



Did you know that women comprise 75% of the association and nonprofit workforce, but hold only 45% of the top leadership positions? We believe this is more about a confidence, not competence, gap.

## LEADING WOMEN IN ASSOCIATIONS

### A LEADERSHIP DEVELOPMENT PROGRAM FOR FINE-TUNING RISING LEADER'S SKILLS AND PROFESSIONAL PRESENCE

Since 2015, we have helped more than 200 women close the confidence gap by empowering them with the skills, coaching support and confidence to step up and achieve their full leadership and management potential.

Over a 12-week period, program participants gather for four virtual two-hour trainings, four individual executive coaching sessions with the program leader, and four structured virtual "peer coaching" sessions. This highly interactive course empowers participants with greater competence and confidence, and new skills and resources that they can use immediately for greater long-term success.

## THE FOUR-PART PROGRAM INCLUDES:

### SESSION ONE

**Who Am I?** In the first training, you focus on defining who you are today and how you come across to others. You learn how to leverage this self-awareness, and understanding of your unique strengths, while identifying and addressing potential blind spots and gaps.

*This session includes a "Strengths Finder" assessment tool.*

### SESSION TWO

**What Is My Executive Presence?** This session is designed to empower you to fine-tune and expand your professional presence. This starts with understanding what you are known for and how to communicate to different stakeholders and consistently deliver results.

*This session includes an "executive presence audit" for participant's manager and colleague feedback.*

### SESSION THREE

**How Do I Create a Strategic Professional Network?** In the third session, you learn how to create a strategic network, with meaningful professional relationships that support you in your ongoing development and help you support others. You also explore how mentors, sponsors, advocates, and a personal board of directors can be helpful to you.

*This session includes a "network mapping tool."*

### SESSION FOUR

**How Do I Develop Greater Resiliency Skills for Long-Term Success?** In the final session, you identify specific ways for gaining greater resiliency and clarity. This includes creating a personal strategic plan to identify your overarching goals, strategies, tactics, and routines for achieving them.

*You complete the program with a plan for how to contribute more to your organization and your ongoing success.*



## 2021 PROGRAMS ENROLLING NOW

Contact us for enrollment information or to customize a women's leadership program for your organization:

info@commatters.com  
703.407.3575

All group and individual coaching sessions meet by Zoom.

### WHO SHOULD ATTEND?

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

### FEE

\$3,995: this includes four learning sessions, four individual executive coaching sessions, four assessment tools, and all other program resource materials.

### PROGRAM BENEFITS

- Enhance executive presence.
- Leverage individual strengths and identify potential blind spots.
- 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.
- View career as an ongoing journey that can be purposefully influenced and shaped.

*"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 am excited about what the future holds for me professionally."*

ASSOCIATION SR.  
DIRECTOR

*"...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."*

ASSOCIATION SR.  
DIRECTOR



Participants must be sponsored by their employer and show a demonstrated commitment to their professional growth and their organization's success, and to supporting, connecting, and learning from others.

### LEARN NEW SKILLS | FINE-TUNE YOUR PRESENCE | IMPACT YOUR ORGANIZATION



#### PROGRAM LEADER

Carol Vernon is a certified executive coach and President of Communication Matters Executive Coaching and Training with more than 25 years of association and nonprofit experience. She served as a senior leader in several associations and worked on Capitol Hill. In 2006 she founded her coaching and training firm to support association and nonprofit leaders and teams in fine-tuning their communications, executive presence, and other key "soft skills" of leadership. Carol serves on the faculty of the Women's Campaign School at Yale and has spoken numerous times at ASAE learning events.