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

Faculty Instructors:
Julie Fasone Holder is an innovative and forward-thinking entrepreneur, board member and retired C-suite executive. 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.

Comments from Seminar Participants:
“This program has provided additional tools and information on how to move into the next phase of my career. The road is now clear - I just need to lean in and drive!”

“Full of practical information and strategies with focus on how to put information into action.”

“The energy and common experiences we shared were refreshing and reenergized me for the next step in my career.”

Price/Registration:
$3,295 Includes participation in both modules, materials, food and graduation plaque (lodging not included)

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

EXECUTIVE LEADERSHIP FOR WOMEN
STRATEGIES TO ENHANCE SUCCESS
October 11-12, 2016 & November 16-17, 2016 at the James B. Henry Center for Executive Development Michigan State University
Who Should Attend:
This program is designed for high-potential female business professionals with generally 8-18 years’ experience.

Schedule:
Module 1: October 11, 2016
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 & Guest Speaker
1:30-3:00 p.m. DISC Profile
3:00-5:30 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 16, 2016
9:00-10:00 a.m. Debrief
10:00-12:00 p.m. Negotiation for Value Creation
• Learn the secrets of savvy negotiators
• Explore gender differences in negotiation styles
• Gain confidence in your negotiation abilities
12:00-1:30 p.m. Lunch & Guest Speaker
1:30-3:30 p.m. Tactful Self Promotion
• Selling yourself
• Building your self confidence
3:30-5:00 p.m. Leaning Forward: Power & Ambition
6:15-8:00 p.m. Graduation Dinner & Presentation of Graduation Plaques
Evening Networking and Personal Development Plan

November 17, 2016
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: execed.broad.msu.edu

Participating Companies from Recent Years:

- A Schulman, Inc.
- Accenture
- Access Business Group
- Ameriprise Financial
- Amway
- Avanti Law Group
- Bavarian Inn Lodge
- Bluhm Creative Partners
- Blue Cross/Blue Shield
- BrassCraft Manufacturing
- Capstone Advisory Group
- CEVA Logistics
- Chemical Bank
- Consumers Energy
- DENSO International America
- Dow Automotive Systems
- Dow Chemical Company
- Dow Corning Corporation
- Dow Kokam, LLC
- DTE Energy
- Eaton Corporation
- Eastman Chemical Company
- Education Corporation of America
- Emergent Biosolutions
- Forensic Fluids Laboratory
- Gentex Corporation
- GreenStone Farm Credit Services
- Harley Davidson
- HealthPlus of Michigan
- HP
- IHS Automotive
- Johnson Controls, Inc.
- Kellogg Company
- Kohler Company
- Lacks Trim Systems
- Marriott International
- Meritor
- Metalworks
- MI Public Health Institute
- Michigan Education Association
- Michigan State University
- Owens Corning
- Plymouth Technologies
- Ryder Integrated Logistics
- Sears Holding Corporation
- Sharaton
- Sherry Laboratories
- State of Michigan
- Strayer Orthopaedics
- Such Video, Inc.
- Susan G. Komen for the Cure
- The John Henry Company
- Universal Forest Products
- WABCO North America
- Whirlpool Corporation
- William Beaumont Hospital

“Who will make business happen? SPARATANS WILL.”

“By far the most significant personal development opportunity I have had in years!”

“A program armed me with the tools and strategies to be the best leader I can be. The content was very engaging, and the instructors were amazing.”