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

**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 peers 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:**
$3495 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 exeed.broad.msu.edu
Who Should Attend:
This program is designed for high-potential female business professionals with generally 8-18 years’ experience.

“ errores will motivate, provided a business professionals with generally 8-18 years’ experience. This program is designed for high-potential female
 gain actionable takeaways that you can network with other experienced women and implement immediately.”

“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 gain actionable takeaways that women can implement immediately.”

Module 1: October 24, 2018

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

5:30-6:00 p.m.
Personal Time

6:00-7:00 p.m.
Reception and Speed Networking

7:00-8:00 p.m.
Dinner

Evening
Networking and Personal Development Plan

Module 2: November 15, 2018

8:30-9:30 a.m.
Debrief

9:30 a.m.-Noon
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 & Guest Speaker

1:15-3:30 p.m.
Tactful Self Promotion
• Selling yourself
• Building your self-confidence

3:30-5:00 p.m.
360 Degree Leadership

5:00-5:30 p.m.
Personal Time

5:30-6:15 p.m.
Reception

6:15-8:00 p.m.
Graduation Dinner & Presentation of Graduation Plaques

Evening
Networking and Personal Development Plan

November 16, 2018

8:30-8:45 a.m.
Debrief

8:45-11:15 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

11:15-11:30 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.

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

Participating Companies from Recent Years:

A Schulman, Inc.  Johnson Controls, Inc.
Accenture  Kellogg Company
Access Business Group  KS Kobrenschmidt US
ADP  Kinskus
Ameriprise Financial  Kohler Company
Amway  Lacks Trim Systems
Bavarian Inn Lodge  Lansing Police Department
Block Creative Partners  Marriott International
Blue Cross/Blue Shield  Marsh Berry & Co.
Boeing  Martin Waymire
BrassCraft Manufacturing  McLaren
CEVA Logistics  Meritor
Chemical Bank  MIPublic Health Institute
Clark Construction Company  Michigan Education Association
Consumers Energy  Michigan State University
Crain Communications  Northwinds Heating & Cooling
Dawn Foods  Owens Corning
Delasco  Plymouth Technologies
DENSO International America  Purdue University Krannert
Dow Automotive Systems  School of Mgt.
Dow Chemical Company  Pyramid Solutions
Dow Corning Corporation  Ryder Integrated Logistics
DY Energy  Saia Holding Corporation
Eaton Corporation  Sharaton
Eastman Chemical Company  Sherry Laboratories
Education Corporation of America  State of Michigan
Emergent BioSolutions  Styxian Orthopodics
Faucite Interior Systems  Susan G. Komen for the Cure
Forensic Fluids Laboratories  The Building Initiative
Gentex Corporation  The John Henry Company
Graduate Management  The Kresge Foundation
Admission Council  Universal Forest Products
GreenStone Farm Credit Services  WACHC North America
Harley Davidson  Wayne County Airport Authority
HealthPlus of Michigan  Whirlpool Corporation
HP  William Beaumont Hospital
IMS Automotive  Access Business Group
In-House Realty  Accenture
Jackson National Life Insurance  A Schulman, Inc.
Kelly Services  Johnson Controls, Inc.
Lansing Police Department  Kellogg Company
Lacks Trim Systems  KS Kobrenschmidt US
Lansing Police Department  Kinskus
LIveWell Central NY  Kohler Company
Marsh Berry & Co.  Lacks Trim Systems
Martin Waymire  LSBC North America
McLaren  MI Public Health Institute
Meritor  Michigan Education Association
Metalworks  Michigan State University
Mi Public Health Institute  Northwinds Heating & Cooling
Northwinds Heating & Cooling  Owens Corning
Purdue University Krannert  Plymouth Technologies
School of Mgt.  Purdue University Krannert
Sierra Holding Corporation  Sharp
Sharaton  Styxian Orthopodics
Sherry Laboratories  Susan G. Komen for the Cure
State of Michigan  The Building Initiative
Styxian Orthopodics  The John Henry Company
The Kresge Foundation  The Kresge Foundation
Universal Forest Products  Whirlpool Corporation
WABCO North America  William Beaumont Hospital
Wayne County Airport Authority  William Beaumont Hospital
Wayne County Airport Authority  William Beaumont Hospital
WESCO  William Beaumont Hospital
Shey Laboratories  William Beaumont Hospital
Sherry Laboratories  William Beaumont Hospital
Stryxian Orthopodics  William Beaumont Hospital
Susan G. Komen for the Cure  William Beaumont Hospital
The John Henry Company  William Beaumont Hospital
The Kresge Foundation  William Beaumont Hospital
Universal Forest Products  William Beaumont Hospital
WABCO North America  William Beaumont Hospital
Wayne County Airport Authority  William Beaumont Hospital
Whirlpool Corporation  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
William Beaumont Hospital  William Beaumont Hospital
WHO WILL MAKE BUSINESS HAPPEN? SPARTANS WILL.