



# Strategies *for* Success

PROGRAM



MENTOR. PARTNER. LEAD.

FALL 2024



## SESSION DETAILS

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### DATES

October 2, 8:30am - 3:30pm\*

October 23, 8:30am - 3:30pm

November 20, 8:30am - 3:30pm\*

December 5, 8:00am - 4:00pm\*

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### LOCATION

The program will be a hybrid format, with  
\* sessions taking place in the Boston-area.

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### FEE SCHEDULE

\$3,500 per participant

\$500 discount for TWE member companies, or  
groups of four or more

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### CONTACT

Elizabeth L. Hailer, CEO

[ehailer@thewomensedge.org](mailto:ehailer@thewomensedge.org)

# WHY STRATEGIES FOR SUCCESS

Strategies for Success is a well-known and highly-rated leadership development program for women. A proven impactful and effective complement to internal training and development efforts, Strategies for Success is designed to assist corporations and nonprofit organizations to enhance the skills of their high-potential women leaders and equip them with the tools they need to become more successful leaders. To date, Strategies for Success celebrates over 1,500 graduates!

## STRATEGIES FOR SUCCESS PARTICIPANTS WILL GAIN:

- Greater self awareness and a stronger sense of accountability
- Increased capacity to take on additional responsibilities
- Strategies to best emerge as a leader in a virtual environment
- Knowledge of how to effective internal and external networks
- Understanding of how to build and manage inclusive teams
- The tools necessary to navigate complex environments
- A personal senior executive mentor
- A peer mentor advisory group to collaborate and reflect with
- Personalized emotional intelligence feedback fom colleagues, managers and peers

## PARTICIPATING COMPANIES HAVE INCLUDED:

Accenture	Eastern Bank	Morgan Stanley
Amazon	ElevateBio	National Grid
American Tower	ezCater	NetScout
AT&T	Fidelity	Oracle
Bank of America	Forrester Research	PwC
Carnival Cruise Line	HubSpot	RSM
Chewy.com	iRobot	Ryder
City Year	John Hancock	Shopify
Comcast	Linedata	Spirit
Constant Contact	Locke Lord LLP	Starwood Property Trust
Copyright Clearance Center	Mass General Brigham	The Boston Foundation
DentaQuest	Microsoft	TripAdvisor

“The individuals in my cohort formed a comradery and cohesiveness through our shared experience at this historic place in time. The virtual platform allowed us to convene more often, have dynamic breakout groups, and speak more candidly than would have been possible in person. Several members of my cohort will remain part of my ‘personal board of advisors,’ a testament to the strength of the program and caliber of the participants.



## PROGRAM OVERVIEW

### STRATEGIES FOR SUCCESS:

#### A LEADERSHIP PROGRAM FOR HIGH POTENTIAL WOMEN

Since its inception in 1997, The Women's Edge has dedicated itself to helping professional women realize their leadership potential. The community includes a diverse group of CEOs, corporate and nonprofit executives, entrepreneurs, and emerging leaders representing a wide range of industries, both large and small. Our collaborative and unique programs and events are varied and are always focused on helping participants develop personally and professionally.

Strategies for Success is designed to assist corporations and organizations to enhance the skills of their high-potential women leaders, helping them acquire the tools they need to become successful senior executives.

#### PARTICIPATING COMPANIES SHARE PERSPECTIVES ON INDIVIDUAL SUCCESSES

“ Over the past year I have seen Ellen grow professionally in her approach to managing complex problems and coaching individual employees. The confidence she has gained in dealing with leaders at all levels of our organization is very visible.

