



WICT Business Management Symposium Agenda *Exclusively for BMLI Alumnae*

November 16-18, 2009
Atlanta, GA

Monday, November 16, 2009

Evening Reception for BMLI alumnae and Class XX and XXI Fellows

Tuesday, November 17, 2009

7:30 am – 8:15 am Networking Breakfast

8:15 am – 8:30 am Welcome and Overview of the Symposium

8:30 am – 12:30 pm Morning Sessions

- **What CEOs Want: High Performing Talent**
 - Sara King, Adjunct Faculty, The Center for Creative Leadership
 - Grace Killelea, VP of Talent Acquisition, Talent Management and Leadership Diversity, Comcast

During this opening session, participants will hear what CEOs are looking for from their employees and management teams. They'll learn insights into today's expectations from CEOs who are demanding top performance from top talent. Based on new data compiled from interviews with CEOs and other C-suite executives, leadership development experts, and recent research studies, top management leadership trends include:

- Chief Executives are increasingly responsible for talent management;
- Having the right talent is a way to drive corporate performance; and
- More data is surfacing as to the value that women bring as a part of the organizational talent pool resulting in higher corporate financial performance.

- **Her Place at the Table: Negotiating Conditions for Leadership Success**
 - Carol Frohlinger, Negotiating Women, Inc.

Research suggests that women are excellent at negotiating on behalf of others, but not as good at negotiating for themselves. Yet, it is clear that when women negotiate effectively for what they want and need, not only do they benefit but their organizations benefit as well.

During this session led by top negotiating expert Carol Frohlinger, participants will learn:

- To think more broadly about negotiation as a way to solve problems in both formal and informal situations;
- Why women often need to negotiate for things men can usually take for granted;
- How to recognize and take advantage of negotiating opportunities;

- How as female executives, they may be getting in their own way even before starting to negotiate;
- To prepare an effective negotiation strategy;
- How to use strategic moves to get what they need while enhancing the relationship with the other party;
- Essential guidance on how to negotiate more confidently and competently to get what they need to meet business objectives; and,
- To focus on their own negotiating situations to make the principles immediately applicable and actionable.
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- **Small Group Work: Application Process**
 - Using a combination of large and small group instruction, participants will move into small work groups to explore how they can apply the knowledge provided in the general session to their own work environment. Trained professional facilitators will join each group, leading the peer-to-peer discussion. Practical applications will be covered in-depth and the subject matter expert will visit with each group to address specific questions or challenges.

12:30 pm – 1:45 pm Lunch

- Round Table Discussions on Key Topics

1:45 pm – 6:00 pm Afternoon Sessions

- **Lessons Learned**
 - Sara King
- **Developing Your Greatest Asset-You,**
 - Tracy Gaudet, M.D., Executive Director, Duke Integrative Medicine

World class athletes must be in top form to gain their edge in competition; high-impact leadership begins with optimal health as well. Dr. Gaudet will explain how to understand and improve the fundamental biology and psychology of success. In this session, she will explore the unique role of the mind/body connection and discuss how to develop access to a new level of self knowledge, mastery and personal peak performance. Participants will:

- Examine new paradigm shifts of peak performance;
- Understand the importance of overall health and well-being in relation to leadership;
- Discover ways in which the mind can influence overall health and well-being by buffering the negative impact of stress on the body;
- Experience mindfulness and its role in the ability to focus and achieve higher performance; and,
- Begin to practice and incorporate mind-body strategies immediately.
- **Small Group Work: Application Process**
 - Using a combination of large and small group instruction, participants will move into small work groups to explore how they can apply the knowledge provided in the general session to their own work environment. Trained professional facilitators will join each group, leading the peer-to-peer discussion. Practical applications will be covered in-depth and the subject matter expert will visit with each group to address specific questions or challenges.

Evening

- Class Dinners (arranged on their own by alumnae)

Wednesday, November 18, 2009

7:30 am – 8:15 am Networking Breakfast

8:15 am – 11:45 am Morning Sessions

- **Thinking Like a CEO: Optimism at Work,**
 - Cathy Greenberg, Ph.D., Author, Certified Executive Coach

Today's challenging economy requires leaders who understand the power and science of happiness and how it creates high performance at multiple levels in their lives. Currently, women make up a majority in the workforce but they are also leading in one of the toughest economic times in our nation's history. As they take on more responsibility, these women often miss out on the opportunity to learn about key knowledge and new tools or strategies to effectively help themselves, their teams, and their organization.

In this session, Dr. Greenberg will provide insightful research, real stories, life lessons and easy to use tools for accelerating happiness at work and away from work. She will explain her winning formula "happiness= profit," where the individual is the key ingredient to high performance and strengths based processes so participants can maximize their success immediately.

- **Small Group Work: Application Process**
 - Using a combination of large and small group instruction, participants will move into small work groups to explore how they can apply the knowledge provided in the general session to their own work environment. Trained professional facilitators will join each group, leading the peer-to-peer discussion. Practical applications will be covered in-depth and the subject matter expert will visit with each group to address specific questions or challenges.
- **Small Group Work: Plan of Action**
 - Following the final Application Process session, all participants with work in their small groups with their facilitators on how to develop an Action Plan for applying their new knowledge and learning objectives back at their respective organizations.

11:45 am – 1:00 pm Lunch and Final Session

- **It is Your Time: Making Your Value Real**
 - Sara King

Sara will lead the group in understanding how to synthesize what has been learned and the importance of creating a concrete action plan for implementation. She will explain how to use peer coaching to help translate learnings into organizational action as well as how to share the tools and skills learned with work teams back at the office to enhance performance and achieve increased positive organizational impact. Participants will leave with a new focus on how to leverage their value to their team and organization as they continue on their professional journey.