

THE SENDERLEA EXCHANGE

Transformative leadership developed for women managers
Uncover your unique leadership strengths and develop the ability to lead in any environment

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Who is it for?

Women managers who have been leading individuals or teams for at least a year and who are considering advancement to executive levels in the public and private sectors.

How it works

Groups of up to 10 participants meet one morning a week, for three hours, over a three-month period. (12 sessions in all.)

Why it works

The key to a woman manager's success as a leader is knowing who she is and why she does the things she does. The Exchange offers a rare opportunity to talk about personal purpose and values, human connections and deeper philosophical issues that will help to uncover your unique leadership style and ability to lead in any environment.

Where is it held?

The weekly sessions are held at the Senderlea Offices, 11 Nanaimo Drive, Ottawa. Breakfast is served prior to each session.

Curriculum

Early on, participants identify the issues that are important to them. These shared issues become the group's "curriculum," producing a custom-designed program to suit the individual needs of the entire group.

The group's sessions are then structured to explore the identified topics in a number of ways, including expert guest speakers, Exchange Contributors and, most importantly participants' personal experiences, insights and interactions.

As well as facilitating the formal sessions, Exchange Director Susan Laing pays close attention to each participant's personal learning needs and may suggest developmental activities-from reading to risk-taking-to help them achieve their objectives. Individual attention to each participant ensures that ongoing behaviors are established.

Contributors

Exchange contributors are powerful, proven women leaders from the public and private sector with whom Participants can network. Contributors-especially those with expertise in the issues being discussed-attend sessions to share their experience, observations and guidance.

Participants' Comments

"It increased my confidence as an effective woman leader."

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"The Exchange provided specific discussions relevant to women as leaders and women's unique approaches to management."

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"I developed an awareness of myself, my leadership style and others'."

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"The communication and negotiation theories have given me a broader perspective and help me to manage people better."

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"Useful and relevant materials and references were provided."

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Assured results

- A defined sense of your unique style of leadership and the ability to lead in any environment
- Increased self-awareness and personal confidence
- A complete understanding of your personal strengths and talents.
- The skills to manage relationships effectively
- Better consultative, communication and negotiation techniques-the key to creating a management culture that recognizes and appreciates differences
- Improved individual management performance that leads to greater organizational productivity
- An immediate network of like-minded individuals and strategic alliances as a part of the Senderlea Community

Cost and Schedule

The 12-week program includes: instruction, preliminary interview, customer development of the curriculum and ongoing support within the Exchange Community. Materials included.

Cost: \$4,200.00 + HST

Participants' Comments

"I enjoyed the instant feedback opportunity with 'Hot Issues.'"

"Being the only one in my Branch made it safe for me to share experiences and talk about my concerns."

"The weekly meetings provide the time to action and implement new behaviors."

"Other programs teach you to be a manager or leader. The Exchange encourages you to be YOU."

"I'm a different person! I demanded and got a promotion, I've been asked to teach at the university and my manager is allowing me time to do this."



Senderlea Communications

With almost 30 years experience in the leadership and communication field, Susan Laing has delivered professional training to both the public and private sectors. Her company, Senderlea Communications, specializes in Powerful Human Dynamics and develops customized trainings in four key areas:

- Leadership Development: The Senderlea Exchange
- Facilitation: Strategic Planning & Team Building
- Training: Communication, Negotiation and Conflict Resolution
- Coaching: Supporting Personal & Professional Achievement

For more detailed information about Senderlea Communications log onto: www.senderlea.com

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Susan Laing and the Senderlea Exchange

A personal note...



I hosted the first Exchange in 2004 and the “Pioneers” enthusiastically received it.

Since then the program has grown in popularity. Evaluations have stated the profound intellectual changes and personal growth resulting from this transformative program. Several groups still meet regularly, on their own. And quarterly Exchange Alumnae meetings enable all graduates to network and enlarge their Exchange circle of contacts from previous groups.

The Exchange works! Over half of The Exchange Alumnae have won competitions and earned promotions within six months of graduation. Several have advanced into the Executive cadre and are now returning to The Exchange as Contributors.

But not only have the individual Exchangers grown. To date, three government departments have recognized the value of a dedicated Senderlea Exchange for their women managers; mixing referred participants from all sectors, divisions or business lines.

These successful Exchanges have strengthened collaboration within the management team as well as started to build a critical mass of networking support within the infrastructure of the organization.

And so, I am very pleased to continue to offer The Senderlea Exchange - either as the regular interdepartmental group or as a dedicated internal departmental initiative.

Either way, The Exchange is a proven method for women managers to maximize their personal potential while meeting their professional goals.

Senderlea Communications Inc.

11 Nanaimo Drive
Ottawa, Ontario
K2H 6X6
(613) 820-3913

www.senderlea.com
susan@senderlea.com