

# unleashing Women!™

A CURRICULUM FOR LEADING. A CURRICULUM FOR LEARNING.

## PROGRAM OVERVIEW

The most confident and effective leaders are grounded in who they are and what they believe. This program encourages women leaders to discover their authentic selves—to understand and claim their strengths so they can lead from a place of surety.

The program's coursework is centered around Harvey Coleman's timeless P.I.E. model—Performance, Image & Exposure. The P.I.E. model suggests that if we focus on all three dimensions, we will be well positioned for success. To fulfill on the P.I.E. outcomes, we build competencies in:

**1. PERFORMANCE:** Is about the quality of the results you deliver in relationship to company goals, along with how well you are maximizing your skills and abilities.

**2. IMAGE:** Relates to your reputation—how others, in and outside of your organization, perceive you. What is your professional brand? What do you want it to be?

**3. EXPOSURE:** Is about visibility—who knows about you and what you do? How strong is your professional network? Do you have mentors who are committed to helping you succeed?

It's not uncommon for women to focus solely on the "P"—their performance, counting on the fact that doing a good job should get them noticed. Many women also express a discomfort around promoting themselves. These are just a few of the issues that are addressed in the curriculum.

WOMEN WHO REGISTER FOR THE PROGRAM WILL EMERGE:

• More confident • More capable • More clear



## SPECIFIC OUTCOMES

### PERFORMANCE

- Increased confidence in their ability to make things happen.
- Better decision making by mastering crowd-sourcing techniques and understanding the "Wisdom of WE™".
- Increased emotional intelligence as they gain greater insight into their style and strength and as a leader.

### IMAGE

- Identify and build their own personal brand.
- Possess a strong sense of self-worth coupled with an accurate sense of how they are seen by others.
- Embrace the importance of well-being and balance in life.

### EXPOSURE

- Strengthen critical networks and build allies.
- Maximize their visibility with internal and external stakeholders.

Participants will gain increased mastery around listening, asking questions, storytelling, crowd-sourcing for solutions, collaborating, presenting powerfully, giving recognition and building strong networks.

Many participants said that after the program, they felt more empowered to go beyond where they usually stopped—to take more risks and to share their ideas.

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

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## SESSION ACTIVITIES

- Creation of their own, unique leadership model—what they believe and why they believe it.
- Sharing an artifact about the leader they aspire to be.
- Conducting innerviews to gain insight into their strengths and shortcomings.
- Initiating a Capstone project either at work or in the community.
- Taking the Myers-Briggs Personality Assessment.
- Participating in a “No Talent, Talent Show.”
- Participating or moderating a panel on work–life balance.

## FORMAT / SCHEDULE

The program lasts for seven months—holding one session each month.

- ½ Day Kick-Off Retreat
- 1 Overnight Retreat
- 4 Mastery Sessions lasting 2 hours
- Capstone Project
- ½ Day Retreat that includes a Graduation Session

In class time equals 36 in-person hours. Outside class time is estimated at 34 hours. In total, participants benefit from 70 hours of very targeted, intentional, professional development.

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## WHO SHOULD ATTEND

Mid-level leaders who aspire to greater leadership roles or who want to maximize the impact they have in their current role.

## INVESTMENT

Your investment is based upon the number of participants, the location and the amount of customization. Meeting room and overnight lodging expenses are additional. If desired, we can create a series of videos showcasing your Senior Leader’s perspectives on leadership topics related to the curriculum.

## FACILITATORS

DillonMarcus ([www.DillonMarcus.com](http://www.DillonMarcus.com)) is the primary facilitator for the sessions. Tara Marcus, their co-founder, will lead many of the sessions along with top-notch colleagues. Tara, a GE Capital Alum and a graduate from Douglass College (at the time a women-only university), has a particular passion for helping women develop to their highest potential.

## SPONSORING COMPANY

DillonMarcus is a builder of world-class Executive Teams. Tara Marcus, along with her business partner and husband Evan, has spent the last 20 years introducing individuals and organizations to powerful leadership concepts. Their client list features prominent names in the pharmaceutical, finance, legal and non-profit arenas.

## A SAMPLE CALENDAR

### HOLD INFORMATION SESSIONS

### APPLICATION, SELECTION, & ACCEPTANCE PROCESS

**MONTH 1: PRE-RETREAT (1/2 DAY):** Becoming the Best You—Introduction of Capstone

**MONTH 2: MASTERY SESSION #1:** Know-How™—Claiming All that You Know

**MONTH 3: RETREAT (OVERNIGHT):** Discovering My Model for Leading...and for Living

**MONTH 4: MASTERY SESSION #2:** The Wisdom of WE!™

**MONTH 5: MASTERY SESSION #3:** Session TBD

**MONTH 6: MASTERY SESSION #4:** Stand Out!™—How to Make You and Your Message Stand Out

**MONTH 7: POST-RETREAT (1/2 DAY):**—Standing Ovation!™: The Power of Appreciation  
**CAPSTONE PRESENTATION & GRADUATION**



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## PARTICIPANT ACCOLADES

“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.”

“My strong network is now this incredible group of women that I have taken this incredible journey. I may not have opportunities given to me but I am making opportunities and being more vocal on what I enjoy and my positive skills.”

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

“Excellent program with tons of value.”

“The innerviews were a great way to learn of how others perceive me in the workplace. It also helped me identify areas that I can work on.”

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

“The program was thoroughly enjoyable; it pushed me well out of my comfort zone but provided an opportunity to learn and grow in an environment of positivity. It was wonderful to meet others from such different backgrounds/functions and learn from them. The program exceeded my expectation.”

“I am becoming much braver!”

“I have definitely improved over the past six months in sharing my ideas at meetings.”

“It was beneficial in helping me to understand my image, be comfortable and own my authenticity, and a great way to network with other women leaders at our company.”

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