

**You're  
invited to  
spend a day  
like no other.**

The Conference for  
**Women**

**“Great workshop. Very empowering and helpful skills for the workplace and my personal life.”**

—K. Webster

**Join other professionals from your area for a day of career growth and personal development.**

Take an intentional step to build your personal brand. Choose from 10 enlightening sessions that provide the tools you need to build on your inherent talent and strengths...grow as a professional...ignite your personal passion...and set your sights on YOU!

- Effective communication
- Creativity and innovation
- Collaboration skills
- Strategic thinking
- And much more!

Don't miss this one-day conference and the opportunity to network with other professionals like you!

To enroll, call 1-800-873-7545 or visit [skillpath.com/WOMENS20](https://skillpath.com/WOMENS20)

## Unleash your unlimited potential when you attend this one-of-a-kind conference.

Take advantage of this unique, daylong workshop — designed to make a lasting, positive impact on your life.

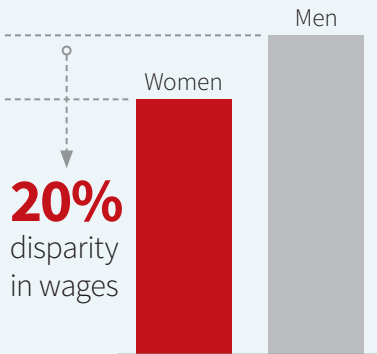
You'll spend the day with the most inspiring professional trainers you'll ever meet — and network with women who are facing the same life situations you are. It's a day full of meaningful insights you won't soon forget!

### Just take a look at some of the things you'll learn ...

- How to establish a personal brand that showcases your intrinsic value
- Behaviors that demonstrate the heart of collaboration — *and those that don't*
- The 3 skills you must master if you want to be an effective listener
- The connection between trust and credibility and why both are crucial to maintaining relationships
- Critical thinking — the 5 types of questions you should be asking
- Emotional intelligence — how to know if you have it or not
- Proven strategies for gaining trust and building influence at work
- The 4 phases of responding to change — where do you fit in?
- Why it pays to bring creativity and innovation to everyday tasks
- And so much more!

**Register now!** You'll get dozens of new ideas and action plans to help boost your career. But the *Conference for Women* is more than just a day of training...it's a day you set aside for yourself to learn, share, network and grow.

To enroll, visit [skillpath.com/WOMENS20](https://skillpath.com/WOMENS20)



### Why do we still need a special conference designated for women?

Despite the tremendous advances we've made over the years, the United States ranks far behind dozens of other countries when it comes to gender equality. And there's still a 20% disparity in wages...and too few women at the top. That's why we're eager to share this incredible workshop with you.

Source: The Global Gender Gap Report, 2018

**Don't miss this exciting opportunity to write your own success story. Enroll today!**



LEARNING PREVIEW:  
**7 Building Blocks  
to the Top**



1. **Learn the corporate culture** — Understand the organization and its politics.
2. **Be observant, watch and listen** — Learn from those around you.
3. **Don't hesitate to make lateral moves** — The more you know and can do, the more valuable you are.
4. **Ask for opportunities to learn new skills.**
5. **Find good mentors and realize the importance of peers.**
6. **Be visible** — Develop contacts and resources and seize every opportunity to network.
7. **Develop a career plan** — Evaluate and review it with someone you trust.

# Conference at a glance ...

Design your day to suit your needs. Choose one track or move between the two to personalize your experience (breaks occur throughout the day). It's your conference — don't miss a thing!

TRACK ONE: **You and Others**

TRACK TWO: **You and the Work**

OPENING SESSION

## Introduction to the conference

SESSION 1

### **Creating a powerful personal brand**

Personal brand, personal image and why they're important for professional growth.

### **Collaboration in today's workplace**

To effectively collaborate, each person involved must have the right attitude.

SESSION 2

### **Committing to effective communication**

Nothing damages relationships and personal brand like ineffective communication.

### **Effective presentation skills**

What makes an effective professional presentation in today's workplace?

GROUP SESSION

## Recap and debrief

SESSION 3

### **Cultivating strong professional relationships**

How behaviors and emotions affect others in a professional setting.

### **Making decisions strategically and critically**

Thinking that's useful in both the professional environment — and in personal life.

SESSION 4

### **The power of influence**

Influence at work and why it matters — regardless of title or formal authority.

### **Embracing creativity and innovation**

Creativity and innovation — two of the most sought-after skills today.

SESSION 5

### **Building a meaningful network**

There are many ways to connect with others — and it's all about who you know.

### **The personal side of change**

Learn how to thrive, not just survive.



# Conference Agenda

Program hours: **9 a.m. – 4 p.m.** Registration: **8:15 a.m. – 8:50 a.m.**

Choose from  
2 empowering  
tracks! 10 dynamic  
sessions!

## TRACK ONE: Professional Development — You and Others

### SESSION 1:

#### **Creating a powerful personal brand**

What is it about you that helps you outshine the rest? What would you like to enhance or change going forward? These are the questions to consider as you think about your own personal brand. Join us for this session and begin this important journey of self awareness.

- The basics of building your own personal brand and why it's so important.
- Learn to balance the unique set of competencies, skills and characteristics that set you apart from your peers.
- Explore ways to expand your influence at work and in the community.

