EXECUTIVE 
LEADERSHIP 
FOR WOMEN 
STRATEGIES TO 
ENHANCE SUCCESS

Module 1 - October 23-24, 2012
Module 2 - November 14-15, 2012

The James B. Henry Center for Executive Development
Michigan State University, Lansing, Michigan

MICHIGAN STATE UNIVERSITY
Broad College of Business
Executive Development Programs

Program Introduction:
The most successful women have vision, fortitude, and the ability to work in competitive environments without compromising their unique traits and skill sets. Research shows that companies with a higher percentage of women in top management also experience a higher Return on Equity and Return on Sales. This program provides critical information and leadership insights designed to help high-potential women improve performance and productivity within their unique business environments. Based on both proven research and the personal experiences of senior executives, the program develops individualized action plans and engages organizational superiors to help support implementation. This program will also create a unique network of colleagues with similar experiences to help support future growth and development.

Key Learning Outcomes:
• Apply the skills of exceptional leadership up, down, and across your organization
• Find your executive voice while gaining an understanding of real and perceived gender differences in workplace communication
• Create a personal brand and message and apply it to relationships inside and outside of your organization
• Build a personal and professional network to help ensure career success
• Effectively negotiate deals that create lasting value for yourself and your organization

Price/Registration:
$2995 Includes all tuition, materials, food and graduation plaque (lodging not included)

To register contact Kristin St. Marie at stmarie@bus.msu.edu, (517) 353-8711 or (800) 356-5705 or online at http://execed.broad.msu.edu

Location:
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

Faculty Instructors:
Julie Fasone Holder is an innovative and forward-thinking executive strategist. Prior to forming JFH Insights, Julie was senior vice president of Marketing, Sales and Corporate Reputation with The Dow Chemical Company.

Erin Wolf is a nationally-recognized speaker, executive coach and consultant in the areas of leadership development, organizational change, and organizational strategy.

Participating Companies from Recent Years:
Accenture
Access Business Group
Ameriprise Financial
Armanag
Bavarian Inn Lodge
Blue Cross/Blue Shield
Capstone Advisory Group
Chemical Bank
Dow Chemical Company
Dow Corning Corporation
Dow Kokam, LLC
Gentex Corporation
GrandStart Farm Credit Services
Harley Davidson

HealthPlus of Michigan
Kellogg Company
Lacks Trim Systems
Mastekork
Michigan State University
Owens Corning
Steers Holding Corporation
Sherry Laboratories
The John Henry Company
Universal Forest Products
Whirlpool Corporation
William Beaumont Hospital
Williamson Employment Services
Wolverine Bank

Participating Companies

Executive Development Programs
Michigan State University
The James B. Henry Center
3535 Forest Road
Lansing, MI 48910-3831

LEADERSHIP & STRATEGY

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**Schedule:**

**Module 1: October 23, 2012**

9:00-9:15 a.m.  Program Kick-Off
9:15-9:45 a.m.  Introductions
9:45-12:30 p.m.  Your Personal Brand
  - Explore leadership brands, timing and gender
  - Develop your brand message
  - Actions to enhance your brand
12:30-1:30 p.m.  Lunch
1:30-3:00 p.m.  DISC Profile
3:15-5:30 p.m.  Networking: Unleash the Power of Relationships
  - Building relationships inside and outside your company
  - Build a strategic framework for relationships
  - Tools to maximize your network
5:30 p.m.  Group Photo
6:30-7:00 p.m.  Reception
7:00-8:00 p.m.  Dinner
Evening  Networking and Personal Development Plan

**Module 2: November 14, 2012**

9:00-10:00 a.m.  Debrief
10:00-12:00 a.m.  Negotiation for Value Creation
  - Learn The Secrets Of Savvy Negotiators
  - Explore Gender Differences In Negotiation Styles
  - Gain Confidence In Your Negotiation Abilities
12:00-1:15 p.m.  Lunch
1:15-3:15 p.m.  Tactful Self Promotion
  - Selling Yourself
  - Building Your Self Confidence
3:30-5:00 p.m.  Peer Coaching
6:15-8:00 p.m.  Graduation Dinner & Presentation of Graduation Plaques
Evening  Networking and Personal Development Plan

**November 15, 2012**

8:00-8:15 a.m.  Debrief
8:15-11:30 a.m.  How Remarkable Women Lead & Build Teams
  - Key Competencies Necessary For Women Leaders
  - Awareness Of Your Personal Leadership Style
  - Learn To Lead Effectively Up, Down And Across Your Organization
11:30-11:45 a.m.  Program Wrap-Up
11:45 a.m.  Buffet Lunch Available

Program content is correct at the time of printing, but may be subject to change.

For more information, go to:  
http://execed.broad.msu.edu

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**Who Should Attend:**

This program is designed for high-potential female business professionals with generally 8-18 years’ experience.

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**Seminar Participant Breakdown**

- Manager 32%
- VP/Officer 9%
- Senior Manager 25%
- President Owner 4%
- Director 30%

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**Comments from Seminar Participants:**

“This program allowed me to take myself away from the daily grind to learn, grow, re-focus, and get re-energized to be more of an effective leader to help develop myself and those around me. I feel I am now prepared to generate more value and make significant contributions to my organization.”  
  
  – Dow Chemical

“I finished the first portion of the program and could immediately put the development to work.”  
  
  – Whirlpool

“This program helped me to understand who I am as a leader and I have found my executive voice and executive presence.”  
  
  – HealthPlus of Michigan

“I will be a better leader, peer, mother and contributor because of this program. Julie and Erin are fantastic compliments to each other and do a wonderful job engaging the group - which was a remarkable group of women!”  
  
  – Sears Holdings