

WINTER 2018  
**STRATEGIES**  
— FOR —  
**SUCCESS**



A PROGRAM FOR COMPANIES LOOKING TO DEVELOP

*High Impact Women Leaders*



THE  
COMMONWEALTH  
INSTITUTE



## *Session details*

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### **DATES**

Tuesday, February 6  
Tuesday, March 13  
Tuesday, April 3  
Tuesday, April 24

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### **TIME**

7:30am – 2:00pm

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### **LOCATION**

Bedford, MA

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### **FEE SCHEDULE**

\$2,500 per participant  
\$250 discount for TCI member companies,  
or groups of four or more

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### **CONTACT**

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# Why Strategies for Success

Many women have been promoted to management positions, some for the first time, and companies are doing everything they can to help them succeed in a leadership role. In an environment where retaining the best female talent is so important, *Strategies for Success* is an effective complement to internal leadership development efforts.

## STRATEGIES FOR SUCCESS PARTICIPANTS WILL GAIN:

- Greater self awareness and a stronger sense of accountability
- Increased capacity to take on additional responsibility
- Knowledge of how to build networks to further business objectives
- The tools necessary to navigate complex environments
- Practical skills they can immediately put into action
- A personal senior executive mentor
- A personal action plan tied to company business objectives
- A clear understanding of how to make strategic contributions

## PARTICIPATING COMPANIES HAVE INCLUDED:

American Tower	Copyright Clearance Center	Moo
AT&T	DentaQuest	Morgan Stanley
Barr Foundation	edX	Oracle
Boston Ballet	Fidelity Charitable	Partners HealthCare
Brigham and Women's Physician Organization	Foley Hoag LLP	RBS Citizens
Brightcove	Goodwin Procter LLP	Solomon McCown
City Year	HubSpot	Trip Advisor
Comcast	iRobot	Trustees of Reservations
Constant Contact	Linedata	Vistaprint
	Mintz Levin	YWCA Boston

## Program overview

### STRATEGIES FOR SUCCESS:

#### A PROGRAM FOR HIGH POTENTIAL WOMEN

Since its inception in 1997, The Commonwealth Institute (TCI) has dedicated itself to helping professional women realize their leadership potential. We serve a diverse group of CEOs, entrepreneurs and corporate executives from companies representing a wide range of industries, both large and small. Our collaborative and unique programs and events are varied and are always focused on helping participants develop personally and professionally.

*Strategies for Success* is TCI's most well-known development program for corporate women. It is designed to assist corporations to enhance the skills of their high-potential women leaders, helping them acquire the tools they need to become successful senior executives.

#### PARTICIPATING COMPANIES SHARE PERSPECTIVES ON INDIVIDUAL SUCCESSES

“ Over the past year I have seen Ellen grow professionally in her approach to managing complex problems and coaching individual employees. The confidence she has gained in dealing with leaders at all levels of our organization is very visible.

*Boston-Area Medical Group* ”

“ Sue has adopted a more structured management approach that allows for more strategic input, and her contributions are more aligned to the overall company mission.

*Global Telecommunications Corporation* ”

“ Kelly has taken on leadership of a new program and is doing a fantastic job. I believe participation in your program directly led to her improved judgment and ability to step up and lead a new team.

*Technology Start-Up* ”



## *Program value - key differentiators*

### STRUCTURED FOR MAXIMUM EFFECTIVENESS

Each participant attends four half-day sessions, typically over a three month period. This format minimizes disruption to companies and allows each participant to test on the job the critical insights they have learned before returning to the next session.

### ONE-ON-ONE MENTORSHIP

A personal mentor with years of executive experience is assigned to each participant. The mentor guides them through business challenges and coach them in creating their professional development plan. In addition, they also gain access to TCI's network of business leaders who are among Boston's most accomplished and influential women.

### REAL-TIME, REAL-WORLD SITUATIONS

Each participant spends time solving actual business challenges by working with peers, assessing options, weighing alternatives and agreeing upon solutions. By honing their collaborative and leadership skills, they leave the program with greater self-awareness, increased proficiency and a stronger sense of accountability.

### ACTION PLAN FOR SUCCESS

Graduates of Strategies for Success will leave with an individual development plan created with their supervisor's input, directly in line with their company's business objectives.

# Program schedule

## DAY 1 — THINK LIKE A LEADER

The first day kicks off with an interactive panel discussion featuring distinguished women executives sharing candid leadership experiences. Participants will have the chance to discuss their company's strategies and business priorities to reflect on where they fit within the bigger picture. In this session, participants develop an understanding of the impact their behaviors have on others, and begin the process of defining their personal leadership brand.

## DAY 2 — BE A 21<sup>ST</sup> CENTURY LEADER: FRAMEWORK & ACTION

The second day focuses on four leadership fundamentals - communicating, influencing, delegating, and managing up - and the practical application of these techniques in the workplace. Participants are paired with peers to practice these fundamentals in a safe, supportive environment, and they leave this session with insight into how to inspire and lead others.

## DAY 3 — UPGRADE YOUR STATURE, PRESENCE, & COMMAND

The third day stresses the importance of presence and effective communication as a leader. Participants find their authentic voice and are videotaped while formally communicating their company's mission and vision. Presentations are reviewed with peers to solidify areas to work into their personal development plan. After lunch, attendees participate in a workshop on salary negotiation and wage equity.

## DAY 4 — BE A 21<sup>ST</sup> CENTURY LEADER: RAISE YOUR EQ

The last day exposes the participants to the concept of Emotional Intelligence and the impact it can have on their personal effectiveness. Participants receive and review individual EQ360 reports based on feedback compiled over the course of the program. They learn how to interpret the feedback and incorporate it into their personal development plan.

## Program committee



**ELIZABETH L. HAILER**

Elizabeth joined TCI as Executive Director with more than 30 years of deep hands-on experience in the professional services arena with specific expertise and success in marketing strategy and planning, marketplace positioning, business development programs and management, lead generation, and brand development and management.



**SUSAN HODGKINSON**

Susan is Principal of The Personal Brand Company, which she founded in 1994. She is a leadership development expert, award-winning executive coach, and professional speaker. Her expertise in personal brand management is built upon her success as a marketing and public relations professional working inside organizations in healthcare, financial services, and state government.



**ALESIA LATSON**

Alesia has worked with hundreds of leaders at all levels to expand their management and leadership effectiveness, by supporting them in creating work relationships and environments that enhance employee development and the achievement of business goals.



**PAM REEVE**

Pam was the CEO of Lightbridge, Inc. from 1993-2004, having joined the founding group as President & COO in 1989, taking the company public in 1996. Prior to joining Lightbridge, Reeve spent eleven years at the Boston Consulting Group. She sits on numerous corporate boards including American Tower, DentaQuest, Sonus and Frontier Communications Corporation, and several nonprofit boards including her position as Chair of The Commonwealth Institute.

## ABOUT THE COMMONWEALTH INSTITUTE

TCI helps women business leaders become and remain successful.

The Commonwealth Institute (TCI) is a non-profit organization devoted to advancing businesswomen in leadership positions in Massachusetts and Florida. We are ambitious, success-oriented women committed to growing our respective organizations and to supporting each other as we accomplish our individual goals.

Our membership includes CEOs, senior corporate executives, entrepreneurs, executive directors of nonprofits and solo professionals who are committed to building successful businesses, organizations and careers. We come from a range of industries and from a variety of backgrounds. We run large companies, we lead small companies, we manage nonprofits, we work as sole proprietors. We are a community of women offering a collaborative brain trust for fellow members and a platform for each of us to achieve our goals.

For more information about sending your women leaders through this program please contact:

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