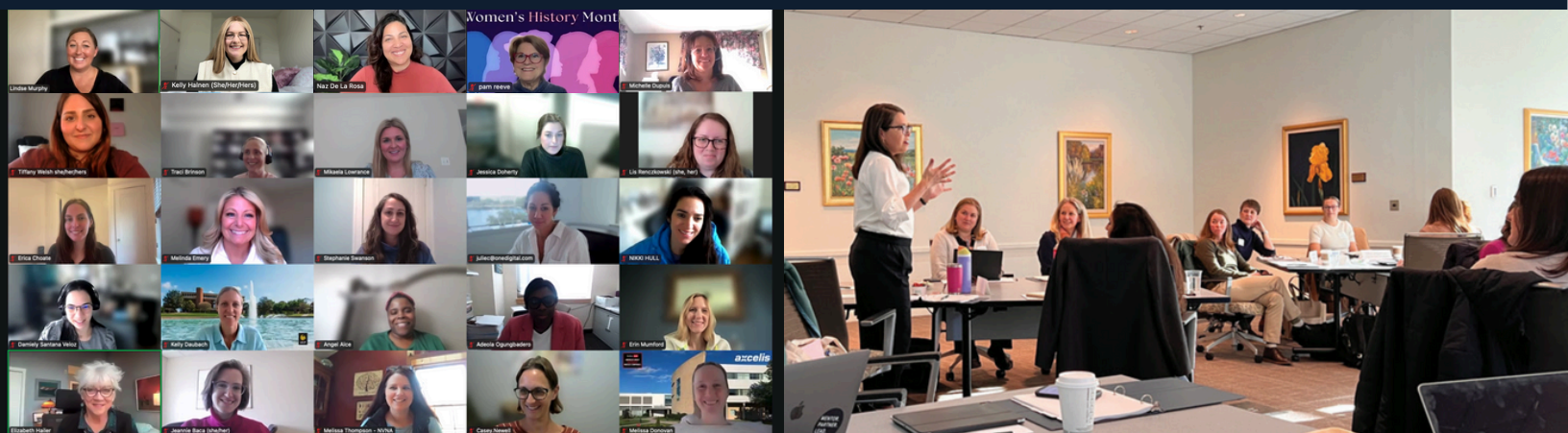




Strategies *for* Success

PROGRAM

FALL 2025 - Virtual



A Fully Virtual Program for Companies Looking to Develop

HIGH IMPACT WOMEN LEADERS



The Women's Edge

PROGRAM OVERVIEW

STRATEGIES FOR SUCCESS: A LEADERSHIP PROGRAM FOR HIGH POTENTIAL WOMEN

Since its inception in 1997, The Women's Edge (TWE) has dedicated itself to helping professional women realize their leadership potential. The TWE 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 on a professional and personal level.

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 high level contributors to their organizations.



“A wonderful opportunity for any female leader who could use a boost in confidence and leadership skills. This was an interesting and engaging 6-day course that addressed topics including self awareness, management styles, inclusive leadership and communication. Through my time attending the sessions and meeting with my mentor, I was able to gain a deeper understanding of myself as a leader.”



SESSION DETAILS

DATES

Day 1: October 15, 9:00 AM-3:00 PM

Workshop 1: October 21, 9:30 AM – 12:30 PM

Day 2: October 30, 9:00 AM – 3:00 PM

Workshop 2: November 5, 9:30AM-12:30 PM

Day 3: November 13, 9:00 AM – 3:00 PM

Day 4: December 5, 9:00 AM – 3:30 PM

LOCATION

Virtual (Zoom)

FEE SCHEDULE

\$3,750 per participant (non member rate)

\$3,250 per participant (member rate) & *TWE member companies, or groups of four or more*

REGISTER

[Click here to register for the program!](#)

CONTACT

Naz De La Rosa - Manager, Programs & Marketing
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PROGRAM SCHEDULE

DAY 1 – THINK LIKE A LEADER (October 15th)

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. During Day 1, peer mentor group assignments are made and each participant is assigned to an executive mentor.

INCLUSIVE LEADERSHIP WORKSHOP PART I (October 21st)

In this workshop, the participants further connect and build trust with each other, and discuss the role that equity and inclusion play 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 (October 30th)

During this session, the group explores and discusses the concept of emotional intelligence and the impact it will 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.

