

Women's Leadership Blueprint™

Companies Thrive When Women Lead Like Women



Leadership development programs are not propelling women into top management.

Many companies have invested in their high-potential women, paying for them to participate in leadership conferences, networks and training programs. The results have been disappointing.

- Although women now hold more than 50% of management and professional positions, the percentage of women in top leadership has barely budged.
- Only 5.2% of S&P 500 companies have women CEOs.
- Among the Fortune 500 in 2017, women held only 19% of senior management positions.

What's the problem?

Leadership development programs teach male leadership competencies. Even the so-called women's leadership programs are basically the same as the programs delivered to men.

- Traditionally, men have held the top leadership positions.
- The definition of successful leadership is based on male characteristics, so leadership development programs teach those characteristics.
- Women can learn those characteristics and attempt to lead like a man, but the consequences are mostly negative for the woman and the company.



What's the answer?

Our research shows the competencies of successful women leaders are different from the competencies of successful men.

To propel women into top management, we need to teach them the leadership competencies of highly effective C-suite *women*.

Women's Leadership Blueprint is the breakthrough program that teaches women to lead like women.

Our program centers on a gender-specific leadership model based on in-depth research and behavioral analysis of highly effective C-suite women.

The Women's Leadership Blueprint brings women...

- The nine competencies required to become a successful female executive
- Greater skill and confidence in working with men
- Know-how to develop informal internal networks to increase their effectiveness
- Ability to find and gain commitment from sponsors to advocate for them and others
- Capability to act as internal development resources for other women in the company

Successful women leaders bring you...

- **Positive bottom-line impact:** 35% higher return on equity and 34% higher total shareholder return in companies with more women on the senior management team*
- **Enhanced decisions and outcomes:** Female vision brings companies greater ability to “see around corners and over the horizon”
- **Increased potential to innovate:** Women's collaborative, inclusive leadership style creates the right atmosphere for innovation

More women ready to lead brings you...

- **Diversified leadership pipeline:** More women managers prepared to enter the executive ranks
- **Positive PR:** Your company's reputation improves when you invest in the advancement of women
- **Recruitment advantage:** Young women are attracted to companies with women on the leadership team

**Forbes and McKinsey studies*

Competencies of successful women are a mix of inspiration, influence and insight.



Inspiration

The desire to lead

Achievement Drive

Drives to exceed expectations while not being perceived as competitive.

Confidence

Believes in her ability, as she takes on challenges. Exercises her authority by sharing power with others.



Influence

The empathy to win over

Inspiring Commitment

Creates an atmosphere of excitement, engaging others and engendering a sense of belonging and loyalty.

Persuasion

Finds ways to connect to the core values and passion of the person she is working to influence.

Strategic Control

Steers critical initiatives by delegating to and empowering others, maintaining control but seen as collaborative.



Insight

The perception to navigate

Cultural & Political Savvy

Sees the cues and nuances of culture and group dynamics. Adapts to work most effectively within the system.

Conceptual Thinking

Draws parallels, offers insights and translates complex information into basic terms, to “tell the story” so others are not intimidated

Self-development Savvy

Proactively obtains the appropriate developmental experiences and exposure in order to advance.

Balancing Assertiveness

Takes the edge off her assertiveness, putting others at ease, creating a sense of relate-ability and approachability.

What does this year-long program include?

- **360° evaluation** using the Women's Leadership Blueprint Assessment™. This provides a clear picture of each woman's strengths and development needs from her perspective and the perspectives of others familiar with her work. The assessment is done twice, at the start and at the end of the program, to measure progress.
- **Introductory workshop** to help participants derive maximum value from their 360° feedback
- **Exclusive information packet**, including the narrative book about the Women's Leadership Blueprint, *Breaking Through 'Bitch' – How Women Can Shatter Stereotypes and Lead Fearlessly*
- **Series of day-long workshops** to develop the nine competencies in the Women's Leadership Blueprint
- **Four one-on-one coaching sessions** for each participant
- **Post-program report and presentation** to participating companies focused on how the executive team can continue to help women develop and advance

Workshops teach the competencies in the Women's Leadership Blueprint

Achievement Drive & Confidence

Stepping Up &
Beating Your Own Best

Balancing Assertiveness

Understanding & Managing
Your Impact on Others

Inspiring Commitment & Strategic Control

Winning Them Over

Conceptual Thinking

Tapping & Translating
Your Financial Talent
to Tell the Story

Persuasion

Connecting to Influence

Cultural & Political Savvy

Navigating Your Environment

Self Development Savvy

Planning Your Career Route

To create long-lasting impact, lecture time is limited in favor of improv techniques, kinesthetic learning, skill practice, group discussions, and case-based problem solving. One-on-one coaching sessions and activities between the workshops bring learning and tools back to the job.

Why is this program exclusively for women?

To close the feedback gap. Women receive less – and less candid – feedback than men. We focus on key success factors for women and give women in-depth, 360° feedback on their leadership competencies.

To establish a safe place for learning. Women are often inhibited when men interrupt or talk over them. Without men in the room, women talk more freely and allow themselves to be vulnerable.

To build a community of peer support. When women come together as women, they follow their natural tendencies to collaborate and help one another.

Facilitators & Coaches



Carol Vallone Mitchell, PhD – Founding Principal, Talent Strategy Partners; Senior Consultant; Author; Developer, Women's Leadership Blueprint



Jane Lowenstein – Partner, JanBara & Associates; Executive Coach; Facilitator



Pat Schaeffer – Founding Principal, Talent Strategy Partners; Senior Consultant; Facilitator; Lecturer



Evan Roth – Principal, Roth Consultancy International; Executive Coach; Facilitator



Jim Fyfe – Personal Presentation Coach, Actor, Producer, Improvisation & Acting Instructor



Barbara Taylor – Partner, JanBara & Associates; Executive Coach; Facilitator



Rick Koonce, PCC – Executive Coach, The Wharton School at the University of Pennsylvania; Facilitator; Executive Team Consultant; Author

Prepare your high-potential women for top leadership positions.

Some women are born with the competencies needed to be successful executives. For the many who aren't, we've created the Women's Leadership Blueprint program. Participants acquire the needed competencies through training and other forms of development.

We deliver the Women's Leadership Blueprint in both open-enrollment and company-specific leadership development programs.



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