

fresh start

The First Step

All women with demonstrated leadership capabilities holding significant senior-level positions in industry, professional and nonprofit organizations are encouraged to attend A Fresh Approach to Leadership.

Register now at WeHelpWomen.com
and click on Leadership Series

For more information contact:

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Fresh Start
Women's Foundation

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Proud to introduce three past Leadership Series participants
on our cover, from left to right:

Mary Collum – Senior Vice President | Director of Private Banking
National Bank of Arizona

Becky Jackson – CEO / Executive Director | JDRF

Shirley A. Baum – Senior Attorney | Pinnacle West Capital Corporation



women's
leadership
series

a fresh approach
to leadership



The Fresh Start Leadership Series focuses on how to build leadership skills that will take you and your organization to a new level of success. Since its inception Fresh Start Women's Foundation has been committed to advancing the status of women. This fresh approach to leadership is designed to build upon the extensive research and development gleaned over 18 years devoted exclusively to enhancing women's personal and professional development. Through this series, we are committed to growing transformational leaders who will invigorate the business and community sectors.

The Approach

The Leadership Series includes six sessions of leadership training designed to introduce participants to a fresh way of thinking about business strategy in complex organizations. Course content includes:

- Zenger Folkman's Extraordinary Leader Program
- The Influence Edge Program Module
- Harvard Business Review Case Studies
- Individual Coaching Sessions and Mentoring
- Networking with Valley Leaders

The Sessions

The training sessions will include six workshops that are designed to assess a participant's ability to sustain innovation and high performance in the most challenging environments. The sessions will offer individual coaching, presentations from the Valley's top woman business leaders as well as small group discussion on our most pressing business problems, including IT strategy (for non-IT executives), translating marketing strategy into better project and product development outcomes, and identifying new sources of profitability. Session workshop dates are as follows:

- Session 1: January 29, 2010
- Session 2: February 26, 2010
- Session 3: March 26, 2010
- Session 4: April 9, 2010
- Session 5: April 30, 2010
- Session 6: May 21, 2010

"I have been to many leaderships programs, but never one like this. I have learned so much about working with individuals from multiple generations."

– Becky Jackson, CEO/Executive Director, JDRFDSW

"Women are never asked if they want to be a leader, they are just thrown in. It is so important to have the kind of opportunity this series offers and to take the time to learn to lead."

– Elizabeth LaBord, Vice President of Development.
Make-A-Wish Foundation of America

The Results

Starting from day one of the leadership series, participants will gain tools for being a more effective leader. In addition, all participants who undergo the program will receive:

- Customized individual development plan
- 360 feedback report and analysis
- Action plan addressing business problems participants currently face in their industry
- Strategic approach for how and when to use the "Eleven Influence Behaviors" to increase effectiveness with clients and across business units
- Coaching follow up report and recommendations
- Individual leadership competency guide