



*Women's Leadership Development Series  
Created by The Center for Workforce Excellence  
Developed For ABC Company*

**Why We Don't Get What We Want: The Power of a Question!**

**A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Drawing on real-life business scenarios, participants are guided through an experiential learning opportunity and then coached to obtain the desired outcome.

**Program Overview**

When it comes to asking for what we want, women don't! And those few who DO are labeled as being too aggressive – or worse. Is it that women still need to get over old tapes? Or that “internal talk” says be quiet, play nice, do good work and good things will happen for you? Or are we so grateful to be included at the table that we have relegated ourselves to taking whatever is handed out, discounting our desires for positions, promotions, compensation, relationships, etc.? Regardless of the answer, it is time for women to learn how to express their desires with confidence and conviction. In this interactive session, women will learn how to honor their commitment to be authentic, not arrogant or overpowering, yet properly positioned to obtain success in all facets of their lives.

**Skill Development**

- Confidence and courage
- Communication
- Style flexing

**Course Value**

- A clear understanding of how to formulate the “right” questions
- New knowledge on how to leverage data and facts to express what you have difficulty saying
- Practical tips on ways to flex your communication style to come across as more confident
- Authentic ways to create opportunities to showcase your value
- Real, heartfelt courage and confidence to give yourself permission to believe you deserve the best
- New insight on how learning to ask for what you want unleashes *creativity* and *innovation* – two critical components for leading in the 21<sup>st</sup> century
- New leadership substance that allows you to overcome stereotypes and negative perceptions about females

**Who Should Attend**

Participants are typically women at entry to mid-level management who desire to acquire more confidence in conducting themselves as leaders who can negotiate and engage in compensation discussions with ease. In addition, this program is perfect for first-time people managers who are not yet seasoned in getting things done through others.



## Playing to Your Strengths: The Secret to Unleashing Your Brilliance

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Drawing on real-life business scenarios, participants are guided through an experiential learning opportunity and then coached to obtain the desired outcome.

#### **Program Overview**

The secret is out: You are a better performer when you are playing to your strengths. But how do you do that in a world where standouts are expected to pursue a certain leadership style or follow a certain career path. It's easier than you think. It is absolutely amazing how much your performance will improve when you are properly positioned in the "right" career path. If you've ever heard that *everyone* can do *everything*, then you heard wrong. Each of us is born with unique talents, gifts, strengths and non-strengths. It is only through awareness of our strengths and non-strengths that we can position ourselves to add greater value in our personal and professional lives.

This program draws on the power of one of the most cutting-edge behavioral assessments available, Brainstyles.<sup>™</sup>

#### **Skill Development**

- Strengths analysis
- Performance improvement
- Application of natural strengths

#### **Course Value**

- Take ownership of living an authentic life where focus is placed on your strengths instead of your non-strengths
- Be intentional about building strategic partnerships with others who have strengths different from yours
- Apply a meaningful process to not only determine what your strengths (behaviors) are, but what's behind those behaviors from a BrainStyles<sup>™</sup> analysis
- Develop your own plan to build a career path that leverages your natural strengths

#### **Who Should Attend**

Participants are typically women at the entry to mid-level management level who desire to acquire more confidence in conducting themselves as leaders who can negotiate and engage in compensation discussions with ease. Anyone who is struggling with trying to understand where they fit in will benefit from this program.



## **Leadership Credibility: A Female Perspective**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Using real-life business challenges, participants are guided through an experiential learning opportunity and taught how to apply certain leadership principles that support their ability to create work environments where breakthrough results occur.

#### **Program Overview**

Are you prepared to answer the question that will surely be poised: "Why should I follow you?" If you've never thought about WHY you want to become a leader, this course will not only challenge you to answer that question but it will empower you to define your leadership platform and principles. The challenges that women leaders face are real. In fact, research shows that most female leaders experience some anxiety about being viewed as credible. Many suggest that this anxiety is one of the continuous challenges as a leader. The answers lie in discovery of your authentic leadership style, and integrating leadership principles into that style that communicate your willingness to serve, create and advance the business. Leading others requires self- discovery, personal commitment and conviction.

