

*unleashing* Women!™



## A TRANSFORMATIONAL JOURNEY

*Building a portfolio of leadership skills that will last a lifetime.*

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[www.UnleashingWomen.com](http://www.UnleashingWomen.com)

# unleashing Women!™

## A TRANSFORMATIONAL LEADERSHIP JOURNEY

### THE BUSINESS CASE IS UNDENIABLE

The future success of any company is inextricably linked to the strength of its women leaders.

Organizations with gender-diverse leadership teams outperform their competitors on every measure of profitability.

- ✓ Fortune 500 companies with more women at the top and on their Boards of Directors enjoy significantly higher returns.
- ✓ A diverse culture that mirrors its customer base tends to perform better than its homogeneous competitors.
- ✓ Women control trillions of dollars of wealth and influence more than 85% of retail decisions—it makes good sense to have them in leadership positions.



### A STALLED REVOLUTION

Although women make up about half of the workforce in the United States, the percentage of women leaders who hold CEO positions on the Fortune 500 list traditionally hovers under 5%.

In the U.S., women account for a mere 23% of Senior leadership roles.

Compared to men, women don't consider themselves as ready for promotions and generally underestimate their abilities. It is this lack of confidence that holds them back.

### UNLEASHING WOMEN!™ CREATES CULTURE CHANGE

Cultural anthropologist Margaret Mead believed in the power of small groups to change the world. *Unleashing Women!™* works on a group level with cohorts of 30+ women, creating a groundswell of momentum needed to impact organizational change. By graduating waves of women, who understand the value their diversity brings, *Unleashing Women!™* fosters leaders who will move up more quickly in the ranks and who will work to ensure the inclusiveness of the organization.

“Because of the *Unleashing Women!™* program, I applied for a position I never would have applied for in the past—and got it! What's more, for the first time ever in my career, I negotiated for a higher salary and got that too.”

*Director at Pharmaceutical Company*

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### DEAR PROSPECTIVE PARTICIPANT,

*Unleashing Women!*™ was created to help emerging and mid-level leaders rise higher in the ranks with more ease. This program was born out of a request from a CEO of a large hospital system who was passionate about cultivating women leaders—she wanted more women to have a “seat at the table.”

*Unleashing Women!* is an eight-month journey that includes exposure to cutting-edge content, personal reflection, thoughtful application and peer-to-peer interaction. It will provide you with a path to that seat at the table or support you in building your own table.

The most confident and effective leaders believe they are “good-enough” at their core. This program starts off by encouraging you to acknowledge your talents and claim your “enoughness” so that you can lead from a strong foundation. Self-awareness and self-reflection are integral parts of this leadership journey—this program asks you to think about and clarify your own authentic model for leading and living.

The curriculum is built around the premise of Harvey Coleman’s highly acclaimed Performance, Image and Exposure (P.I.E.) model—which suggests that to achieve success, we must not only focus on our job (performance) but we must also pay attention to our image (our reputation) and to our exposure (who we know and who knows us). Every part of the curriculum will build core-competencies linked to growing your P.I.E.—including a Capstone Project.

In our diversity, each one of us possesses unique talents and skills. This program is designed to leave no doubt in your mind regarding your strengths and areas for improvement.

Life can be hard. This program isn’t intended to make it harder. The promise of the program is that after attaining some terrific leadership insights, building your skills, and more effectively leveraging your network—your life will become easier. The program also includes elements of wellness to promote healthy living, including a healthy dose of laughter, which is just plain good for the soul.

Lastly, you’ll develop a strong sense of “sisterhood” with your fellow participants that will serve you in many unexpected ways. The transformative magic of this journey will continue long beyond the conclusion of the program.



**DURING THE PROGRAM,  
YOU’LL COMPLETE YOUR  
LEADERSHIP AND LIFE MAP,  
TAKE ON A CAPSTONE  
PROJECT AND HONE  
SPECIFIC LEADERSHIP SKILLS  
INCLUDING:**

- ✓ Leading and living with intention
- ✓ Strengthening relationships by asking questions and listening
- ✓ Receiving feedback with an open mind
- ✓ Giving strength-centered compliments
- ✓ Using stories to increase your ability to influence outcomes
- ✓ Building strong networks

“A strong woman stands up for herself.  
A stronger woman stands up for everyone else.”

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## A TRANSFORMATIONAL LEADERSHIP JOURNEY

### OUTCOMES

*Unleashing Women!*<sup>TM</sup> is designed to bring out the brilliance and unleash the untapped potential of each participant.

The program is built around Harvey Coleman's highly acclaimed Performance, Image and Exposure (P.I.E.) model, with women making significant strides in all three areas.

