



Strategies for Success

PROGRAM

Spring 2026 - Nationwide *Virtual Cohort*



A 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: March 3, 8:30 AM-3:00 PM

Workshop 1: March 11, 9:30 AM – 12:30 PM

Day 2: March 26, 8:30 AM – 3:00 PM

Workshop 2: April 1, 9:30AM-12:30 PM

Day 3: April 16, 8:30 AM – 3:00 PM

Day 4: April 30, 8:30 AM – 3:45 PM

LOCATION

Virtual via 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

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The Women's Edge

PROGRAM SCHEDULE

DAY 1 – THINK LIKE A LEADER (March 3)

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 (March 11)

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 (March 26)

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 (April 1)

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 (April 16)

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 (April 30)

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 improvements I have seen in my confidence in just a couple of short months are remarkable. I have left each session feeling empowered and energized, and I look forward to incorporating the practical skills I've acquired into both my personal and professional life."

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 EQ360 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
Advocates
Aspire Health
Associated Industries of Massachusetts (AIM)
ABCD
Chewy
Amazon
American Tower
AT&T
Bank of America
CareQuest
Carnival Cruise Line
Central Florida Cares
Citizens Bank
City Year
Codman Square Health Center
Comcast
Constant Contact
Copyright Clearance Center
Eastern Bank

edX
Emerson Health
ezCater
Fidelity
Foley Hoag
Forrester Research
Hinkley Allen
HUB International
HubSpot
iRobot
John Hancock
JetBlue
Kaufman Rossin
Liberty Mutual
Linedata
Mass EHealth Institute
Mass General Brigham
Mass Port Authority
Melmak
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
TILL, Inc.
We Are ALX
Welch's



The Women's Edge

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.



"The class was an outstanding experience. The instructors present the course material in a very engaging manner, and I am approaching it with an open perspective, focus, and confidence. It is truly energizing to engage with so many accomplished women leaders and to recognize that despite working across different industries, we share many of the same hurdles and obstacles blocking our opportunities for growth."

PROGRAM FACILITATORS



Soyini Chang

*President & Co-Founder
Quantum Power Skills*



Elizabeth Hailer

*Chief Executive Officer
The Women's Edge*



Kelly Halnen

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



Kip Hollister

*Founder & CEO
The Hollister Group*



Alesia Latson

*Co-Founder & CDO
LeadvantEDGE*



Terri Nimmons

*President & Co-Founder
Stone Lake Leadership*



Pam Reeve

*Chair, Board of Directors
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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