

# WOMEN IN LEADERSHIP

## MASTERCLASS



## MAKING VALUE VISIBLE

### Supporting women to step in, speak up and stand out

- Not applying for roles until you're 100% ready?
- Wondering how to better manage your professional impact?
- Not sure your communication is leaving the right impression?

#### Are you ready to enhance your leadership brand?

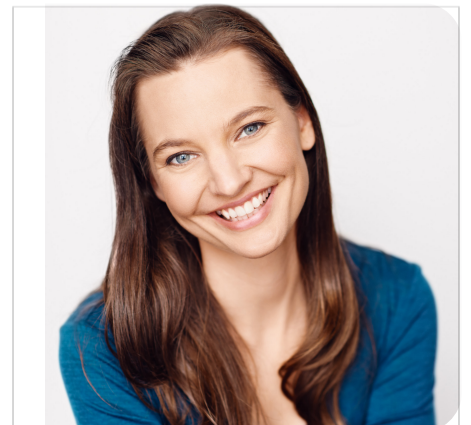
When navigating our careers, women often wait until they are 100% ready before stepping forward for opportunities.

Sometimes we work hard as the 'good girl' or 'quiet achiever' relying on our capability alone to propel our careers; sometimes we push assertively and get labelled as 'aggressive' for our efforts.

Other times we know we are capable and confident but find ourselves overlooked.

#### What's going on? How do we change this picture?

**"We have a measure of choice and control over what we are aware of, but what we're unaware of controls us." John Whitmore**



**Anneli Blundell**  
People Whisperer

Anneli is a communication expert who has been working with leaders to improve their communication and interpersonal intelligence for almost a decade. She coaches senior women to increase their visibility, confidence and personal power for greater professional impact.

Anneli is the co-author of *Developing Direct Reports: Taking the guess work out of leading leaders*, a practical guide for developing performance at work.

# BEING GREAT IS NOT ALWAYS ENOUGH...

Being great at your job is not always enough to move your career forward. Research shows that women face greater barriers to advancement and a harder path to senior leadership, but it doesn't have to be this way.

With access to the unwritten rules of a male dominated environment, we can strategically manage our careers and leadership brands in a way that works for us.

This is not about turning you into someone you're not; it's about simple yet powerful techniques for navigating your career, finding your voice and taking your place at the table.

**“Women in Leadership is a program to give women the confidence, communication strategies and cultural understanding to actively manage their leadership careers.”**

**It's about building presence, improving visibility and strategically managing the right professional impact.**

## **As a result of this program participants will:**

- Understand the impact of confidence on risk taking, self-promotion, reputation and results
- Explore personal and positional power and how that impacts confidence, visibility and results
- Learn the communication habits that kill leadership credibility
- Apply key behaviours to be heard, seen and to make an impact in meetings and presentations
- Develop strategies for support through sponsorship and mentoring
- Foster new networks with like-minded women



**Evidence-based  
Practical strategies  
In-session  
activities**

# VISIBILITY IS THE KEY

## What does the program cover:

### Context

- The invisible rules of the corporate game and why women are the last to learn them.
- The current state of play for women at work and how this affects you.
- Getting clear on what success looks like for you

