

Strengthening Women's Initiatives

At the Institute for Women's Development, we understand that many organizations would like to engage in a stronger commitment to their women employees to ensure they maximize their engagement at work, remain competitive to attract, develop, and retain through good opportunity, and increase their impact in their workplace. However companies don't always know where to focus or how to achieve the greatest return on effort investment. Women that Influence can help. For this reason, we have joined forces with market leaders who specialize in women's initiatives and empowering women to be stronger contributors in and outside the workplace. Our goal is to work with organizations to leverage the talent of women through a customized approach that meets the need and desired. We simply create the solutions and work in partnership to implement effective results.

The Institute for Women's Development (IWD) has a proven process that helps to evaluate current status and create the strategic roadmap for women that will achieve a higher level of success for women's initiatives. Upon completion of our proven process and based upon our understanding of your organization and your goals, we will provide a valuable toolkit of services and expertise to help your organization identify, develop, and implement a series of women initiatives solutions that will help you reach your goals.

About our IWD Process:

Our proven process works to create a strategic roadmap that provides the step-to-step tasks that achieves a culture that embraces a commitment to attraction, retention, and development of women in their workplace. It begins with three-phases:

1. Groundwork/Data Gathering/Leadership Commitment
2. Survey, Onsite Research, and Culture Audit
3. Analysis, Reporting, and Recommendations

Our recommended services include (not limited to):

- Innovative Women-Focused Educational Solutions
- Professional Coaching
- Keynote Speaking with Expert Advice



Are you planning for...Currently, women comprise 46.6% of the workforce. By year 2020, 78+ Billion women will be in the workforce, representing the majority at 51% . 57% of all women participate in the workforce. Men's share of the labor force is decreasing. Women are earning more educational degrees than men.

The Bottom Line: Organizations that embrace the women in their workforce have a competitive advantage. They leverage the benefits of synergy and value diverse perspective. Women that Influence's experienced professionals, with a variety of skills and expertise, can help you develop and implement your customized, all-encompassing women's initiative strategy, enabling your organization to achieve your true potential for success. It's no longer a "nice thing to do".... It's essential.

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SAMPLE Mini Modules Customized for Women (Other Topics Available)

Total Training Time: 60-90 mins (longer programs available) In-Person or Virtual Formats available

Networking for Impact:

This module focuses on the skills of creating, strengthening, and maintaining effective relationships through networking. Emphasis is placed on the value and techniques of how to reach out and form business partnerships. This dynamic presentation includes group interaction, exercises, and helpful hints.

Work Engagement – Turning Commitment into Results

What motivates people to do their best work—to go the extra mile? This module is uniquely focused on measuring and exploring intrinsic rewards and providing insights that can directly impact your organization's bottom line because it addresses work engagement at the core level—the employee.

Making Positive Lasting Impressions and Executive Presence

Learning how to consistently and powerfully put one's best foot forward through Body Language, Image, Confidence, and Belief.

The Power of Influence

Learn the critical skills for communicating and influencing others by learning to adapt to others' styles, to listen and understand, and to create win-win situations in the workplace.

Gender Communication – Bridging the Communication Gap between Men and Women

This workshop provides participants with a positive way to understand the differences between genders. It is the lack of clarity and confusion over "gender / cultural differences" between genders that creates many of the communication and interpersonal problems. Learn practical concepts and specific skills that will lead to improved results in the workplace.

Work Life Fit

This workshop provides participants with real application tips and actions to attain a higher level of achievement and enjoyment everyday both on and off the job. It is about understanding the fit and how to incorporate work and life together to achieve happiness and success. The program reviews the critical drivers that result in higher productivity, commitment, and passion through positive changes and affirmations of success. This highly engaging seminar cuts through the excuses and brings about the action for positive work-life fit.

Proof That Women Make Great Managers

Contrary to stereotypes, women outperform men in many significant, intellectual areas. This workshop explores the ability for women to inspire, generate new ideas, recognize and solve challenges, and most importantly achieve results. This program motivates and leverages the core strengths of women, while sometimes feeling like they are operating from a unique perspective.

A Vision for Your Future

Understand the importance of having and navigating one's personal and professional vision. Learn the quantitative and qualitative measurements that are in place to set significant goals and work outside one's comfort zone to achieve results. Participants will understand the importance of defining and setting the daily habits that bring about the secret to success.

Assertiveness in the Workplace

Assertiveness means an ability to express thoughts and opinions appropriately and honestly, which is a valuable skill in the workplace. This workshop illustrates the differences between assertive, aggressive, passive, and passive-aggressive responses to workplace situations. Participants will work with situations relevant to their current workplace, determining (and then practicing) assertive responses. Come prepared to participate in this lively, interactive session!

Coaching for Effectiveness:

Whatever your strengths, you have something valuable to offer. Find a role within your team that allows you to do what you do