INCLUSIVE LEADERSHIP WORKSHOP PART 2 (November 5th)

In this workshop, the group focuses on generational intersectionality, and meets in affinity groups and peer mentor groups. The session closes by sharing resources and perspectives to ensure inclusive leadership.

DAY 3 – COMMUNICATION & FEEDBACK (November 13th)

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.

DAY 4 – EXECUTIVE BRAND & PRESENCE (December 5th)

The final session addresses 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 value in a small-group virtual setting.



"The thoughtfulness of the program's design and the caliber of guests as well as the facilitators was top-notch. The value adds of the program are too many to many to list - incredibly grateful to be a graduate."

WHY STRATEGIES FOR SUCCESS

Strategies for Success is a top-rated leadership program for high-potential women managers, designed to complement existing internal training by further building key leadership skills. With nearly 2,000 graduates, it empowers women to become more effective and successful leaders.

STRATEGIES FOR SUCCESS PARTICIPANTS WILL GAIN:

- Greater self-awareness and accountability
- Enhanced emotional intelligence through EQ 360 feedback
- Tools to navigate complex and virtual work environments
- Strategies for building and managing inclusive teams
- Skills to expand and leverage internal and external networks
- Increased readiness to take on greater responsibilities
- Support from a senior executive mentor and peer advisory group



“The participants in my cohort formed a camaraderie and cohesiveness through our shared experiences. Several members will remain part of my ‘personal board of advisors,’ a testament to the strength of the program and caliber of the participants.”

PARTICIPATING COMPANIES HAVE INCLUDED:

Accenture, Amazon, American Tower, AT&T, Bank of America, Carnival Cruise Line, City Year, Comcast, Constant Contact, Copyright Clearance Center, DentaQuest, Eastern Bank, edX, ezCater, Fidelity, Forrester Research, Hinkley Allen, HubSpot, iRobot, John Hancock, Linedata, Mass General Brigham, Microsoft, Morgan Stanley, National Grid, NetScout, Oracle, PwC, RSM, Ryder, Shopify, Spirit, Starwood Property Trust, The Boston Foundation, TripAdvisor, & Welch’s

PARTICIPATING COMPANIES HAVE INCLUDED:

Accenture

Aspire Health

ABCD

Chewy

Amazon

American Tower

AT&T

Bank of America

Carnival Cruise Line

Central Florida Cares

City Year

Codman Square Health

Center

Comcast

Constant Contact

CCC

DentaQuest

Eastern Bank

edX

ezCater

Fidelity

Foley Hoag

Forrester Research

Hinkley Allen

HUB International

HubSpot

iRobot

John Hancock

JetBlue

Kaufman Rossin

Linedata

Mass EHealth Institute

Mass General Brigham

Mass Port Authority

Melmark

Microsoft

Morgan Stanley

National Grid

NETSCOUT

Norwegian Cruise Lines

NVNA and Hospice

OneDigital

Oracle

PwC

RSM

Ryder

Shopify

SimpliSafe

Spirit Airlines

Starwood Property Trust

The Boston Foundation

The Miami Foundation

TripAdvisor

UMass Lowell

UCF

The Village Bank

Welch's



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.



"It was a wonderful experience that helped me learn, share ideas, and form a supportive network that continues to inspire me today."

PROGRAM FACILITATORS



Elizabeth Hailer

Chief Executive Officer
The Women's Edge



Kip Hollister

Founder & CEO
The Hollister Group



Alesia Latson

Co-Founder & CDO
LeadvantEDGE



Evelyn Murphy

President
The WAGE Project, Inc.



Terri Nimmons

President & Co-Founder
Stone Lake Leadership



Pam Reeve

Chair, Board of Directors
The Women's Edge



Soyini Chang

President & Co-Founder
Quantum Power Skills



Lindse Murphy

Executive Director, Florida
The Women's Edge



Naz De La Rosa

Manager, Programs & Marketing, Florida
The Women's Edge



Kelly Halnen

Manager, Programs & Marketing, Massachusetts
The Women's Edge

About The Women's Edge

The Women's Edge propels women leaders by helping participants develop on a professional and personal level and deliver positive impact within their business and community.

The Women's Edge (TWE) is a nonprofit organization committed 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.

TWE's 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. TWE 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. The TWE community offers access to fellow members and a platform for continued success.



"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

[REGISTER FOR THIS PROGRAM](#) or Contact:

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