### SESSION 2:

#### **Committing to effective communication**

Good communication is at the heart of any successful relationship...but it doesn't come easily for everyone. Effective communication, like other skills, must be honed. It requires practice, hard work, commitment and discipline. Find out more when you attend this session.

- Identify behaviors that enhance or destroy communication...and how they affect your personal brand.
- Learn how to sharpen listening skills and how to integrate active listening into your day-to-day communications.
- Write professional emails that convey the right message with the right tone—without emojis!

### SESSION 3:

#### **Cultivating strong professional relationships**

There is nothing more important in the workplace than the relationships you build with your team, management and your clients. Choose this session and learn the proper techniques for building these vital relationships.

- How to build rapport, trust and credibility with your co-workers.
- What's your EI? Ramp up your emotional intelligence for career success.
- Do you have the critical skills needed to form professional relationships that last?

## TRACK TWO: Professional Development — You and the Work

### SESSION 1:

#### **Collaboration in today's workplace**

Many professionals will agree that collaboration is the key to a company's success. Without it, information is merely shared. People work side by side, but the work is not effective nor the most productive. Attend this session and learn ways to increase collaboration in yourself and others.

- Defining collaboration: What collaborating is — *and isn't*.
- Self-assessment: Do you have what it takes to be collaborative?
- Jump-start your team: How to turn around non-collaborative behaviors.

### SESSION 2:

#### **Effective presentation skills**

Being able to present an effective message with confidence can make a difference professionally, provide future opportunities and help you to stand out from peers. If you're looking to sharpen your skills, this session is for you.

- Connecting with your audience — and what happens if you don't.
- What is "death by PowerPoint"? ...and how can you avoid it?
- Learn how to conquer imposter syndrome, negative thoughts and nerves.

### SESSION 3:

#### **Making decisions strategically and critically**

Critical and strategic thinking are two different approaches that help us make positive and well-informed decisions. Attend this session to increase these highly desired abilities.

- How to make strategic thinking a habit — just 2 minutes a day is all it takes!
- Traditional or innovative: What kind of thinker are you?
- Assume nothing and question everything: How to expand your critical thinking skills.

#### SESSION 4:

##### **The power of influence**

Influence can be a powerful tool in the workplace. You don't need to be in a leadership position to exercise your influence at work. It begins with recognizing your strengths and talents, and how they can help others. Attend this session and start growing your value and influence.

- Why being a positive influence helps boost your personal brand.
- Communication mistakes that kill your ability to influence others.
- Credibility is everything! Learn how to build and maintain yours.

#### SESSION 5:

##### **Building a meaningful network**

As you move forward in your career, your professional network is often your most valuable asset. But strong personal networks don't just happen. They're intentionally built and maintained. Join this session for tips to start or strengthen yours.

- Discover smart strategies for growing your professional network.
- Conversation starters: 4 questions to ask someone other than "What do you do?"
- Either you have it or you don't — the importance of network diversity.

#### SESSION 4:

##### **Embracing creativity and innovation**

This session explores the correlation between creativity, innovation and curiosity. Attend and you'll discover the benefits of curiosity in the workplace and the ways you can encourage this mindset to increase the bottom line.

- Bring out your inner child: Injecting curiosity into your everyday life.
- The 4-letter word that's killing your creativity.
- Discover the surprising benefits of failure.

#### SESSION 5:

##### **The personal side of change**

It's a fact of life. Change is everywhere. And stress is at an all-time high. Find out how to thrive in these uncertain times — not just survive — when you join this session.

- Responding to change: What's normal, what's not?
- De-stress your workday — flip your mindset.
- Train your brain to build resilience.



**Attend this conference and experience for yourself the positive effects of powerful ideas, skillfully presented.**

To enroll, call 1-800-873-7545 or visit [skillpath.com/WOMENS20](https://skillpath.com/WOMENS20)

# What others are saying ...

“I liked the idea of being able to choose different topics that interested me. It helped keep the conference interesting. With such a good variety, I was able to choose the topics that applied best to me.”

– Kim Carrington

“I found so much insight and helpful knowledge in today’s workshop. I think there should definitely be more resources like this available for professional women!”

– Krystal McPhaul

“This conference helped get me back on track with goals and things that I have wanted to do. Excellent!”

– Christine Olson

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## Locations and Dates

**Continuing Education Credit:** SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Our courses may also qualify for other continuing education credits based on the content and specific credit hours awarded for each topic. Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.



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75%

of high-ranking women maintain an inner circle composed primarily of women

Source: Northwestern University, 2019

## On-site training for your people, your place

### Bring this course to your organization

If you have multiple employees who could benefit from this training, consider bringing it on-site. Our SkillPath Enterprise Solutions team can tailor any program to your organization and its unique objectives. You'll appreciate our client-centered, strategic approach built on the foundation of five fundamental pillars of learning that drive organizational success. For more information: **Call 1-866-222-6315 or request your FREE needs assessment at [es.skillpath.com](http://es.skillpath.com).**

## It's easy to enroll!

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For fast, easy registration, enroll online at [skillpath.com/WOMENS20](http://skillpath.com/WOMENS20)

### PHONE:

Call us toll-free at 1-800-873-7545

### EMAIL, FAX OR MAIL:

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and your future!**

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by women for women!

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