

◆ 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:

\$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 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 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."

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

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EXECUTIVE LEADERSHIP FOR WOMEN

STRATEGIES TO ENHANCE SUCCESS

October 24-25, 2018 & November 15-16, 2018

at the James B. Henry Center for Executive Development
Michigan State University

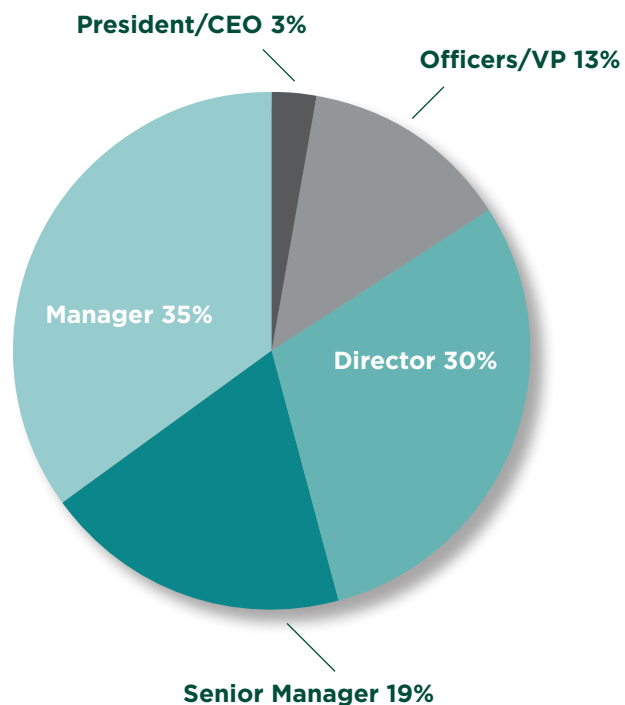


Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY



Who Should Attend:

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



"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 you can implement immediately."

Schedule:

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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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
October 25, 2018	
8:15-8:30 a.m.	Debrief
8:30-11:15 a.m.	Language, Communication & Influence <ul style="list-style-type: none"> • 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 15, 2018

8:30-9:30 a.m.	Debrief
9:30 a.m.-Noon	Negotiation for Value Creation <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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
<i>Program content is correct at the time of printing, but may be subject to change.</i>	
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 Kolbenschmidt US
ADB Safegate	Kinexus
Ameriprise Financial	Kohler Company
Amway	Lacks Trim Systems
Bavarian Inn Lodge	Lansing Police Department
Blohm Creative Partners	Marriott International
Blue Cross/Blue Shield	Marsh Berry & Co.
BrassCraft Manufacturing	Martin Waymire
CEVA Logistics	McLaren
Chemical Bank	Meritor
Clark Construction Company	Metalworks
Consumers Energy	MI Public Health Institute
Crain Communications	Michigan Education Association
Dawn Foods	Michigan State University
Delasco	Northwinds Heating & Cooling
DENSO International America	Owens Corning
Dow Automotive Systems	Plymouth Technologies
Dow Chemical Company	Purdue University Krannert School of Mgt.
Dow Corning Corporation	Pyramid Solutions
DTE Energy	Ryder Integrated Logistics
Eaton Corporation	Sears Holding Corporation
Eastman Chemical Company	Sheraton
Education Corporation of America	Sherry Laboratories
Emergent BioSolutions	State of Michigan
Faurecia Interior Systems	Stryker Orthopaedics
Forensic Fluids Laboratories	Susan G. Komen for the Cure
Gentex Corporation	The Building Initiative
Graduate Management Admission Council	The John Henry Company
GreenStone Farm Credit Services	The Kresge Foundation
Harley Davidson	Universal Forest Products
HealthPlus of Michigan	WABCO North America
HP	Wayne County Airport Authority
IHS Automotive	Wesco
In-House Realty	Whirlpool Corporation
Jackson National Life Insurance	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."



WHO WILL MAKE BUSINESS HAPPEN? SPARTANS WILL.