



Women for Economic and Leadership Development

WELD Pathway to Management Program Spring 2021 Session



Launching Leaders into Management





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SHRM PROFESSIONAL DEVELOPMENT CREDITS



WELD is recognized by SHRM to offer SHRM-CP or SHRM-SCP professional development credits (PDCs). This program is valid for 18.0 PDC. For more information about certification or recertification, please visit shrmcertification.org.

SHRM Bock Alignment: Communication, Global & Cultural Effectiveness, Relationship Management

ACCOUNTANCY BOARD OF OHIO CPE CREDITS

In accordance with the standards of the National Registry of CPE Sponsors, 4.8 CPE credits will be granted for each session based on a 50-minute hour. The total amount for all six sessions will be 28.8 See the events section of www.weldusa.org for complete details.



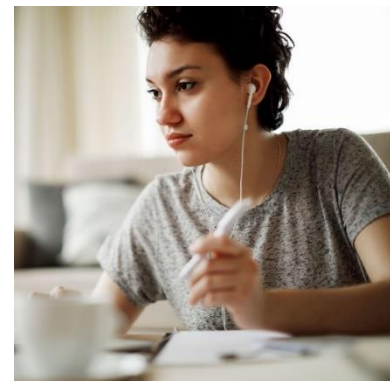
Closing the Diversity Gap in Management – The Call to Action

A wealth of studies shows that diverse leadership teams result in more innovation and stronger financial performance. Yet women, especially women of color, are underrepresented at all levels of leadership. Research performed by McKinsey & Company shows that one of the major reasons women are not represented in substantial numbers in top management is because of the obstacle of getting their first promotion into management roles. McKinsey refers to this barrier as the “broken rung” and explains that fixing it is the key to achieving gender parity: “If women are promoted and hired to first-level managers at the same rates as men, we will add one million more women to management in corporate America over the next five years.” They go on to highlight key areas for companies to focus on to address this issue.

The mission of Women for Economic and Leadership Development (WELD) is to develop and advance women’s leadership to strengthen the economic prosperity of the communities it serves. Since its inception, WELD has helped build awareness with employers of the obstacles to advancement that women and women of color face and provides a myriad of solutions to address these obstacles. WELD also has a long history of equipping women with the skill sets and confidence to achieve their career aspirations. WELD is excited to announce the launch of the **WELD Pathway to Management Program (WPMP)**, an in-depth program designed to prepare women for their first promotion to management and to build confidence for those stepping into a management role for the first time.

The WELD Pathway to Management Program is a six-month, **WELD member only* fully virtual** program that will take a cohort of individuals through six core areas that will build leadership efficacy for the manager role:

- Emotional Intelligence
- Diversity, Equity & Inclusion
- Communication
- Teaming
- Executive Level Functioning
- Social Responsibility



Taught by a diverse group of expert instructors with years of leadership experience in a wide range of industries, the WPMP takes a cohort through a rigorous experience that will build self-awareness, stretch their thinking and foster strong relationships over the course of the program. The learning extends beyond that experienced in the classroom. Each session requires pre-work, and case study approaches are used to inject problem-solving learning from real challenges in the workplace. Upon graduation, the learning and relationship building continue after the formal program is completed.

**Individual and business level members and the employees of WELD corporate members are eligible to attend this program. Scholarship recipients do not have to be members of WELD.*

WELD Pathway to Management Program

Highlights

Program Overview

The WPMP is an intensive 6-month program that is specifically designed to prepare women and women of color to be successful as managers and leading teams in the workplace. Assignments and relationship building occur between the program modules and the learning opportunities continue past program completion.

Program Benefits

This program provides excellent benefits to employers who sponsor their employees to attend as well to individuals who register for the program.

- **For the Employer: Complements employer diversity, equity, and inclusion strategies**
 - Provides women and women of color in depth development from a premier women's leadership development organization
 - Targets investment at a critical juncture of women's careers – the first promotion to management – with the goal to attract and retain diverse talent and increase diversity in management ranks
 - Supports participation regardless of geography by using a fully virtual, budget-friendly format
- **For the Participant: Provides best-in-class in depth instruction delivered by leadership development experts**
 - Increases relationship building through group activities and peer interaction between sessions
 - Exposes participant to peers from diverse regions, industries, professions, and companies
 - Builds in accountability and expectations both in and outside the virtual classroom



At Graduation

Upon graduation, the cohort receives a free one-year membership to WELD to continue their leadership development and relationship building as well as a certificate and WELD pin. This group will be tapped for open positions on WELD's National Advisory Council and other special volunteer opportunities. They will also continue peer-to-peer mentoring for 6 months.

