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 small group learning. In addition, each participant has four individual executive coaching sessions to follow-up on the learning, and she participates in a monthly "peer coaching" cohort. This highly interactive course allows participants to take time away from their work to focus on learning new skills that they can implement immediately, and explore and share different leadership practices for greater long-term success.

THE FOUR-PART COURSE COVERS:

SESSION ONE

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 leverage this self-awareness and identify blind-spots and gaps.

This session includes MBTI and Strengths Finder assessment tools (to be completed by participants prior to first session).

SESSION TWO

What Is My Executive Presence? This segment is designed to empower you to fine-tune and expand your professional presence. This pertains to your image as you enter a room, communicate to a broad range of stakeholders, and consistently deliver on your work.

This session includes an executive presence audit tool for participants' colleagues to provide feedback.

SESSION THREE

How Do I Network With Intention? In this segment, you learn not just how to hone your elevator speech, but create a strategic network, including a personal board of directors. Most importantly, you learn how to develop relationships that open the doors to a lifetime of professional development, including mentorships.

This session includes a network mapping tool and other resources for creating a long-term networking strategy.

SESSION FOUR

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.

> *"These past four months have had such a positive impact on me and the way I view my career. With the self-awareness and confidence I've developed, I'm excited about what the future holds for me professionally."*
>
> - Spring2015 Cohort Participant
> Association Chief of Staff

Leading Women in Associations

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

MAY THROUGH SEPTEMBER, AND SEPTEMBER THROUGH DECEMBER 2017 PROGRAMS ENROLLING NOW. CONTACT US FOR ENROLLMENT INFORMATION OR TO CUSTOMIZE A WOMEN'S LEADERSHIP PROGRAM FOR YOUR ORGANIZATION: INFO@COMMMATTERS.COM; 703.417.9493 OR 703.407.3575

WORKSHOP LOCATION

1717 K St., NW
Washington, D.C.

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.

> *"…quick note to say how much I'm enjoying the sessions and the overall process. I've had several aha moments already and as my brain continues to process all of this information, I know I will continue to make additional connections and discoveries. I am very excited to apply all of what I am learning."*
>
> - Winter 2016 Cohort Participant
> Association Sr. Director, Marketing

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

Participants must be sponsored by their employer and show a 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 associations, later as a coach supporting leaders and teams in fine-tuning their executive presence and communication skills. Carol serves on the faculty of the Women's Campaign School at Yale and has spoken numerous times as ASAE forums, including its Women's Executive Forums and "In Honor of Women" events.