

unleashing Women!™



A TRANSFORMATIONAL JOURNEY

Building a portfolio of leadership skills that will last a lifetime.

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A TRANSFORMATIONAL LEADERSHIP JOURNEY

THE BUSINESS CASE IS UNDENIABLE

The future success of any company is inextricably linked to the strength of its women leaders.

Organizations with gender-diverse leadership teams achieve superior business outcomes in retention, productivity and profitability.

- ✓ Fortune 500 companies with more women at the top and on their Boards of Directors enjoy significantly higher returns.
- ✓ A diverse culture that mirrors its customer base tends to perform better than its homogeneous competitors.
- ✓ Women control trillions of dollars of wealth and influence more than 85% of retail decisions—it makes good sense to have them in leadership positions.

A STALLED REVOLUTION

Although women make up about half of the workforce in the United States, the percentage of women leaders who hold CEO positions on the Fortune 500 list traditionally hovers under 5%.

In the U.S., women account for a mere 23% of Senior leadership roles.



UNLEASHING WOMEN!™ CREATES CULTURE CHANGE

Cultural anthropologist Margaret Mead believed in the power of small groups to change the world. *Unleashing Women!™* works on a group level with cohorts of 30+ women, creating a groundswell of momentum needed to impact organizational change. By graduating waves of women who understand the value their diversity brings, *Unleashing Women!™* fosters leaders who will move up more quickly in the ranks and who will work to ensure the inclusiveness of the organization.

“Because of the *Unleashing Women!™* program, I applied for a position I never would have applied for in the past—and got it! What’s more, for the first time ever in my career, I negotiated for a higher salary and got that too.”

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OUTCOMES

Unleashing Women!TM is designed to bring out the brilliance and unleash the untapped potential of each participant.

Women who register for the program will emerge more confident, and more capable. The program is built around the P.I.E. model (Performance, Image & Exposure) with women making strides in all three areas.

PERFORMANCE

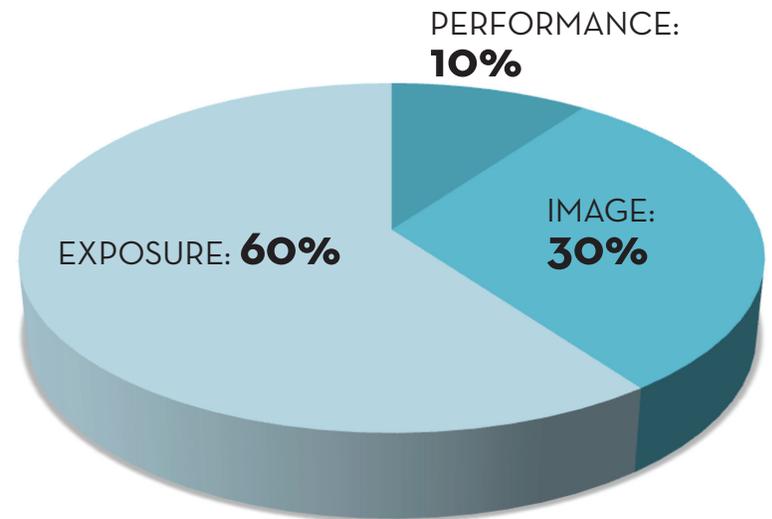
- ✓ Increase your ability to make things happen.
- ✓ Make better decisions by mastering crowd-sourcing techniques and understanding the “Wisdom of WE”TM.
- ✓ Increase your EI (emotional intelligence) by gaining greater insight into your style and strengths.

EXPOSURE

- ✓ Strengthen critical networks and build allies.
- ✓ Maximize your visibility with internal and external stakeholders.
- ✓ Learn how to use your network to advance your career goals.

P.I.E. MODEL

FACTORS AFFECTING CAREER SUCCESS



Harvey Coleman

IMAGE

- ✓ Build your leadership model and personal brand.
- ✓ Gain a strong sense of self-worth informed by an accurate sense of how you are seen by others.
- ✓ Understand the critical role image plays in your career success—and become intentional about managing it.
- ✓ Embrace the importance of well-being and balance in life.