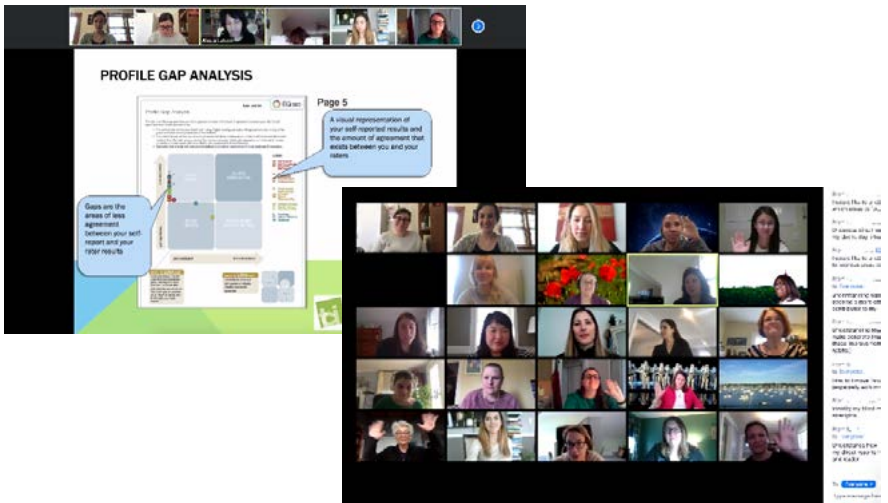
*Boston-Area Medical Group* ”

“ Sue has adopted a more structured management approach that allows for more strategic input, and her contributions are more aligned to the overall company mission.

*Global Telecommunications Corporation* ”

“ Kelly has taken on leadership of a new program and is doing a fantastic job. I believe participation in your program directly led to her improved judgment and ability to step up and lead a new team.

*Technology Start-Up* ”



## PROGRAM VALUE & KEY DIFFERENTIATORS

### STRUCTURED FOR MAXIMUM EFFECTIVENESS

Each participant attends seven virtual sessions over a three month period. This format is easily accessible for participants, minimizes disruption to companies, and allows each participant to test on the job the critical insights they have learned before returning to the next session.

### ONE-ON-ONE & GROUP MENTORSHIP

A personal mentor with years of executive experience is assigned to each participant, who guides them through business challenges and coaches them in creating their professional development plan. In addition, participants are given an opportunity to build mentoring relationships with their assigned peer mentor groups through programming and extracurricular sessions.

### REAL-TIME, REAL-WORLD SITUATIONS

Each participant spends time solving actual business challenges by working with peers, assessing options, weighing alternatives and agreeing upon solutions. By honing their collaborative and leadership skills, they leave the program with greater self-awareness, increased proficiency and a stronger sense of accountability.

### ACTION PLAN FOR SUCCESS

Graduates of Strategies for Success will leave with an individual development plan created with their supervisor's input, directly in line with their company's business objectives.

# PROGRAM SCHEDULE

## DAY 1— THINK LIKE A LEADER

Day 1 kicks off with a discussion of why leadership matters, and the purpose and key characteristics of leaders and managers. Participants have the opportunity to discuss their company's strategy and business priorities, and reflect on where they are aligned. In this session, participants develop a plan to have a larger impact in their organizations. During Day 1, peer mentor group assignments are made, and the session closes with an interactive panel discussion with Boston-area leaders.

## WORKSHOP — RACIAL EQUITY PART I

In the first Racial Equity workshop, the participants further connect and build trust with each other, and discuss the role that racial equity and justice plays in leadership. The group also discusses a variety of definitions and frameworks for how best to build inclusive teams.

## DAY 2 — SELF AWARENESS & EMOTIONAL INTELLIGENCE

During this session, the group explores and discusses the concept of Emotional Intelligence and the impact it can have on their personal leadership effectiveness. Participants receive and review individual EQ360 reports based on feedback compiled prior to the program. They also learn how to interpret the feedback and incorporate it into their professional development plan.

## WORKSHOP — RACIAL EQUITY PART II

In the second Racial Equity workshop, the group focuses on intersectionality and microaggressions, and meets in affinity groups and peer mentor groups. The session closes by exploring resources for helping to transform institutions.