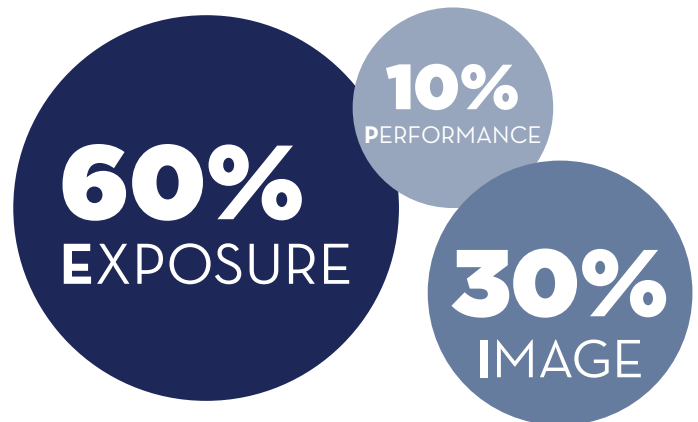
### PERFORMANCE

- ✓ Expand your ability to “make things happen.”
- ✓ Quiet your “inner critic” and move past the point where you normally stop.
- ✓ Increase your EI (emotional intelligence) by gaining greater insight into your style and strengths, along with the style and strengths of others.

### IMAGE

- ✓ Build your professional brand.
- ✓ Gain a strong sense of self-worth, informed by an accurate sense of how you are seen by others.
- ✓ Understand the critical role image plays in your career success—and become more intentional about managing it.
- ✓ Embrace the importance of well-being and balance in life.

### PERFORMANCE, IMAGE & EXPOSURE



### P.I.E. MODEL

Factors affecting career success

*Harvey Coleman*

### EXPOSURE

- ✓ Strengthen critical networks and build allies.
- ✓ Maximize your visibility with internal and external stakeholders.
- ✓ Make better decisions by mastering crowd-sourcing techniques and understanding the “Wisdom of WE<sup>TM</sup>.”
- ✓ Learn how to use your network to advance your career goals.

“It was an extremely valuable program. The framework & topics were ideal for keeping the group motivated and engaged. Rather than just being an informational program, I found it very effective for applying the key learnings to day-to-day situations.”

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## A TRANSFORMATIONAL LEADERSHIP JOURNEY

### THE FORMAT

The curriculum spans eight-months —holding one in-person session each month.

- KICK-OFF (1/2 day)
- OVERNIGHT RETREAT (2 days)
- MASTERY SESSIONS (5, each lasting 3 hrs.)
- GRADUATION (1/2 day)

In total, you'll benefit from 74 hours of very targeted professional development.

In-person class time is 44 hours and outside class time is estimated to be about 30 hours.

### SESSION ACTIVITIES INCLUDE

- Defining what professional and personal success looks like for you.
- Identifying characteristics of your “ideal leader.”
- Completing your Leadership & Life Map.
- Initiating a Capstone Project designed to make an impact at work or in your community.
- Sharing an artifact about the leader you aspire to be.
- Conducting “inner-views” to gain insight into your strengths and shortcomings.
- Conducting interviews to learn from, and build relationships with, leaders you admire.
- Sharing your best business resource(s).
- Starring in a “No-Talent, Talent Show™.”
- Participating on, or moderating, a panel discussing ways to balance work and family life.
- Discussing the merits of a leadership book that you love.
- Networking with leaders in your company.
- Engaging in activities that promote healthy living and vitality.

### WHAT YOU WILL LEARN

- Why you are “enough” just as you are.
- Why your net worth is in your network.
- How to more effectively capitalize on your network to advance your goals.
- How to garner acceptance and build support for new initiatives.
- Approaches to stand out in your business communications.
- How you are “wired” through the lens of the Myers-Briggs Type Indicator (MBTI)®.
- Business etiquette essentials.
- Habits of mindfulness and wellness.

### WHO SHOULD ATTEND

The program is ideal for emerging and mid-level leaders who want to create a path/plan for their career and life, while building the skills to achieve their desired intentions.

### BEFORE APPLYING TO THIS PROGRAM, ASK YOURSELF:

- ✓ Am I able to attend of all the scheduled sessions?
- ✓ Am I open to being introspective?
- ✓ Am I willing to stretch myself beyond my comfort zone?
- ✓ Am I willing and able to invest the time in this program now?
- ✓ Am I receptive to the philosophy of working for the “good” of others?

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“This longer-term format had a bigger impact on my P.I.E. than any other leadership class I have taken.”

### SPONSORING COMPANY

DillonMarcus is a builder of world-class Executive Teams. Co-founder Tara Marcus, along with her business partner and husband Evan Marcus, have spent the last 20 years working with CEO's and senior leaders to increase the alignment, collaboration and the collective influence of Executive Teams. Their extensive client list features prominent names in the for-profit, non-profit and higher education arenas. Tara, the primary designer of the *Unleashing Women!*™ curriculum, believes Executive Teams can't become world-class without the inclusion of women leaders. Tara holds a Masters in Training and Organizational Development and was an adjunct Professor in the Rutgers MBA program. A graduate of Douglass College, at the time, a women-only university, Tara has a sweet-spot for helping women develop to their highest potential.



### FACULTY

The faculty leading this program include former seasoned Executives from Fortune 100 companies who were carefully selected for their expert facilitation skills. The faculty members are experienced coaches who possess a deep understanding of women's issues.

