

# WOMEN MEAN BETTER BUSINESS

SMITH COLLEGE EXECUTIVE EDUCATION FOR WOMEN



## Who Should Attend

You identify the target audience, their development needs, and the scope of the program. We work with you to develop selection criteria and processes to ensure a cohort of high-potential participants.

## Possible Curriculum Topics

- Leadership assessment
- Coaching and development planning
- Strategy and innovation
- Finance
- Negotiation
- Change management
- Communication
- Multi-cultural competence
- Emotional intelligence
- Strategic networking
- Work-life integration

## Custom Programs

*Carefully and Strategically Designed for Your Organization*

What are your company's most pressing leadership needs? Better retention of female talent? Stronger global perspective? More strategic risk-taking?

Smith College Executive Education for Women has more than 35 years of experience developing smart and courageous women leaders. We partner with executives in talent management, global diversity and inclusion, and leadership development to custom-design programs that meet your company's unique needs.

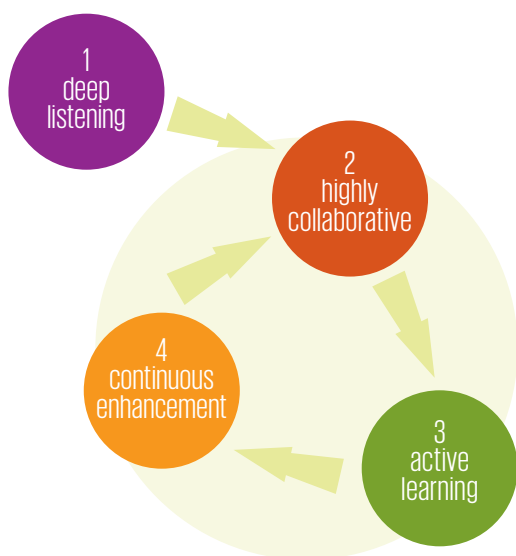
Every Smith custom program supports sustainable leadership: retention, advancement, and a robust leadership pipeline. Our client organizations say that our expertise and vision are second-to-none, and our emphasis on collaboration creates a high-value partnership. Put us to work on your company's biggest challenges and you'll experience the remarkable difference Smith can make.

“Our partnership with Smith College has yielded a new customized ground-breaking leadership program that is being cheered throughout the company. The participation by both men and women has been key. We are teaching everyone the skills to drive positive change to our culture.” Johnson & Johnson

## Leadership Outcomes

Custom programs target your company's strategic executive development goals. Our holistic approach to leadership development means that in addition to learning specific leadership skills, our program participants engage in self-reflection and visioning. This self-awareness builds authenticity, results in enhanced work-life harmony, and sustains leadership development.

## The Smith Four-Step Process for Custom Programs



“Clients routinely tell us that they feel heard during the design process. They love that their values are honored and that we co-design dynamic programs which will evolve to meet their goals.”

Iris Newalu, Executive Director  
Smith Executive Education

**Step 1. Deep listening phase**

- Identify and engage with internal champions, stakeholders, participants
- Explore critical development needs and desired outcomes
- Understand your company’s unique culture

**Step 2. Highly collaborative phase**

- Analyze information and define critical needs and outcomes
- Present program design: curriculum, objectives, outcomes, and budget
- Receive input, review and modify design and propose timeline for rollout

**Step 3. Active learning phase**

- Schedule program and support recruitment and selection of participants
- Roll out inaugural program
- Make ongoing adjustments to program based on real-time feedback

**Step 4. Continuous enhancement phase**

- Conduct post-program evaluations and assessments
- Refine and modify program based on feedback
- Connect participants with ongoing learning opportunities

**Our Faculty**

Smith Executive Education is a Women’s Leadership Center, not a business school. As a result, we are free to carefully select the very best leadership and business experts from around the world—from top universities, corporations, and consultancies.

**What Makes Smith Unique?**

Smith College is world-renowned for developing confident and courageous women leaders. We are experts at working with and for women, and our program participants say they learn more and learn better than in other leadership programs that are often male-oriented. We have taught thousands of women to be effective strategic leaders, and helped hundreds of top organizations achieve breakthrough corporate goals.

**Continuous Learning**

We provide our alumnae with ongoing learning and networking opportunities such as leadership webinars, networking events, executive and wellness retreats, social networking groups, and the personal and professional connections they forge in our programs.

**Our programs make a measurable difference in women’s leadership skills. Join us and see the difference for yourself.**