In a world that is increasingly unpredictable and uncertain, female managers at organizations of all types and sizes need to possess entrepreneurial leadership skills in order to make a strategic impact. While an understanding of fundamental business disciplines is helpful, it’s no longer enough.

Women’s Leadership Program: From Opportunity to Action is a transformational, five-day leadership development program that will help you embrace your role as a strategic and entrepreneurial thinker and leader.

You’ll bring back to your company invaluable new tools, concepts, resources, and approaches for driving innovation and growth, regardless of market uncertainty. And, you will build the competencies and confidence you need to develop an effective personal leadership identity and create new levels of value for your organization.

**DATES** > October 26–30, 2015

**LOCATION** > Babson Executive Conference Center, Wellesley, MA

**COST** > $6,850 (includes program materials, accommodations, and meals)

**LEARN MORE** > www.babson.edu/bee/women

1-800-882-EXEC / +781-239-4354 / exec@babson.edu

*Call to learn about available discounts.*
GET THE ET&A ADVANTAGE

What is ET&A? Entrepreneurial Thought and Action® is the Babson method for turning ideas into action, thereby creating new opportunities.

Taught through the lens of ET&A, this program will help you take action in the face of uncertainty, helping you overcome obstacles and develop solutions to previously unsolvable problems.

CLAIM YOUR LEADERSHIP SKILLS

In a highly collaborative and interactive setting, and among women from a variety of businesses and industries, you will:

» Gain a deep understanding of the interconnectivity between individual effectiveness and organizational outcomes

» Anticipate trends in your industry and assess their impact on your company—and your career

» Build and strengthen critical networks and partnerships

» Establish specific action plans for professional development

EXPERIENCE A DYNAMIC LEARNING ENVIRONMENT

Developed specifically to tap into the commonality of experience that women executives share, the curriculum uses case studies, conceptual presentations, and classroom discussions to understand the interconnectivity of your influence and your company’s success. You will set goals and define action plans to drive organizational performance.
Babson Executive Education programs are led by experienced faculty members who are both thought leaders and pragmatic practitioners. With a focus on real-world business challenges, our programs develop participants through instruction, collaboration, and peer interaction.

PROGRAM TOPICS

Through a blend of lectures, guest speakers, coaching, case studies, self-assessment, action learning, problem solving, and networking, program topics cover:

- Turning risk and failure into opportunity
- Amplifying your personal leadership strengths and capitalizing on them
- Developing strategies for results-oriented negotiation and teamwork
- Addressing workplace challenges through objectivity

SAMPLE PROGRAM SCHEDULE*

> DAY ONE

Entrepreneurial Thought and Action® (ET&A)
Leadership Identity and Purpose
Consulting Groups for Personal Leadership Cases

> DAY TWO

Corporate Entrepreneurship
Opportunities in Strategy
Financial Conversations

> DAY THREE

Strategic Visibility: Playing to Your Strengths
Career Intentionality
Negotiations

> DAY FOUR

Strategic Visibility: Understanding Gender
Creating a Personal Brand Through Social Technology
Putting ET&A to Work in Personal Leadership Cases

> DAY FIVE

ET&A Rocket Pitches
Leading Forward: Re-Entry and Next Steps

*Babson Executive Education continually updates program content to best serve participant needs. Course content may vary.
Susan Duffy is the executive director of the Center for Women’s Entrepreneurial Leadership (CWEL) at Babson College. CWEL is a collaborative learning laboratory of education, research, and practice that advances women as entrepreneurial leaders of economic and social impact everywhere. She has held leadership positions in the health care, construction, and restaurant industries, and has worked as an organizational consultant, coach, and trainer in both the private and public sectors. She is recognized as a source of thought and initiative in developing innovative education programs and delivering system-wide value in diverse organizations. She has designed and taught courses in entrepreneurship, management, and organizational behavior. She earned her PhD from The George Washington University in management and organization, her master’s degree in applied behavioral science from Johns Hopkins University, and her bachelor’s degree in nutrition science from The Pennsylvania State University.