



WOMEN AT WORK™ EMPOWERMENT SERIES

PROGRAM MENU

1 THE TRUTH “EXPOSED”™

Why Performance Alone Isn't Enough

2 WHY NOT ME?™

3 Things Stopping Us from Taking on the Next Big Thing

3 THE EASY ROAD™

Crowd-Sourcing Your Way Up the Corporate Ladder

INVESTING IN WOMEN'S LEADERSHIP IS A SMART DECISION—A DIVERSE, INCLUSIVE WORKFORCE LEADS TO STRONGER BOTTOM-LINE RESULTS.

How does your organization get more women represented at higher levels of leadership? By providing leadership development that is specifically tailored to women and by offering them more substantive leadership opportunities.

Each of the Women at Work™ Empowerment Programs addresses common hurdles to advancement that women face. The strategies presented can be immediately implemented on-the-job.

Each session is comprised of:

- ✓ Cutting-edge content
- ✓ Peer-to-peer interaction
- ✓ Actionable “take-home-pay”
- ✓ Flexible 1-2 hour formats

These powerful sessions can stand alone or be offered as part of a series.

DILLONMARCUS

856.667.4641 • www.DillonMarcus.com

THE TRUTH “EXPOSED”™

Why Performance Alone Isn't Enough

AS WOMEN, WE TEND TO BELIEVE THAT IF WE DO GOOD WORK OUR CONTRIBUTIONS WILL BE NOTICED AND WE WILL BE REWARDED.

Often, we focus on our performance to such a degree that we neglect to pay attention to how we are “showing up” and if we are “being seen”.

In this session, we will share insights on how to strategically use all three elements of Harvey Coleman's P.I.E. model to your advantage.

1. PERFORMANCE is about the quality of the results you deliver in relationship to the company goals and 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 to succeed?

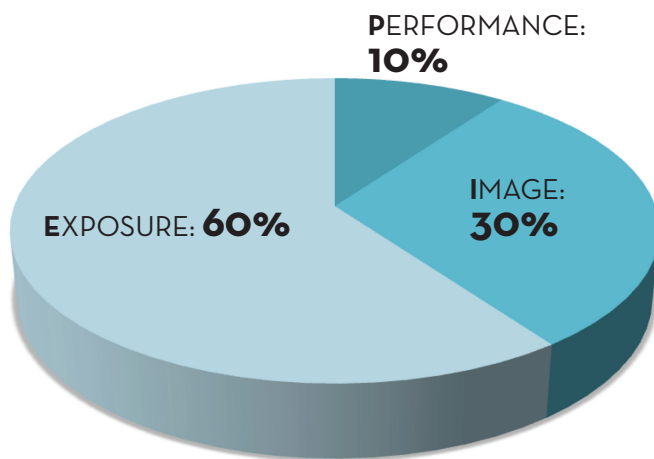
The take-home-pay for this session includes:

- ✓ Expanding your exposure in real time
- ✓ Creating a simple plan for growing your P.I.E.

As a result of this session, great gains are possible with small shifts in your awareness and your focus.

P.I.E. MODEL

FACTORS AFFECTING CAREER SUCCESS



Harvey Coleman

PROFESSIONAL HURDLES

BRAND, PRESENCE AND EXPOSURE

“Our net worth is in our network.”

DILLONMARCUS

856.667.4641 • www.DillonMarcus.com

WHY NOT ME?™

3 Things Stopping Us from Taking on the Next Big Thing

PROFESSIONALLY SPEAKING, HOW DO YOU FEEL ABOUT YOU?



Do you feel confident and eager to take on the next challenge or do you hesitate to throw your hat in the ring because you feel someone else could do a better job?

In this session, we will explore the three things that prevent us from taking on the next big thing and ways to become more unstoppable.

Together we'll learn:

- ✓ Why you might be the biggest stumbling block to your success
- ✓ How to not be stopped by the judgment of others
- ✓ Why our love of “struggle” may keep us playing small

The promise of this session is that small shifts in your awareness and perception can open big doors to your advancement.

PROFESSIONAL HURDLES

SEEING POSSIBILITIES, SELF-CONFIDENCE, MAKING THE “ASK”

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

~Ayn Rand

THE EASY ROAD™

Crowd-Sourcing Your Way Up the Corporate Ladder

YOU'VE BEEN GIVING IT YOUR ALL FOR SEVERAL YEARS, YET YOU'RE UNSATISFIED WITH THE PROGRESS YOU'VE MADE.



You like your job—but you're eager for something more. We invite you to consider the concept of crowd-sourcing to help you level up. This action-packed session is built around two beliefs: that the “genius is in the room” and that “people support what they help to create”. It will teach you how to tap into the wisdom of the crowd, while garnering a groundswell of support needed for success. It asks you to replace an “I'll do it all myself” model with a modern approach that will improve your performance and strengthen your relationships.

In this session, we will:

- ✓ Build the case for crowd-sourcing
- ✓ Explore techniques for effective crowd-sourcing as it relates to your performance, image and exposure (P.I.E.)
- ✓ Experience the benefits of real-time crowd-sourcing with other participants
- ✓ Create a crowd-sourcing plan designed to get you to that next level

Often, women leaders are held to higher standards than their male counterparts. Adopting a crowd-sourcing approach will give you a substantial competitive advantage that will help you to climb the corporate ladder.

PROFESSIONAL HURDLES

ADVANCEMENT, PROVING YOUR VALUE

“Mass collaboration is the future of competitive advantage in business.”

~Nick Wright, Crowdicity

DILLONMARCUS

856.667.4641 • www.DillonMarcus.com

WOMEN AT WORK™ EMPOWERMENT SERIES



DILLONMARCUS

856.667.4641 • www.DillonMarcus.com

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 CEOs and senior leaders to increase their collaboration and coach them to world-class performance. 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.

FACILITATORS

The facilitators leading these Empowerment sessions include former seasoned Executives from Fortune 100 companies who were carefully selected for their knowledge of women's leadership and for their expert facilitation skills.

LOOKING FOR A TRANSFORMATIONAL LEADERSHIP EXPERIENCE? ASK US ABOUT OUR *UNLEASHING WOMEN!*™ PROGRAM

Several years ago, a female CEO of a large hospital system shared her disappointment with us, "*Did you know that in the U.S., only 14% of women hold senior level positions?*" Fueled by her desired to impact that number, she asked us to create a program that explored an authentic model of women's leadership, one that would help more women to have a seat at the table.

The result? Our *Unleashing Women!*™ program. *Unleashing Women!*™ is a seven month transformational journey created to help women rise higher in the ranks with more ease. The curriculum includes leading-edge content, personal reflection, thoughtful application and peer-to-peer interaction.