needs and the organization's strategic goals and values.

Participants use direct customer feedback to compare assumptions with what customers actually value and consider how those insights should shape mission, priorities, and the value the organization delivers.

Assessment and Application

Participants engage in case studies, reflective journal activities, workbook exercises, practical application tools, and planning activities throughout the course. Learning is assessed through a Summary Quiz and Learning Objectives Quiz that must be successfully completed as part of course completion.

Professional Development for Association Professionals

This course provides practical leadership development for association and nonprofit professionals who want to strengthen how they contribute, work with others, and advance their organization's purpose.

For CAE/Renewal Candidates

This course has also been intentionally aligned with relevant competencies in the CAE Exam Content Outline. Participants receive documentation of course objectives, professional development hours, competency alignment, and completion to support submission for CAE application or renewal.

The course is not pre-approved for CAE credit; final acceptance of professional development hours is determined by the CAE Program.

FORMAT	HOURS	COMPLETION
On-demand / self-paced	8 professional development hours	Certificate of Completion