EXECUTIVE LEADERSHIP FOR WOMEN
STRATEGIES TO ENHANCE SUCCESS

OCTOBER 23-24, 2019
NOVEMBER 21-22, 2019

JAMES B. HENRY CENTER FOR EXECUTIVE DEVELOPMENT

Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY
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 within their unique business environments. Based on both proven research and the personal experiences of senior executives, participants will develop individualized action plans and learn how to engage organizational superiors to support action plan implementation. This program will also create a unique network of colleagues with similar experiences to help support future growth and development.

KEY LEARNING OUTCOMES:
By attending this program, participants will learn how to:

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

WHO SHOULD ATTEND:
This program is designed for high-potential female business professionals with generally 8-18 years’ experience.
SCHEDULE:

Module 1: October 23, 2019

9 a.m.  Program Kick-Off
9:15 a.m.  Introductions
9:45 a.m.  Your Personal Brand
  • Explore leadership brands, timing, and gender
  • Develop your brand message
  • Actions to enhance your brand
12:30 p.m.  Lunch & Guest Speaker
1:30 p.m.  DiSC Profile
3 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.  Personal Time
6 p.m.  Reception & Speed Networking
7 p.m.  Dinner
Evening  Networking & Personal Development Plan

October 24, 2019

8:15 a.m.  Debrief
8:30 a.m.  Language, Communication & Influence
  • Finding your executive voice
  • Increase your ability to use a wider range of skills to gain influence

PRICE & REGISTRATION:
$3495. – includes participation in both modules, materials, food, and a graduation plaque (lodging not included).

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.

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November 22, 2019

8:30 a.m.  Debrief

8:45 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

11:15 a.m.  Conclusions, Wrap-up, Evaluations

11:30 a.m.  Buffet Lunch Available

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

“The program was amazing because it gave me the tools and the boost I needed to go get what I want!”

“This program got me motivated, provided a network with other experienced women and helped me gain actionable takeaways that you can implement immediately.”

For more information, go to: broad.msu.edu/executive-education
SELECT LIST OF PAST PARTICIPATING COMPANIES

A Schulman, Inc.
Accenture
Access Business Group
ADB Safegate
Ameriprise Financial
Amway
Bavarian Inn Lodge
Blohm Creative Partners
Blue Cross/Blue Shield
BrassCraft Manufacturing
CEVA Logistics
Chemical Bank
Clark Construction Company
Consumers Energy
Crain Communications
Dawn Foods
Delasco
DENSO International America
Dow Automotive Systems
Dow Chemical Company
Dow Corning Corporation
DTE Energy
Eaton Corporation
Eastman Chemical Company
Education Corporation of America
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Forensic Fluids Laboratories
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Graduate Management Admission Council
GreenStone Farm Credit Services
Harley Davidson
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Owens Corning
Plymouth Technologies
Purdue University
Krannert School of Mgt.
Pyramid Solutions
Ryder Integrated Logistics
Sears Holding Corporation
Sheraton
Sherry Laboratories
State of Michigan
Stryker Orthopaedics
Susan G. Komen for the Cure
The Building Initiative
The John Henry Company
The Kresge Foundation
Universal Forest Products
WABCO North America
Wayne County Airport Authority
Wesco
Whirlpool Corporation
William Beaumont Hospital

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.
COMMENTS FROM SEMINAR PARTICIPANTS:

“I loved not only the practical and insightful content presented, but also how this program was facilitated by two executive women who shared real-world experiences and perspectives.”

“This program not only helps women polish their skill sets, it promotes sistership across companies and cultures.”

“The 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.”

CONTACT:
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