### Confidence

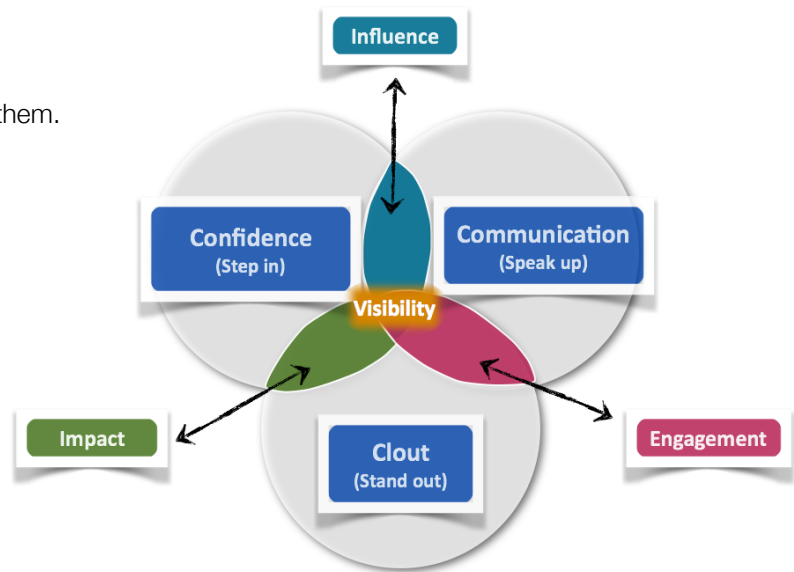
- Nature or nurture? The truth behind low confidence for women at work
- The upside of low confidence
- Cracking your personal confidence code

### Communication

- Why women are not heard
- The double bind of just speaking up
- The communication styles that kill credibility and what to do instead

### Clout

- The trap of positional power - dealing with big egos and power players
- The key to empowerment beyond capability
- Powering up without putting people off



## But wait there's more...Participants also receive:

- A 45-page workbook
- A post masterclass group meeting
- A subscription to 'Learning bites' - email reminders to sustain the learning focus, accountability and application
- A Sticky Learning Guide to embed learning and make new habits stick

As a bonus all participants will also receive a copy of my latest book, *Developing Direct Reports: Taking the guesswork out of leading leaders*, to provide even more after program support and help them understand, guide and develop not only their own leadership journey but those around them.

*"A big part of what I took away from the course was having a presence in meetings. I'm able to compose myself in a way that I would not normally have been able to, in terms of rushed speaking or flustered speech, and in terms of what I need to get across. I've been able to control that better in the last few weeks and been able to get better results in terms of feedback from the group. They have a clearer idea of their expected action items."*

**"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing that you think you cannot do." ~ Eleanor Roosevelt**

**Anneli Blundell**  
people whisperer



# ARE YOU READY?

If this is you, then join us on the next program...

- Working in a male dominated environment?
- Your next career step requires a more strategic and tailored approach?
- Uncomfortable tooting your own horn?
- You have a view but don't feel heard?
- Ready to take your next step?
- Sometimes lack confidence and second guess your contributions?
- Working hard and not feeling recognised or rewarded adequately?
- Lacking leadership visibility and impact?
- Want to fast track your career?
- Want success on your own terms?
- Kicking goals and just want a professional edge?

## STEP IN - SPEAK UP - STAND OUT

What have others enjoyed about the program?

- I enjoyed the whole day - Very varied and interesting. Particularly the exercises.
- The whole workshop was fabulous!
- Space to talk and think through these things.
- Practical examples, interactive approach.
- Level of interaction with other attendees and opportunity to complete practical tasks.
- Everything was great. From start to finish.
- Evidence based; about majority vs minority so not just M/F.
- The structure of the information presented - with a master plan at the end of every section.

*"It's more about small perceptions on things that have changed. One is the confidence, instead of waiting for other people to approve of me as the go-to or the expert, I'm just assuming that I am and being confident in what I say. And it's weird how that little change in yourself just sets you free. I've wasted so much time worrying about what other people think and I don't have to. People are approaching me more for opinions, I'm backing myself and not apologising. It feels good."*



### SECURE YOUR PLACE TODAY!

Register online for our next program:

**When:** 22 November 2018

**Where:** Karstens Sydney  
111 Harrington St, The Rocks  
NSW 2000, Australia

**Time:** 9am to 5pm

**Book by:** 15 November 2018

**Cost:** \$1320 (inc gst)

**Link:** <https://www.trybooking.com/YGIM>

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● W: [www.anneliblundell.com](http://www.anneliblundell.com)

**CLICK HERE TO REGISTER**

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**"A woman with a voice is by definition a strong woman. But the search to find that voice can be remarkably difficult." – Melinda Gates**