#### **Skill Development**

- Self leadership
- People leadership
- Team culture development
- Organizational impact

#### **Course Value**

- Identification of core leadership principles
- New insight on the power of building strong relationships vertically and horizontally
- The true meaning of leading others
- Establish your leadership presence to strengthen your effectiveness in order to acquire funding and/or support to advance your platform
- Become a leader who can be an agent of transformation
- Establish leadership behavior that aligns with your beliefs and values
- Leadership in times of challenge

#### **Who Should Attend**

Participants are typically women at the entry to mid-level management level who desire to acquire more confidence in conducting themselves as leaders who can negotiate and engage in compensation discussions with ease. Anyone who is struggling with trying to understand where they fit in will benefit from this program.



## **Full Engagement: Performing in the Optimal Zone**

This program can be delivered as a seminar or as a one- to two-day workshop. Drawing on the Gallup research concerning employee engagement, this session will provide ample opportunity for each participant to understand what it takes to consistently perform in the optimal zone. A multiple leadership learning model (self, team, organization) will be deployed to facilitate the greatest learning.

### **Program Overview**

In today's fast-paced marketplace where everyone is being asked to do *more* with *less*, it is about working smarter, not harder. How does an individual work smarter? It happens when you have clarity for the value of the job that you perform and its link to the organization's vision. It happens when you are focused on the right work and eliminating non-value activities. Today's leaders must be able to obtain efficiencies by developing best practices, taking ownership of the output and exploring creative ways to add more value.

If you are sick and tired of being sick and tired and want more fulfillment and career satisfaction, you won't want to miss this session.

### **Skill Development**

- Prioritization
- Managing change
- Focus
- Individual efficiency
- Performance improvement

### **Course Value**

- Define full engagement on a personal level
- Create an environment where the entire team is fully engaged
- Overcome stumbling blocks that inhibit breakthrough performance
- Achieve job satisfaction and success

### **Who Should Attend**

Participants are typically women at the entry to mid-level management level who desire to acquire more confidence in conducting themselves as leaders who can negotiate and engage in compensation discussions with ease. Anyone who is struggling with trying to understand where they fit in will benefit from this program.



## **Diversity and Inclusion: What's the Difference and What Does It Mean to You**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. No one can escape the impact of a global workforce. This dramatic change motivates each of us to rid ourselves of outdated thoughts that are the source of stereotypes. This program is a MUST for all people leaders.

#### **Program Overview**

This program deals with one of corporate America's most intense opportunities: creating an environment where every employee can contribute at his or her highest level. Some people are stuck in a long-gone definition of diversity, while others resent what they think it might mean for them. Diversity and inclusion means opportunity for those organizations that embrace it as a business imperative. But to do so, it takes very strong leadership. Why? People naturally resist change. The diversity/inclusion change ambassadors see what others can't see yet. They see a world where people truly are the competitive advantage and the secret to phenomenal success in a global marketplace.

#### **Skill Development**

- People management
- Team culture creation
- Performance breakthroughs
- Leadership platform

#### **Course Value**

- Personally defining diversity
- Clarity of the difference between diversity and inclusion
- Learning to leverage differences as a competitive advantage
- Embracing generational diversity
- Creating work environments where innovation is a core staple of success

#### **Who Should Attend**

All employees can benefit from gaining a true understanding of the difference between diversity and inclusion. More importantly, anyone can embrace the personal responsibility for creating a work environment where all employees can contribute at their highest level. People leaders garner particular benefits from this course.



## **The Power of Positive Conflict**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Using real-life business challenges, participants are guided through an experiential learning opportunity. The fundamental thought paradigm on conflict management is challenged and repositioned.

#### **Program Overview**

Like it or not, conflict comes with the territory. It doesn't matter if it is personal or professional. As women we have been trained to believe that conflict is a bad thing. *Au contraire!* Conflict can be extremely positive, but only if we view it as an opportunity to intersect with someone else and create something completely new. At the end of the day when we are truly focused on doing that which is right, conflict is just a vehicle to help us get there. Every leader will encounter conflict. Successful leaders will deploy the practical techniques shared in this program. It is truly possible to leverage conflict as a tool to transform and advance productivity, synergies and efficiencies.

