

# Women In Leadership

## by Interaction Associates

DEVELOPING THE DIVERSE STRENGTHS OF WOMEN  
FOR BUSINESS RESULTS



Are you  
leveraging  
the talents  
of all your  
people?

Research shows that women bring unique characteristics and capabilities to the leadership challenges they face. To be successful, organizations need to leverage this diversity of leadership: to improve the quality of decision-making, provide inspiration and role modeling, and tap into diverse points of view. In addition, having both women and men in leadership roles helps organizations reflect the customers they serve, giving the perspective needed to increase sales and fuel growth.

The Women in Leadership program focuses on helping women leaders:

- Understand their unique strengths as well as barriers to success,
- Create action plans to overcome systemic barriers and grow their leadership skills,
- Learn negotiation skills critical to their career success, and
- Build a network with other women leaders.

This research-based workshop focuses on the specific needs and capabilities of women --- and provides the knowledge and support they need to succeed and contribute added value in their roles as corporate leaders.

### **BENEFITS FOR THE ORGANIZATION**

The looming worldwide leadership shortage means that organizations where women lag in leadership roles are missing a huge opportunity. Introducing your women leaders to Women in Leadership allows you to shore up your bench strength while leveraging your women leaders' unique strengths to drive strong business results.

- Researchers consistently find a positive correlation between the representation of women in leadership positions and business performance measures, such as market share and return on investment.
- Because women make or influence up to 80% of buying decisions, their point of view is critical for companies marketing to consumers. In addition, studies have shown up to double-digit increases in productivity in companies with more women leaders.
- In our current knowledge economy, people are the source of growth. 85% of corporate value creation is derived from people, brand, and IP. Successful businesses in the foreseeable future will be those who can harness the strategic thinking and creativity of all their people.
- Organizations that create a culture of equal opportunity and diversity are better able to attract, retain, and motivate the most qualified individuals.

## WHO SHOULD ATTEND

Women leaders at all levels in the organization, as well as women managers who are ready to move into leadership roles.

## HOW PARTICIPANTS LEARN

Women in Leadership is a three-day, experiential workshop. Building on pre-work they've completed on their own, participants are introduced to powerful concepts through an intensive three-day agenda. Self-assessment, group practice sessions, exploratory discussions, and feedback from workshop leaders and participants provide an engaging learning experience.



## LEARNING OBJECTIVES

Participants in Women in Leadership gain:

- An increased understanding of personal strengths and barriers for being a successful and authentic leader;
- A self-created action plan to leverage their strengths and address existing barriers;
- A vision of their authentic leadership;
- A better understanding of systemic barriers to women's achievement, and powerful strategies for change;
- Increased ability to negotiate their own success and create value for the organization;
- Ways to manage gender bias challenges;
- Increased skill in having constructive conversation where actions are consistent with their values and aspirations, especially in high stakes situations;
- Interactions with women role models to experience the varied ways woman practice leadership;
- A lasting network of women leaders.

## SAMPLE AGENDA

DAY ONE	DAY TWO	DAY THREE
<ul style="list-style-type: none"><li>• Program Overview</li><li>• Self Awareness: Our Personal Leadership Journey</li><li>• Leadership: Personal Leadership Journey</li><li>• Self Awareness: My Key Values</li></ul>	<ul style="list-style-type: none"><li>• Opening and Reflection Activity</li><li>• Coaching Circles</li></ul>	<ul style="list-style-type: none"><li>• Opening and Reflection Activity</li><li>• Negotiating the Conditions for Leadership Success Continued</li><li>• Strategizing Leadership Dilemmas/Gender Issues</li><li>• Self Awareness: Competing Values, Beliefs, Goals, and Desires</li></ul>
<b>LUNCH</b>	<b>LUNCH</b>	<b>LUNCH</b>
<ul style="list-style-type: none"><li>• Self Awareness: Levels of Reflection</li><li>• Coaching Process</li><li>• Leadership Panel</li><li>• Self Awareness: Appreciative Inquiry</li><li>• Evening Activity</li></ul>	<ul style="list-style-type: none"><li>• Coaching Circles</li><li>• Negotiating the Conditions for Leadership Success</li><li>• Evaluate the Day and Evening Assignment</li><li>• Evening Activity</li></ul>	<ul style="list-style-type: none"><li>• Building Your Network of Relationships</li><li>• Closing Executive Speaker</li><li>• Leadership Brand/Taking It Home</li><li>• Overall Program Evaluation</li></ul>

 **Interaction Associates (IA)** is a 45-year innovator helping global organizations build collaborative cultures and achieve excellence in a new measure of ROI —Return on Involvement —where employees go “beyond engagement” to share responsibility for business results. We develop people in the areas of leadership excellence, change readiness and team effectiveness. With offices in Boston and San Francisco, our services include organization-wide consulting, learning solutions, and coaching. For more info: [www.interactionassociates.com](http://www.interactionassociates.com)