Diagnostic Pre-Work

Module 1:
Emotional Intelligence

**Networking and
Module 2 Pre-Work**

Module 2:
Diversity, Equity & Inclusion

**Networking and
Module 3 Pre-Work**

Module 3:
Communication

**Networking and
Module 4 Pre-Work**

Module 4:
Teaming

**Networking and
Module 5 Pre-Work**

Module 5:
Executive Level Functioning

**Networking and
Module 6 Pre-Work**

Module 6:
Social Responsibility

**Graduation and Peer-to-
Peer Networking**

Module Component Descriptions



Emotional Intelligence

- Grow self-awareness through industry approved analysis tools
- Expand "other awareness"
- Explore response vs. reaction
- Examine vulnerability



Diversity, Equity & Inclusion

- Develop into the inclusive leader
- Experience implicit bias training
- Train on multi-cultural competency skills development



Communication

- Develop skills to conduct crucial conversations and negotiation
- Create appropriate personal brand including social media presence
- Enhance skills on giving and receiving feedback



Teaming

- Learn the 5 dysfunctions of a team
- Explore the Tuckman Model of team stages and build skills to navigate effectively in each stage
- Develop efficacy of peer relationships



Executive Level Functioning

- Explore intellectual curiosity
- Build skills on diplomacy, managing up and organizational agility
- Develop a growth mindset
- Learn to create effective sponsorship and mentoring relationships and pivot from manager to coach



Social Responsibility

- Develop a community presence and learn protocols
- Build relationships and networks
- Identify how to make an impact



Program Dates and Continuing Education

Each module will be from **9:00am-2:00pm, EST**, and consist of 4 hours of content. Participants will have two 30-minute breaks during the session.

Module	Date	SHRM PDC	Ohio CPE
1 – Emotional Intelligence	January 14, 2021	0.0	4.8
2 – Diversity, Equity & Inclusion	February 11, 2021	4.0	4.8
3 – Communication	March 11, 2021	2.0	4.8
4 – Teaming	April 8, 2021	4.0	4.8
5 – Executive Level Functioning	May 13, 2021	4.0	4.8
6 – Social Responsibility	June 10, 2021	4.0	4.8

Program Fees

This program is only open to WELD members. All program fees, included costs of diagnostic evaluations, are reflected in the chart below. All program fees must be paid in full at least 2 weeks prior to the start of the first module and **no refunds or credits are available**. Any substitutions of names must be made prior to the start of the pre-work of Module 1. The same person must attend all modules.

Membership Type	Program Fees
Individual/Business Level Members	\$1,750 per person
Bronze Corporate Members	5 registrations at \$1,750 each* Additional registrations at \$1,850 each
Silver Corporate Members	10 registrations at \$1,750 each* Additional registrations at \$1,850 each
Gold Corporate Members	20 registrations at \$1,750 each* Additional registrations at \$1,850 each
Platinum Corporate Members	30 registrations at \$1,750 each* Additional registrations at \$1,850 each

**These registrations are open to any employees of the corporate member even if they do not own one of the membership slots.*



Sponsorship Opportunities

Sponsorships are available for the WELD Pathway to Management Program (WPMP). Sponsoring this program provides a unique opportunity for visibility for your company and positions your company's brand alongside WELD which is recognized as a premier organization that prepares women and women of color for leadership in companies and in the community. The fight for emerging talent is fierce and sponsoring the WPMP will elevate and differentiate your company by demonstrating its commitment to preparing and advancing diverse women for management roles.