“It was an extremely valuable program. The framework & topics were ideal for keeping the group motivated and engaged. Rather than just being an informational program, I found it very effective for applying the key learnings to day-to-day situations.”

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THE FORMAT

The curriculum typically spans seven/eight-months—holding one in-person session each month.

- KICK-OFF RETREAT (1/2 day)
- OVERNIGHT RETREAT (2 days)
- MASTERY SESSIONS (4 or 5, each lasting 2.5 hrs.)
- GRADUATION RETREAT (1/2 day)

In total, you'll benefit from 70 hours of very targeted professional development.

In-person class time is 35 hours and outside class time is estimated to be about the same.

SESSION ACTIVITIES INCLUDE

- Defining your “ideal leader”.
- Creating your leadership model—reflecting what you believe and why you believe it.
- Initiating a Capstone Project designed to make an impact at work or in your community.
- Sharing an artifact about the leader you aspire to be.
- Conducting “inner-views” to gain insight into your strengths and shortcomings.
- Conducting interviews to learn from, and build relationships with, leaders you admire.
- Sharing your best business resource(s).
- Starring in a “No-Talent” Talent Show.
- Participating on, or moderating a panel, discussing ways to balance work and family life.
- Discussing the merits of a leadership book that you love.
- Networking with leaders in your company.

WHAT YOU WILL LEARN

- Why you are “enough” just as you are.
- Why your net worth is in your network.
- How to garner acceptance and build support for new initiatives.
- Approaches to stand-out in your business communications.
- How you are “wired” through the lens of the Myers-Briggs Personality Assessment.
- How to more effectively capitalize on your network to advance your goals.
- Business etiquette essentials.
- Habits of mindfulness and wellness.



BEFORE APPLYING TO THIS PROGRAM, ASK YOURSELF:

- ✓ Am I able to attend all the scheduled sessions?
- ✓ Am I open to being introspective?
- ✓ Am I willing to stretch myself beyond my comfort zone?
- ✓ Am I willing and able to invest the time in this program now?
- ✓ Am I receptive to the philosophy of working for the “good” of others?

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“This longer-term format had a bigger impact on my P.I.E. than any other leadership class I have taken.”

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 CEO's and senior leaders to increase the alignment, collaboration and the collective influence of Executive Teams. 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. Tara holds a Masters in Training and Organizational Development and was an adjunct Professor in the Rutgers MBA program. A graduate from Douglass College, at the time, a women-only university, Tara has a sweet-spot for helping women develop to their highest potential.



FACULTY

The faculty leading this program include former seasoned Executives from Fortune 100 companies who were carefully selected for their expert facilitation skills. The faculty members are also experienced coaches with a deep understanding of women's issues—including one who has worked at Wharton and conducted research on women's leadership under the advisement of Wharton's Center for Leadership and Change.

TOPICS AND TIMING

HOLD INFORMATION SESSIONS

APPLICATION, SELECTION, & ACCEPTANCE PROCESS

MONTH 1: PRE-RETREAT (1/2 DAY) Becoming the Best You—The Leader I Want to Be

MONTH 2: MASTERY SESSION #1 Know-How™—Claiming All that You Know

MONTH 3: RETREAT (OVERNIGHT) A Clearer Picture—Discovering My Model for Leading and Living

MONTH 4: MASTERY SESSION #2 Growing Your “P” With the Wisdom of WE!™

MONTH 5: MASTERY SESSION #3 Managing Your “I”—Business Etiquette for Women

MONTH 6: MASTERY SESSION #4 Stand Out!™—Making You and Your Message Stand Out

MONTH 7: IT'S O.K. TO PLAY!™ POTLUCK PICNIC (OPTIONAL)

MONTH 8: POST-RETREAT (1/2 DAY) Me Unleashed!™—The Power of Appreciation

PRESENTATIONS (KEY-LEARNINGS/CAPSTONE PROJECT) & GRADUATION

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THE CURRICULUM

BECOMING THE BEST YOU

The Leader I Want to Be

KICK-OFF RETREAT

1/2 Day



- ✓ Expand your “E” and get to know who is in the room.
- ✓ Discover the greatest leadership tool known to woman.
- ✓ Together, identify the characteristics of a great leader.
- ✓ Begin to consider options for your Capstone Project.
- ✓ Depart feeling inspired, connected & unleashed!

