

# LEADING WOMEN IN ASSOCIATIONS

## A Leadership Development Program for Fine-Tuning Rising Leaders' 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? We believe this is more about a confidence, not competence, gap. 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 potential in the rapidly changing association environment.

### OVER A 12-WEEK PERIOD, OUR CONTENT-RICH PROGRAM INCLUDES:

- four virtual interactive small group trainings (program limited to 10 participants)
- four one-on-one executive coaching sessions
- four assessment tools (including an executive presence audit for manager and colleague feedback)
- four structured peer-coaching sessions

### TRAINING SESSION TOPICS:

**Session One: LEADERSHIP MINDSET** Focus on shifting your mindset to think of yourself as a leader in your organization, regardless of title, by owning and leveraging your unique talents and contributions.

**Session Two: LEADERSHIP PRESENCE** Focus on learning new skills for fine-tuning and polishing your professional presence and confidence, and addressing potential blind spots (i.e., imposter syndrome and likeability traps).

**Session Three: LEADERSHIP COMMUNICATIONS** Focus on elevating your communication skills for both informal and formal presentation opportunities and developing your credibility and persuasion skills to achieve greater buy-in and influence.

**Session Four: LEADERSHIP RELATIONSHIPS** Focus on creating a strategic network to support you and help you support others, including exploring the value of mentors, sponsors, advocates, and a personal board of directors.



**COMMUNICATION MATTERS**  
Executive Coaching and Training

PROGRAMS ENROLLING NOW: [info@CommMatters.com](mailto:info@CommMatters.com) OR 703.407.3575

# REGISTRATION INFORMATION

**2023 Programs Enrolling Now: [info@CommMatters.com](mailto:info@CommMatters.com) or 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. *Participants must be sponsored by their employers and show a demonstrated commitment to their professional growth and organization's success, and to supporting, connecting and learning from others.*

## FEE

\$3,999: includes four learning sessions, four individual coaching sessions, four assessment tools, and all program materials.

## PROGRAM BENEFITS

- Accelerate leadership potential.
- 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 experience with others who possess different association skills and backgrounds.
- View career as an ongoing journey that can be purposefully influenced and shaped.

## TESTIMONIALS:

"...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."

- Trade Association VP of Communications

"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."

- Medical Society Membership Director

## PROGRAM LEADER

Carol Vernon is a certified executive coach and President of Communication Matters: Executive Coaching and Training. She has more than 25 years of association and nonprofit experience, serving as a senior leader in several associations and earlier, as a congressional aide. In 2006, she started her coaching firm to support association leaders and teams in fine-tuning how they work and lead themselves, their teams, and across their organizations. She currently serves on the faculty of The Campaign School at Yale University and is a regular contributor to ASAE's learning programs.



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