	Pathfinder \$2,500	Pacesetter \$5,000	Trailblazer \$10,000
Registrations	1	2	4
Scholarships	0	0	1*
Newsletter Spotlight	0	1	2 (top position)
Logo Placement in Newsletter Announcements and Program Materials	✓	✓	✓ (most prominent)
Sponsor Acknowledgement at Start of Each Module	✓	✓	✓
Sponsor Provides Opening Comments at Sessions	X	1 Module	2 Modules
Exclusivity	X	Only 4 offered per entire WPMP	Only 1 offered per entire WPMP
Ability to Provide Swag Items and Sponsor Information	✓	✓	✓

**This scholarship will be donated to an individual with economic need who can benefit from attending this session. The scholarship will be named after the Trailblazer sponsor.*



Next steps... Register today!

Registration is now open! To ensure that participants are able to develop strong working knowledge of the material, to engage interactively with instructors and to build meaningful connections with peers, program attendance may be capped.

To register for this program, please contact Mindy Koenig at mkoenig@weldoh.org or visit the events section of WELD's website at www.weldusa.org. Sponsorships are immediately available and can be purchased by contacting Mindy.

This program will use the Zoom platform; therefore, participants must have the ability to access this technology when the modules are being conducted and must be visible on video.

After successful completion of registration, participants will be required to provide WELD the background information that will be compiled in a program booklet and shared with other program participants in advance of the first module. This information must be submitted to Mindy in electronic format by December 31, 2020:

- Contact information (email address and office or cell phone number)
- High resolution head shot
- Link to LinkedIn profile
- Bio

Registration for the spring session closes on December 31, 2020 and payment must be received by January 4, 2021. Participants will receive pre-work for Module 1 on January 5, 2021 that must be completed by January 10, 2021.

For additional questions about the WPMP or any of WELD's extensive portfolio of leadership programs, please contact Deepa Kellar at dkellar@weldoh.org.



WELD Pathway to Management Program Instructor Biographies Spring 2021 Program



**WOMEN FOR
ECONOMIC AND
LEADERSHIP
DEVELOPMENT**



Dr. Kim Carter

Campus Dean
Strayer University
drkim@drkimcarter.com

Modules:

2 – Diversity, Equity & Inclusion
6 – Social Responsibility



Dr. Kim Carter, The Igniter! is a highly sought keynote speaker, workshop presenter, corporate trainer, commencement speaker, executive coach, award-winning academic dean, and published author. An esteemed front-runner in conscious leadership (D,E, & I) and training and development, she is a thought leader in cross-cultural management and community development. Each person, team, and community are motivated by Dr. Kim to seek personal and professional clarity for positive change and to establish well-defined direction in all they do.

Dr. Kim is also a champion trailblazer for delivering exceptional customer service, providing optimal engagement, and producing phenomenal performance outcomes. Her unique speaking and training style bring a wealth of passion, knowledge, and heightened participation to every audience and client interaction. Dr. Kim educates and equips all to immediately use shared tools, resources, and best practices to implement their life's and organization's purpose.

In addition to her authorship, speaking, and training endeavors, Dr. Kim is a college Campus Dean who recently won the Irving Strayer Award (highest recognition Strayer University offers) and who sits on the Employability Strategy Committee. She previously served on the Academic Integrity committee. Dr. Kim is recognized as a High Performing Employee, Student Engagement Winner, honored with her department's Super Hero Award, broke the school record for consecutively holding the #1 spot for the Net Promoter Score for Customer Service, and is often called upon to provide training and development to corporate partners, new Deans, and faculty teaching online.

Likewise, she was the first African American Woman to hold the post of Multifamily HUB Director for the United States Department of Housing and Urban Development. Previous positions held were, the State of Ohio's Housing Director, Limited Brands Corporation Trainer, large non- profit Affiliate President, and financial institution Operations Director. Dr. Kim holds a Ph.D. in Organization and Management (leadership specialization), two Master's Degrees in Digital Entrepreneurship and Business Administration, Bachelor's Degree in Psychology, and numerous certifications (i.e., DISC, MBTI, Economic Development, Housing Finance, Mediation, etc.).

