FALL 2020
STRATEGIES FOR SUCCESS

A PROGRAM FOR COMPANIES LOOKING TO DEVELOP
HIGH IMPACT WOMEN LEADERS

THE COMMONWEALTH INSTITUTE
ADVANCING WOMEN BUSINESS LEADERS
# SESSION DETAILS

| DATES          | Wednesday, October 7  
|               | Monday, October 26    
|               | Monday, November 9     
|               | Wednesday, December 9  |
| TIME          | 8:00am – 4:00pm       |
| LOCATION      | Virtual               |
| FEE SCHEDULE  | $3,000 per participant|
|               | $500 discount for TCI member companies, or groups of four or more |
| CONTACT       | Elizabeth L. Hailer, Executive Director 
|               | ehailer@commonwealthinstitute.org |
WHY STRATEGIES FOR SUCCESS

Strategies for Success is a well-known and highly-rated leadership development program for women. An effective complement to internal training efforts, Strategies for Success is designed to assist corporations and nonprofit organizations to enhance the skills of their high-potential women leaders, equipping them with the tools they need to become successful senior executives.

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

Addgene
Amazon
American Tower
AT&T
Bowditch & Dewey
Brigham and Women’s Health
Brightcove
City Year
Comcast
Constant Contact
Copyright Clearance Center
DentaQuest
Eastern Bank
edX
ezCater
Fidelity
Forrester Research
HubSpot
iRobot
Linedata
Locke Lord LLP
Massachusetts General Hospital
Microsoft
Morgan Stanley
National Grid
Oracle
Partners HealthCare
PwC
RSM
Solomon McCown
TripAdvisor
Trustees of Reservations
UMass Lowell
Vistaprint
YWCA Boston
Welch’s
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 nonprofit and corporate executives 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 virtual sessions over a three month period. This format is easily accessible for participants, 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 & GROUP MENTORSHIP
A personal mentor with years of executive experience is assigned to each participant, who guides them through business challenges and coaches them in creating their professional development plan. In addition, participants are given an opportunity to build mentoring relationships with their peers through programming and extracurricular sessions.

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**

Day 1 kicks off with a discussion of why leadership matters, and the purpose of a leader vs. a manager. Participants will have the chance to discuss their company’s strategy and business priorities to reflect on where they fit within the bigger picture. In this session, participants develop a plan to have a larger impact in their organizations. The session ends with an interactive panel discussion with Boston-area leaders.

**DAY 2 — SELF AWARENESS & EMOTIONAL INTELLIGENCE**

The second 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 prior to the beginning of the program. They learn how to interpret the feedback and incorporate it into their personal development plan.

**DAY 3 — COMMUNICATION & FEEDBACK**

The third 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 virtual environment, and they leave this session with insight into how to inspire and lead others.

**DAY 4 — EXECUTIVE PRESENCE**

The final day stresses the importance of personal brand, presence and effective communication as a leader. Participants find their authentic voice and are tasked formally communicating their company’s mission and vision in a small-group virtual setting. Presentations and feedback are reviewed with peers to solidify areas to work into their personal development plan.
ELIZABETH L. HAILER
Elizabeth joined TCI as Executive Director with more than 35 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.

WENDY CEBULA
Wendy is currently a Partner at LongSpan Partners, a Private Equity entity she helped to launch, located in Boston. Previously, Wendy was president and chief operating officer at edX, managing the nonprofit’s day-to-day operations. Wendy brings strong digital and business expertise and has successfully grown and run large online businesses.

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.

KIP HOLLISTER
Kip is the Founder and CEO of Hollister Staffing and the Hollister Institute. Hollister is one of the leading Certified Women-Owned, full service recruiting firms headquartered in Boston with clients throughout the United States. As a certified Leadership Coach, Kip works with companies to create high performance cultures of blameless, excuseless, accountable communication.

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.

EVELYN MURPHY
Evelyn Murphy is President of The WAGE Project, Inc., a national organization to end wage discrimination against working women, and author of Getting Even: Why Women Don’t Get Paid Like Men and What To Do About It, published by Simon & Schuster in October 2005.

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)

TCI helps women business leaders become and remain successful.

The Commonwealth Institute (TCI) is a nonprofit 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. The TCI community offers access to fellow members and a platform for continued success.

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

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commonwealthinstitute.org