#### **Skill Development**

- Conflict management
- Emotional intelligence
- Timing
- Strategic thinking
- Presentation skills

#### **Course Value**

- A new paradigm for conflict
- Leveraging your strengths in times of conflict
- Communication with a skew toward listening
- Collaboration
- Breaking down the silos
- Commitment and courage
- Powerful and compelling presentations

#### **Who Should Attend**

Participants are typically women at the entry to mid-level management level who desire to acquire more confidence in conducting themselves as leaders who can negotiate conflict. Anyone who is struggling with trying to understand where they fit in will benefit from this program.



## **Inspirational Leadership: Keeping Yourself and Your Team Motivated**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Using real-life business challenges, participants are guided through an experiential learning opportunity. Building on a core principle of "servant leadership," participants gain a new perspective of the responsibility of a leader to inspire and motivate others.

#### **Program Overview**

In an ever-changing business environment where everyone is expected to do more with less, it can be hard to stay motivated. Yet as a leader, motivating yourself and your team is critical to experience success. Understanding the role that generational diversity plays in creating a team environment where all employees are motivated is a critical component of this session. By building on this understanding, participants gain a deeper comprehension of intrinsic versus extrinsic motivators and how to use both to create an environment where people are happy and engaged. Research shows that 65% of all employees are actively disengaged (Gallup). Imagine if you, as a leader, could impact that number. Imagine how different your organization would be if this number could be cut in half. Successful leaders know the power of serving others in a commitment to unleash the greatest potential in all.

#### **Skill Development**

- People management
- Employee engagement
- Motivating others
- Getting things done through others

#### **Course Value**

- Learning to leverage pressure to increase productivity
- Practical ways to overcome negative attitudes that are energy drainers
- How to use reward systems to fulfill both intrinsic and extrinsic team motivators
- Powerful insight on why a one-size-fits-all motivating strategy doesn't work
- Infuse your team with the desire to innovate
- New knowledge on what employees really want from an employer
- Establishing team drivers that promote breakthroughs

#### **Who Should Attend**

People leaders (first-time and seasoned) will gain enormous benefit from participating in this session. Given the dynamic changes of the current workforce, this session is a staple program for all leaders.



## **Women as Rivals: Myth or Reality?**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Drawing on interviews and powerful women's history, participants gain a new perspective of the importance and power of women supporting other women.

#### **Program Overview**

"I got here on my own." That's the sentiment expressed by some women who have broken the glass ceiling and gotten to the top. "I won't sell my soul like you did in order to get a title" is yet another sentiment expressed. What's the gap? Time, opportunity, education and confidence are just a few of the major influencing factors. The truth is, no one gets anywhere without some help. And in a business world where women are still underrepresented, women must learn to support other women. In this session, women learn how to leverage networking as a critical skill for success in the business world. In today's hypercompetitive business world, the competitive advantage goes to the leaders who have built strategic alliances and very strong networks. All of this rolls up to prove an age-old theory: People do business with people they know, trust and like.

#### **Skill Development**

- Interpersonal skills
- Building strategic alliances
- Relationship development
- Influencing and persuading

#### **Course Value**

- Networking
- Navigating the business landscape to influence and persuade
- Creating informal mentoring relationships
- Developing an authentic leadership style (protecting your innate female strengths)
- Leadership and legacy (creating your own personal history path)
- Leveling the playing field (learning to assist other women in their success)

#### **Who Should Attend**

All female employees should attend this program. Female employees who are on the brink of becoming a leader as well as those who have been in leadership positions for some time will benefit from investing time in this session. As a result, the teams they serve on as well as the organization as a whole will derive the benefits.



## **Demystifying Networking: The Art of Building Strategic Relationships**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. Based on a clear understanding of an organization's culture, this program is customized to address the specific protocol for building strategic relationships with credibility.

### **Program Overview**

Women face unique challenges in the workforce – that's a fact! Building a strategy to overcome these challenges includes one important yet often overlooked factor: relationships. Many women view relationship management as something "nice to do" instead of a "must-do" to experience success. Women often succumb to the notion that if they do good work, good things will happen. NOT! Think again. The currency in today's business is relationships. It always has been, and it always will be. Building a community of support is critical to driving organizational change, building great teams and, ultimately, creating a legacy.

