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 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:

“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.”

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

“This program not only helps women polish their skill sets, but more importantly promotes sister-ship across companies and cultures.”

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, 517-353-5664 or 800-356-5705 or online at execed.broad.msu.edu
Who Should Attend:
This program is designed for high-potential female business professionals with generally 8-18 years’ experience.

Schedule:
Module 1: October 25, 2017
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
1:30-5:30 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
October 26, 2017
8:15-8:30 a.m. Debrief
8:30-11:15 a.m. Language, Communication & Influence
• Finding your executive voice
• Increase your ability to use a wider range of skills to gain influence
• Identify real and perceived gender differences in communication
11:15-11:30 a.m. Update Personal Development Plan & Evaluation
11:30 a.m. Buffet Lunch Available
Module 2: November 6, 2017
1:00-1:20 p.m. Debrief
1:30-3:30 p.m. Negotiation for Value Creation
• Learn the secrets of savvy negotiators
• Explore gender differences in negotiation styles
• Gain confidence in your negotiation abilities
3:40-5:00 p.m. Negotiation for Value Creation (cont.)
5:00-5:30 p.m. Personal Time
5:30-6:15 p.m. Reception
6:15-8:00 p.m. Networking and Personal Development Plan
Evening
November 7, 2017
8:30-10:15 a.m. Tactful Self Promotion
• Selling yourself
• Building your self confidence
10:30 a.m.-12:00 p.m. Leaning Forward: Power & Ambition
12:00-1:15 p.m. Lunch & Guest Speaker
1:15-2:45 p.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
3:00-4:30 p.m. How Remarkable Women Lead & Build Teams (cont.)
4:30-5:00 p.m. Conclusions, Wrap-up, Evaluations
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
Blom Creative Partners
Blue Cross/Blue Shield
BrassCraft Manufacturing
Capstone Advisory Group
CEVA Logistics
Chemical Bank
Consumers Energy
Crain Communications
DENSO International America
Dow Automotive Systems
Dow Chemical Company
Dow Corning Corporation
Dow Hickam, LLC
DTE Energy
Eaton Corporation
Eastman Chemical Company
Education Corporation of America
Emergent Biodistributions
Forensic Fluids Laboratories
Genesys Corporation
Graduate Management Admission Council
GreatStone Farm Credit Services
Harley Davidson
HealthPlus of Michigan
HP
IHS Automotive
Jackson National Life Insurance
Johnson Controls, Inc.
Kellogg Company
KPS Kolbenschmidt US
Kineus
Kohler Company
Lacks Trim Systems
Marriott International
Marsh Berry & Co.
McLaren
Medtronic
Metaldyne
Metals Air
Mid Public Health Institute
Michigan Education Association
Michigan State University
Northwinds Heating & Cooling
Owens Corning
Plymouth Technologies
Ryder Integrated Logistics
Sears Holding Corporation
Sheraton
Shelly Laboratories
State of Michigan
Shymk Orthopædics
Stryker
Susans Video, Inc.
Susan G. Komen for the Cure
The John Henry Company
The Kresge Foundation
Universal Forest Products
WABCO North America
Wayne County Airport Authority
Whirlpool Corporation
William Beaumont Hospital

“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.”

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

WHO WILL MAKE BUSINESS HAPPEN? SPARTANS WILL.