### TOPICS AND TIMING

#### HOLD INFORMATION SESSIONS

#### APPLICATION, SELECTION, & ACCEPTANCE PROCESS

- MONTH 1: KICKOFF RETREAT (1/2 DAY)** Becoming the Best You—The Leader I Want to Be
  - MONTH 2: MASTERY SESSION #1** Know-How™—Claiming and Sharing All That You Know
  - MONTH 3: RETREAT (OVERNIGHT)** A Clearer Picture—My Road Map for Leading and Living
  - MONTH 4: MASTERY SESSION #2** Growing Your “P” With the Wisdom of WE!™
  - MONTH 5: MASTERY SESSION #3** Managing Your “I”—Business Etiquette for Women
  - MONTH 6: MASTERY SESSION #4** Stand Out!™—Making You and Your Message Stand Out
  - MONTH 7: MASTERY SESSION #5** It's O.K to Play™ with optional Potluck Picnic
  - MONTH 8: GRADUATION SESSION (1/2 DAY)** Me Unleashed!™—The Power of Appreciation
- PRESENTATIONS (KEY LEARNINGS/CAPSTONE PROJECT)**

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A TRANSFORMATIONAL LEADERSHIP JOURNEY

## THE CURRICULUM

### BECOMING THE BEST YOU

*The Leader I Want to Be*

KICK-OFF RETREAT

1/2 Day

- ✓ Expand your “E” and get to know who is in the room.
- ✓ Discover the greatest leadership tool known to woman.
- ✓ Together, identify the characteristics of a great leader.
- ✓ Begin to consider options for your Capstone Project.
- ✓ Depart feeling inspired, connected & unleashed!

### KNOW-HOW™

*Claiming and Sharing All that You Know*

1ST MASTERY SESSION

3 Hours

- ✓ Enhance your “P” by acknowledging and claiming all that you know.
  - ✓ Uncover the skills and talents residing in your cohort group.
  - ✓ Grow what you know by sharing your Best Business Resources.

“The question isn’t who is going to let me—  
it’s who is going to stop me?”

~Ayn Rand

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## THE CURRICULUM

### A CLEARER PICTURE

*My Road Map for Leading & Living*

OVERNIGHT RETREAT

2 Days

- ✓ Sharpen your storytelling skills.
- ✓ Synthesize your “inner-view” research and complete your Road Map for Leading & Living.
  - ✓ Gain insights into Work/Life Balance.
  - ✓ Practice public speaking as part of a panel discussion.
- ✓ Take center stage and find your voice starring in our “No-Talent, Talent Show!™”
  - ✓ Start Understanding Why With MBTI®.
  - ✓ Share lessons from a leadership book that you love.
  - ✓ Participate in health and wellness activities.

### GROWING YOUR “P”

*With The Wisdom of WE!™*

2ND MASTERY SESSION

3 Hours

- ✓ Appreciate why “WE” is always the “way to go.”
- ✓ Learn what creates “WE” and what creates “Us vs. Them.”
- ✓ Master principles that minimize friction and maximize partnership.

“I am becoming much braver!”

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### THE CURRICULUM

#### MANAGING YOUR “I”

*Business Etiquette for Women*

3RD MASTERY SESSION

3 Hours

- ✓ Assess your confrontational style and learn strategies for dealing with difficult people and situations.
  - ✓ Overcome etiquette blunders, bloopers and innocent mistakes that can hurt your career.
  - ✓ Learn how to be both polite and powerful.

#### STAND OUT!™

*Make You and Your Message Stand Out*

4TH MASTERY SESSION

3 Hours

- ✓ Learn four questions to ask yourself before communicating any message.
  - ✓ Identify common email mistakes and how to avoid them.
  - ✓ Infuse your presentations with both the “steak” and the “sizzle.”
    - ✓ Win people over to your way of thinking.

#### IT'S O.K. TO PLAY!™ / POTLUCK PICNIC

*Breakthrough to Unprecedented Levels of Performance*

5TH MASTERY SESSION

3 Hours

- ✓ Share your recipe for success during a casual, potluck lunch.
  - ✓ Begin to appreciate the tremendous payoffs of “play.”
- ✓ Change thought patterns that keep you trapped in fear, worry and doubt.
- ✓ Learn to play a new game and move beyond any limits you have set for yourself.

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## THE CURRICULUM

### ME UNLEASHED!<sup>™</sup>

*The Power of Appreciation*

GRADUATION SESSION

1/2 Day

- ✓ Understand the benefits of creating an “appreciation-rich” culture.
  - ✓ Learn the four ways people like to be appreciated.
  - ✓ Practice giving strength-centered compliments.
  - ✓ Hear key take-aways from the program.
- ✓ Toast yourself and each other on a journey well-traveled!

*Managers are invited to a portion of this session.*

### POST-PROGRAM OPPORTUNITIES

ON-GOING

Graduates of the *Unleashing Women!<sup>™</sup>* program can extend their experience by investing in DillonMarcus’ signature individual or small group coaching solutions.

“I am less worried about repercussions from taking risks.”

VISIT **UNLEASHINGWOMEN.COM** FOR MORE INFORMATION  
OR TO INQUIRE ABOUT OUR CUSTOM CORPORATE PROGRAMS.

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