KNOW-HOW™

Claiming All that You Know

1ST MASTERY SESSION

2.5 Hours



- ✓ Enhance your “P” by acknowledging and claiming all that you know.
- ✓ Uncover the skills and talents residing in your cohort group.
- ✓ Grow what you know by sharing your Best Business Resources.

“I am becoming much braver!”

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THE CURRICULUM

A CLEARER PICTURE

Discovering My Model for Leading & Living

OVERNIGHT RETREAT

2 Days



- ✓ Sharpen your story-telling skills.
- ✓ Synthesize your “inner-view” research and begin crafting your Model for Leading & Living.
- ✓ Gain insights into Work/Life Balance.
- ✓ Practice public speaking as part of a panel discussion.
- ✓ Take center stage and find your voice starring in our “No Talent” Talent Show!
- ✓ Start Understanding Why With MBTI®.
- ✓ Share lessons from a leadership book that you love.
- ✓ Participate in health and wellness activities.

GROWING YOUR “P”

With The Wisdom of WE!™

2ND MASTERY SESSION

2.5 Hours



- ✓ Appreciate why “WE” is always the “way to go”.
- ✓ Learn what creates “WE” and what creates “Us vs. Them”.
- ✓ Master principles that minimize friction and maximize partnership.

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THE CURRICULUM

MANAGING YOUR “I”

Business Etiquette for Women

3RD MASTERY SESSION

2.5 Hours



- ✓ Assess your confrontational style and learn strategies for dealing with difficult people and situations.
- ✓ Overcome etiquette blunders, bloopers and innocent mistakes that can hurt your career.
- ✓ Learn how to be both polite and powerful.

STAND OUT!™

Make You and Your Message Stand Out

4TH MASTERY SESSION

2.5 Hours



- ✓ Learn four questions to ask yourself before communicating any message.
- ✓ Identify common email mistakes and how to avoid them.
- ✓ Infuse your presentations with both the “steak” and the “sizzle”.
- ✓ Win people over to your way of thinking.

“I am less worried about repercussions from taking risks.”

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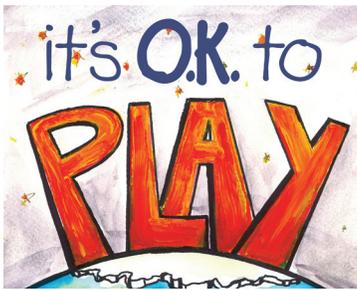
THE CURRICULUM

IT'S O.K. TO PLAY![™] POTLUCK PICNIC

Optional

5TH MASTERY SESSION

3.5 Hours



- ✓ Share your recipe for success in life during a casual, potluck lunch.
- ✓ Begin to appreciate the tremendous payoffs of “play”.
- ✓ Change thought patterns that keep you trapped in fear, worry and doubt.
- ✓ Learn to play a new game and move beyond any limits you have set for yourself.

ME UNLEASHED![™]

The Power of Appreciation

GRADUATION SESSION

1/2 Day



Managers are invited to a portion of this session.

- ✓ Understand the benefits of creating an “appreciation-rich” culture.
- ✓ Learn the four ways people like to be appreciated.
- ✓ Practice giving strength-centered compliments.
- ✓ Hear key take-aways from the program.
- ✓ Toast yourself and each other on a journey well-traveled!

POST-PROGRAM OPPORTUNITIES

ON-GOING

Graduates of the *Unleashing Women![™]* program can extend their experience by investing in DillonMarcus’ signature individual or small group coaching solutions.

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