She has been featured throughout radio, television, and print media outlets, as well as being a consistently featured contributing author with Ready Publications reaching domestic and global markets. Dr. Kim earned a distinguished recognition for her resilient leadership from the national organization, Women for Economic and Leadership Development. She presented a resolution to the Model United Nations and received United States Presidential Recognition for her leadership efforts. Dr. Kim serves in her community with her church, WELD (OH), The Diva Movement's advisory member, and as a Women's Small Business Accelerator Master Class committee advisory member. It is this extensive community and career experience, expertise to drive results, and her ability to motivate progressive movement in others that coins Dr. Kim as "The Igniter!"



Ashley Patterson

AVP – Enterprise Training &
Talent Management

Grange Insurance

pattersona@grangeinsurance.com

Module:

5 – Executive Level Functioning



Ashley Patterson currently serves as the AVP-Enterprise Training & Talent Management at Grange Insurance, where she oversees and fosters the associates learning, growth and development efforts. Grange Insurance is a company established in 1935 and based out of Columbus Ohio with over 1,200 employees, over \$3 billion in assets and more than \$1 billion in annual revenue. As a Columbus native, Ashley attended the Ohio State University, where she obtained her degree in Business Management and Human Resources.

Ashley joined Grange in 2010, and in those 12 years has served in 7 different leadership positions, where she continuously pushes herself to take on new and different challenges. Due to her record of delivering on results and building high performing teams, some of her prior roles include serving as human resources business partnerships lead, a director of organizational effectiveness and strategy, and owning the talent management and organizational development functions. Under her direction she has been able to execute on the vision of a connected Performance Management system and fostering a psychologically safe Learning Culture by putting people first. She has increased the ROI of training with a focus on growing the business through the growth of associates. Ashley has a strong drive to push herself and team to think creatively and be intellectually curious about how they will problem solve, utilize new and upcoming technologies to meet and align with business goals, and create a passion in others for developing on their learning journey.

Ashley is active in her community and giving back through her ministry work, SHRM/ATD chapter engagement, and non-profit involvement. She has served in many capacities with WELD-Women for Economic and Leadership Development, including on the Programming Committee, the Calendar Committee, and progressed to the flagship Columbus Chapter Co-Chair, with over 700 members and many diverse events each year. She has since advanced to serve on the National Advisory Council for WELD, where she provides strategic support to the WELD National President & CEO and direction setting for the national WELD organization's new initiatives, chapters, and programs. She has also held leadership roles with the Ohio SHRM Board, serving on committees to plan, organize, present, and deliver the Ohio SHRM conference with over 1000 attendees.

Ashley has her Certified Human Resources Professional (SHRM-CP) certification from the Society of Human Resources Management. She is a certified DDI and Crucial Conversations facilitator, and has obtained multiple certifications including Strategic Workforce Planning, Prosci/ADKAR Change Management, Korn Ferry Lominger, Hogan, and other assessments. She is a frequent presenter, mentor and coach for many individuals and events in Columbus and presents frequently at her organization on the topics of Leadership Effectiveness, Coaching, Development, Brand, Political and Organizational Savvy, Psychological Safety, amongst other topics. Ashley has also presented nationally at the WELD's Women Leadership Conference, capturing women from many diverse regions focused on their development, with over 30 breakout sessions, and hundreds of attendees.

While not working, Ashley enjoys traveling, playing sports, watching the OSU Buckeyes, and spending quality time with her husband and 2 children. She is passionate about leadership, coaching, and facilitating with a strong action orientation to create and make change stick. She thrives on learners having ah-ha moments, and delivers dynamic, engaging and interactive presentations for the purpose of driving elite results and pushing others to be the best versions of themselves.



Laura Prisc

The Most Trusted Authority on
Conscious Leadership for High
Performance

laura@lauraprisc.com

Modules:

- 1 – Emotional Intelligence
- 4 – Teaming



Laura Prisc is The Most Trusted Authority on Conscious Leadership for High Performance Organizations. For more than 20 years, she's worked side-by-side with leaders at all levels in organizations of every size imaginable, from one-location operations through the full continuum of multi-site global organizations.

As a keen observer of human nature, Laura has always been fascinated by people and has sought to understand how they think and why they do what they do. This has served her—and many others—very well in the area of navigating the human-related challenges within business organizations.

Laura finds that there are people in many organizations who seem to be functioning on autopilot rather than actually thinking about what they are doing and the impact of their actions on the business. They have talent and expertise, yet they don't appear to be bringing it to their work.