### **Skill Development**

- Likeable confidence
- Building social capital
- Coaching others to achieve success
- Gender and leadership
- Servant leadership
- Team development

### **Course Value**

- Influencing and persuading
- Mentoring and knowledge transfer
- Workforce evolution
- Networking as a core competency for success
- Success in flat organizations
- Practical ways to create cultures of trust and transparency
- Learning to overcome old tapes that create negative energy for women in the workplace

### **Who Should Attend**

All female employees should attend this program. Female employees who are on the brink of becoming a leader as well as those who have been in leadership positions for some time will benefit from investing time in this session. As a result, the teams they serve on as well as the organization as a whole will derive the benefits.



## **Marketing the Brand Called You: Taking Ownership of You as CEO, Inc.**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. This program is interactive, driven by role-playing scenarios.

#### **Program Overview**

The business world wants leaders who take personal ownership for advancing their development and ultimately their own careers. All of us need to understand our uniqueness and market that uniqueness. What's exciting is that each and every one of us has the capacity to successfully market ourselves. And, like it or not, people are attracted to those who display confidence and conviction in their ability to create something bigger and better for everyone involved. The best-kept secrets are just that – secrets. This course will give you a strategic blueprint for creating opportunities to add extra value and develop a leadership brand.

#### **Skill Development**

- Presentation skills
- Confidence
- Courage
- Communications skills
- Leadership presence
- Networking
- Personal power wrapped in a servant leadership mindset
- Self leadership

#### **Course Value**

- Bold leadership
- Empowerment
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#### **Who Should Attend**

All female employees should attend this program, from emerging leaders to senior executives. This program is particularly valuable to female leaders who struggle with demonstrating confidence in their abilities. The principles and practices are applicable personally and professionally.



## **BrainStyles™: Using Your Strengths to Serve as a Catalyst for Change**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. This draws on the cutting-edge behavior inventory, BrainStyles.™ All participants are required to take the BrainStyles™ inventory as a part of the program.

### **Program Overview**

When teams and partners focus on their strengths, they stay centered during stressful times, such as when decisions and plans affect goal attainment. On the individual level, team members are able to access their strengths, which make them more adaptable and receptive to change. Unleashing the greatest potential of every team member is what ultimately gives an organization the ability to leverage people as a competitive advantage.

In order for a team to achieve high performance status, they must be able to connect, respect and understand each other. Those who streamline learnings to create workable relationships that are authentic use less effort and experience less conflict when using *The BrainStyles System*®. A *BrainStyle* is defined by the mental processing required to think through new information to make such decisions. Knowing your *BrainStyle* and the *BrainStyles* of your team means getting clear on everyone's best and natural approach in making decisions. It also creates an environment of natural collaboration in areas of non-strength. High performance results are achievable because time is never wasted on politics, internal competition and hidden agendas.

### **Skill Development**

- Decision making
- Conflict management
- Collaboration
- Communications skills
- Skill analysis

### **Course Value**

- Career Management
- Self leadership
- Performance Improvement

### **Who Should Attend**

All female employees should attend this program, from emerging leaders to senior executives. This program is particularly valuable to female leaders who struggle with demonstrating confidence in their abilities. The principles and practices are applicable personally and professionally.



## **Is There Anything Called Work/Life Balance?**

### **A Woman's Leadership Development Series**

This program can be delivered as a seminar or as a one- to two-day workshop. This program draws on real-life case studies and provides each participant with the opportunity to take best practice information back to their respective companies, as this is an area in which all businesses seek advice.

#### **Program Overview**

Do you, like many other busy professionals, struggle to strike the "right" balance between your work life and your personal life? Are you tired of trying to do it all but feeling like you aren't getting anywhere, barely hanging on by your fingernails? You are not alone. Reportedly, more than 65% of people in the work environment are dealing with this issue. The truth is that there is nothing called balance. Having said that, there is something called integration. Technology has neutralized geography and afforded 24/7 access which is why so many of us fall asleep holding Blackberries. What we all need to understand is that when we are out of balance we have made a choice. This program promises to help you to obtain support from your manager on the critical success factors needed to stabilize your life, improve your productivity and derive more pleasure from your personal life.

#### **Skill Development**

- Time management
- Decision making
- Career management
- Planning
- Emotional intelligence

#### **Course Value**

- Prioritizing all the "stuff"
- Performance improvement
- New concepts for the 21<sup>st</sup> century workforce
- Empowerment and accountability
- The power of choice
- Understand the long-term consequences of continuing in survival mode

#### **Who Should Attend**

Emerging and developed leaders who want to enhance the capability to succeed personally and professionally.