

Note:

**Course content may be changed, term to term, without notice.
The information below is provided as a guide for course selection
and is not binding in any form.**

MOODY DISTANCE LEARNING

Course Number, Name, and Credit Hours

CL5505 Cultivating Character and Trust as a Christian Leader, 3 credit hours

Course Description

This course will survey the resources available to a Christian for personal spiritual growth and effectiveness as a leader. The study will include practical guidance and personal disciplines for self-management. Emphasis placed on strategies for the development of trust in connection with Christian character.

Course Objectives – After taking this course, you will be able to:

1. Construct a preliminary leadership development plan focusing on Christian character
2. Evaluate one's public persona(s) in various electronic and/or real life settings
3. Create an e-portfolio or LinkedIn page to communicate your strengths, unique characteristics, etc.

Course Textbook(s) and/or Supplemental Information

Required textbooks for all Moody Online classes can be found on the [Required Textbooks](#) section of the Moody website.

Assignments

Guideline for the Discussion Board: Post your initial response to the discussion question by mid-week (Saturday, 12:00am CDT). Then read and respond to at least **TWO** of your classmates' initial posts by the end of the week (Tuesday, 12:00am CDT).

Standard for Written Papers: All papers must be in Turabian style. Each page should be approximately 300 words, 12-pt. Times New Roman font on double-spaced lines with 1" margins. (Therefore, a 2-page paper is approximately 600 words; a 3-page paper is approximately 900 words, etc.) Here is a guide to Turabian style: http://www.press.uchicago.edu/books/turabian/turabian_citationguide.html

1-1 Reading Analysis Chart: Using the "Reading Analysis" chart (**2 pages**) included in the **Lesson 1 Resources** folder, complete an analysis of the reading for this week.

1-2 Preparation to Week 2's Branding Goal Statement: In preparation for the development of your branding statement for Week 2, choose **five (5) people** in your life this week whom you trust to give you an honest opinion. Give them the questions found in the assigned reading. and ask them to provide answers to these questions for you.

2-1 Trust & Integrity According to Henry Cloud Paper: In no more than **three (3) pages**, complete the following in relation to the reading:

- **Evaluate Cloud’s paradigm**, noting its strengths and weaknesses. (2-3 pages)
- **Discuss** the relationship between **trust** and **integrity** as described in Cloud

2-2 Branding Goal Statement: Complete your **branding goal statement** from Week 1, as well as identifying your **Rational and Emotional value**. You should create the goal statement with both divine and human audiences in mind.

3-1 Personal Positioning Statement: Compose your personal positioning statement for two (2) different audiences by completing the chart in the assigned reading. **The first “audience” should be God.** This positioning statement will be aimed at helping you understand your identity from a strongly theological perspective focusing on your vertical relationship with God and attempting to understand how you are uniquely gifted to serve him. **The second audience may be of your choosing.** Both statements should be linked to the goal statement in Week 2. These statements may be very similar, so if it is easier to combine them, please feel free to do so.

4-1 Elevator Pitch: Write an **elevator pitch** and **tagline** identifying evidences that support your value messages, as well as developing your brand strategy according to the process in this week’s reading.

5-1 Brand Ecosystem Wedge: Identify the various segments of your brand ecosystem by completing the **brand ecosystem wedge** according to the reading for this week. The ecosystem should be created with your branding goal in mind. You should also describe the “path of communication” and “path of reference” in no more than two (2) paragraphs.

6-1 Action Plan: Create an action plan by following the action planning steps as described in the assigned reading.

7-1 Preliminary Leadership Development Plan Paper: In **four (4) pages** or less, compose a preliminary leadership development plan focused on the improvement of your Christian character.

7-2 E-Portfolio or Linked-In Page: Create a new or revise an existing e-portfolio or LinkedIn page.

Assessments

Assessments	% of Total
Discussions (7 DBs plus 1 reply each)	20
1-1 Reading Analysis Chart (2 pages)	10
2-1 Trust & Integrity According to Henry Cloud Paper (3 pages)	15
2-2 Branding Goal Statement	5
3-1 Personal Positioning Statement	5
4-1 Elevator Pitch	5
5-1 Brand Ecosystem Wedge	5
6-1 Action Plan	10

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7-1 Preliminary Leadership Development Plan Paper (4 pages)	15
7-2 E-Portfolio or Linked-In Page	10
Total:	100%

Letter grades are determined by the following scale:

Letter Grade	Percentage Equivalent	Description
A	96 – 100	Exceptional work
A-	94 – 95	Excellent work
B+	92 – 93	Very good work
B	89 – 91	Good work
B-	87 – 88	Above average work
C+	83 – 86	Average work
C	79 – 82	Work needs improvement
C-	75 – 78	Minimally acceptable work
F	< 75	Unacceptable work

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