In her book, *Conscious Leadership®: Are Your Leaders Wide Awake?*, Laura dispels common myths about leadership and motivation, while demonstrating the tools she uses to allow her clients to see self and others more clearly—to recognize, understand, and acknowledge each individual's unique strengths, styles and preferences.

Laura has made it her mission to help leaders in business view leadership and team-building holistically, thereby allowing them to engage everyone within an organization optimally.

Over the course of her career, Laura has worked with or served the John Maxwell Team, Constellium, SimEx, Toyota Motor Manufacturing WV, Longview Fibre Paper and Packaging, Inc., and WVU Medicine, among others. She hosts the *Making Space for Conversations that Matter* podcast.

Laura holds a Master's Degree in Communication/Leadership and a Bachelor's Degree in Organizational and Mass Communication from Eastern Washington University. She is a certified StrengthsFinder Coach, certified People Acuity Coach, Certified Strengths Strategy Coach, certified DiSC Facilitator, and is fluent in MBTI and Gallup's Builder Profile. She is a member of the Charleston Chapter of WELD, and participates on the National Advisory Committee, as well.



Diana Westhoff

CEO, People Leader &
Professional Speaker

Speak 4 You, LLC

dwesthoff@wowway.com

Module:

3 – Communication

SPEAK 4 YOU, LLC

Diana Westhoff is a professional leader achieving service excellence and financial results through collaboration, communications, consultation, inclusion and leadership development. Thriving in a fast-paced environment and consistently delivers in challenging situations, she is a highly networked individual and public speaker on diversity & inclusion and leadership development topics to large corporations, in both consulting and volunteer roles, for some of central Ohio's largest organizations.

People are her project, and her product. She instinctively develops people and tends to do it by bringing method and process and accountability to what she does. She believes that structure supports growth, rather than hinders it, and is constantly thinking about how she can build systems for learning, systems for development. She is natural at on-boarding people -- if not doing it officially, nevertheless the colleague who takes new team members under her wings and makes sure that they have someone to turn to for answers. She is a natural trainer and works to build a learning organization, a place intentionally designed to expand each person's experience, understanding, and performance.

Diana currently works for USAA (United Services Automobile Association) in the Retail Banking Risk group supporting training and communication. She has over 35 years of financial services experience working for Huntington National Bank, Fidelity Investments and JPMorgan Chase. During her tenure at these organizations she is certified in DDI and Crucial Conversations facilitator, created Onboarding programs, managed internal business communications to approximately 1,000 Commercial colleagues, partnered with Risk and Compliance colleagues managing regulatory projects. Diana led the successful launch of FinCEN's Beneficial Ownership Controlling Party regulation that was effective May 2018 and the FDIC Part 370 requirement effective April 2020 for the respective business units.

Diana's passion for community involvement and women development is demonstrated by establishing two women's business resource groups for two companies and, consistently recruited to consult with other organizations around the process to establish company's employee resource groups.

She is most proud of her work with WELD (Women for Economic and Leadership Development) as she is a founding member, a 2015 Women You Should Know Honoree, a Past Board Member and currently manages the Tell It Like It Is Thursday webinar program for the last four years and serves on the National Advisory Council.

Diana is currently board chair for the Action for Children non-profit organization and an Advisory Council member for Faith Mission. She has also supported the following organizations: Make A Wish W.I.S.H. 2016 Honoree (Women Inspiring Strength & Hope); Ohio Foundation of Independent Colleges (OFIC) Past Board Trustee; Girl Scouts of Heartland Ohio, Past Board Development Committee Chair, Ex-Officio Board Member; Women Leadership Council (WLC), Founding Member; Healthcare Businesswomen's Association (HBA), Founding Member & Past Board Member; Freedom a la Cart Past Board Member.

Diana holds a Bachelor of Arts in *Organizational Communications* from the Otterbein University, Westerville, Ohio. She lives in Columbus, Ohio and enjoys spending time with her husband and dog, Zinnie and tasting great wine.

WELD Pathway to Management Program

Preparing You for a Seat at the Leadership Table



**WOMEN FOR
ECONOMIC AND
LEADERSHIP
DEVELOPMENT**