## DAY 3 — COMMUNICATION & FEEDBACK

This session focuses on four leadership fundamentals - communicating, influencing, delegating, and managing up - and the practical application of these techniques in the workplace. Participants are paired with peers to practice these fundamentals in a safe, supportive virtual environment, and they leave this session with insights into how to inspire and lead others.

## WORKSHOP — GETTING PAID WHAT YOU'RE WORTH

In the Wage Equity workshop, participants explore the steps to determining their own personal value, research their target salaries and benefits, and create a strategy to achieving their next raise or promotion.

## DAY 4 — EXECUTIVE BRAND & PRESENCE — MAY 18

The final day covers the importance of personal brand, presence, and effective communication as key leadership characteristics. Participants find their authentic voice and are tasked with formally communicating their company's mission and vision in a small-group virtual setting.

# PROGRAM FACILITATORS



ELIZABETH L. HAILER

Elizabeth joined The Women's Edge as Executive Director with more than 35 years of deep hands-on experience in the professional services arena with specific expertise and success in marketing strategy and planning, marketplace positioning, business development programs and management, lead generation, and brand development and management.



KIP HOLLISTER

Kip is the Founder and CEO of Hollister Staffing and the Hollister Institute. Hollister is one of the leading Certified Women-Owned, full service recruiting firms headquartered in Boston with clients throughout the United States. As a certified Leadership Coach, Kip works with companies to create high performance cultures of blameless, excuseless, accountable communication.



ALESIA LATSON

Alesia has worked with hundreds of leaders at all levels to expand their management and leadership effectiveness, by supporting them in creating work relationships and environments that enhance employee development and the achievement of business goals.



EVELYN MURPHY

Evelyn Murphy is President of The WAGE Project, Inc., a national organization to end wage discrimination against working women, and author of *Getting Even: Why Women Don't Get Paid Like Men and What To Do About It*, published by Simon & Schuster in October 2005.



TERRI NIMMONS

Terri is the President and co-founder of Stone Lake Leadership Group LLC and is an expert in the area of leadership development, facilitating programs for thousands of leaders in financial services, law, IT, telecommunications, entertainment, and engineering. Ms. Nimmons stays current on the real world demands of leaders today through executive coaching in a number of Fortune 500 companies. She brings rigorous "real world" leadership offerings to committed leaders in top global organizations, start-ups and to large federal agencies, such as DIA and USPS.



PAM REEVE

Pam was the CEO of Lightbridge, Inc. from 1993-2004, having joined the founding group as President & COO in 1989, taking the company public in 1996. Prior to joining Lightbridge, Reeve spent eleven years at the Boston Consulting Group. She sits on numerous corporate boards including American Tower, DentaQuest, Sonus and Frontier Communications Corporation, and several nonprofit boards including her position as Chair of The Women's Edge.



C. PAYAL SHARMA

C. Payal Sharma (she/her/hers) is an independent racial justice consultant, facilitator, and trainer, who believes in the power of empathy, knowledge, courage, and action to create lasting equity and change. She has over 15 years of experience in the Boston area leading workshops, trainings, and facilitated conversations. Having partnered with numerous institutions, organizations, state agencies, school, and corporations, Payal works closely and intentionally with groups to "move the needle" - individually and collectively.

## ABOUT THE WOMEN'S EDGE

The Women's Edge propels women leaders to achieve professional and personal success and deliver positive impact within their business and community.

The Women's Edge is a nonprofit organization devoted to advancing businesswomen in leadership positions. We are ambitious, success-oriented women committed to growing our respective organizations and to supporting each other as we accomplish our individual goals.

Our membership includes CEOs, senior corporate executives, entrepreneurs, executive directors of nonprofits, solo practitioners, and the rising generation of women leaders who are committed to building successful businesses, organizations and careers. Members come from a range of industries and from a variety of backgrounds. We run large companies, we lead small companies, we manage nonprofits, we work as sole proprietors. We are a community of women offering a collaborative brain trust for fellow members and a platform for each of us to achieve our goals.

For more information about sending your women leaders through this program please contact:

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