



# High (Heel) Performance Leadership

## Who Should Experience It?

Women CEOs and those in or moving toward senior leadership positions from organizations that are experiencing rapid growth or other significant change or transitions are the primary audience.

## What Does It Cover?

- **Leadership Basics**
  - **Management v Leadership**
  - **Personal Branding**
  - **Attitude**
  - **Work-Life Balance Issues**
- **Communication**
  - **Style Analysis**
    - **Communication**
    - **Leadership**
  - **Relationship Arenas**
    - **Staff**
    - **Board**
    - **Clients/Customers**
    - **Vendors/Supplier**
    - **Community**
  - **Using Narrative (Story)**
- **Governance**
  - **Understanding the dynamics of the Senior Leadership Team (including the Board)**
- **Creating a Path Forward**
  - **Creating a workable and practical development plan**

## Where Did This Come From?

It is widely recognized throughout North America that there is a gender imbalance at the senior management/leadership level.

Why the disparity, especially since studies show that women intuitively demonstrate leadership qualities conducive to today's business environment?

Identifying appropriate answers presents the business environment with some genuine concerns and potential negative consequences. In terms of succession planning and population concerns, how will all the senior leadership positions be filled?

If industry is having difficulty generating appropriate leadership ability internally, this inevitably will have longer-term consequences for the integrity and the future positioning of any viable organization or industry. There is clearly a gap that needs to be filled in terms of professional development.

Women in North America are heavily involved in the entrepreneurial sector, and marrying leadership to the natural instinct for enterprise is a likely progression that can be easily achieved. By leveraging half of the potential resources in a knowledge-based economy, i.e., the women, the opportunities to fill the gap in leadership positions are greatly increased.

The timing for providing an intensive, hands-on leadership program, designed specifically for women, is of critical importance NOW. As business becomes more focused, it is essential that we provide opportunities for professional development to this major segment of the working population.