



LEADING WOMEN IN ASSOCIATIONS

A Leadership Development Program for Fine-tuning Leadership Skills and Professional Presence



Did you know that women comprise 75% of the association and nonprofit workforce, but hold only 45% of the top leadership positions? This is often attributed to a confidence, not competence, gap.

Leading Women in Associations: A Leadership Development Program for Fine-Tuning Leadership Skills and Professional Presence is a premier leadership development program for mid-management association women. It is designed to close this confidence gap by empowering participants with the skills, tools, support and confidence to step up and achieve their full leadership and management potential.

Leading Women in Associations *is open to women at the mid-level manager and high-potential individual contributor levels.*

Participants gather in-person four times over a 12-week period for half-day sessions in Washington, DC. This highly interactive course allows participants to take time away from their work to focus on learning new skills they can implement immediately, benefit from greater self-awareness gained by using different assessment tools, and explore leadership practices for long-term success.

THE FOUR-PART COURSE COVERS:

SESSION ONE (January)

▶ ***Who Am I?*** In the opening segment, you define who you are today and how you come across to others, and you learn how to fine-tune your presence to get where you want to be tomorrow.

This session includes an assessment tool to identify your strengths as well as potential blind spots.

SESSION TWO (February)

▶ ***What Is My Executive Presence?*** This segment is designed to empower you to expand your professional presence. This pertains to your image as you walk into a room and more importantly, when you communicate to the C-Suite.

This session includes an assessment tool to help you identify your preferred communication style.

SESSION THREE (March)

▶ ***How Do I Network With Intention?*** In this segment, you learn not just how to hone your elevator speech, but create your networks and your own personal board of directors. Most importantly, you learn how to develop relationships that open the doors to a lifetime of professional development, including being mentored and mentoring others.

SESSION FOUR (April)

▶ ***Why Do I Need An Individual Strategic Plan?*** In the last segment, you create your own individual strategic plan. Your plan includes your overarching goals and strategies, as well as specific tactics and actions that support you in achieving your career and personal goals. *You leave with a plan you can implement over the following 12 months.*



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WINTER 2015 DATES

- Thursday, January 15, 1-5:30pm
- Thursday, February 5, 8:30-12:30pm
- Thursday, March 12, 1-5:30pm
- Thursday, April 2, 1-5:30pm

For Spring and Summer 2015 dates contact:
Info@CommMatters

FEE

\$2,995. Includes four in-person sessions; all related program materials; three assessment tools.

PROGRAM OUTCOMES

- Enhance executive presence.
- Leverage individual strengths and identify potential blind spots.
- View career as an ongoing journey that can be purposefully influenced and shaped.
- Provide immediate support, improvement, and impact in current job.
- Expand outlook and network by sharing information and experiences with others who possess different association skills and backgrounds.

Learn New Skills | Fine-Tune Your Presence | Impact Your Organization

TO APPLY

www.CommMatters.com/leading-women-in-associations/

Candidates must be sponsored by their employers and are selected based on demonstrated commitment to professional growth, their organization, and to supporting, connecting, and learning from others.

PROGRAM LEADER

Carol Vernon is a certified executive coach with more than 25 years of association experience - first as a senior leader in several organizations, later as a coach supporting association and nonprofit leaders and teams in fine-tuning their executive presence and communication skills. Carol is on the faculty of the Women's Campaign School at Yale and has spoken several times at ASAE's Women's Executive Forum and "In Honor of Women" events. Additional expert faculty, including senior women in the association community, will share information and experiences at each session.

WORKSHOP LOCATION

888 16th St, NW
Washington, D.C.
Closest Metro: Farragut West

