

Executive CORE

Set the learning free.™



Executive Core Partners have a long history of partnering with top companies, universities, and professional services firms to help accelerate women—from the C-suite to the emerging leader. We've learned that women want the best executive education experiences and they don't want them to be radically different than what any leader, regardless of gender, might want. They appreciate a cohort of like-minded women who know that ambition, ethically sought, is not to be sidestepped.



In all of our women's programs, Executive Core blends in action learning projects, customized case studies focused on the participants' real-world challenges, and situations that immerse women in the actual challenges they are facing or will face in their jobs. Executive learning must be highly contextual. It's important to apply learning concepts to the women's world.

A recent Catalyst study found the leading reasons women started their own businesses were: need for more flexibility, being unhappy with work environment, experiencing a glass ceiling, and feeling unchallenged by one's job. There are more successful female entrepreneurs

than in any other leadership classification. In 2008, an estimated 40.0% (10.1 million) of all privately held businesses in the U.S. were 50% or more owned by women. Executive Core strives to help organizations retain their top women and infuse that entrepreneurial spirit back into our clients' organizations. We do it in a pragmatic way and many of our most successful programs for women leaders involve influence. What busy executives want are ideas and skills that they can immediately apply. To make programs relevant and practical, we also believe the learning design must reflect the language of decision makers, executives, and officers. In other words, these programs must have "executive speak," rather than "academic speak."

Coaching can be one of the best ways to foster and nourish real learning implementation, as well as to help tailor the learning to its application in specific market segments. We often conduct executive 360° assessments and make time for one-on-one executive coaching during our programs. We also teach women how to be more adaptable in a way that is strategic for the organization and their careers. We strive for a transformational, iconic learning experience that, years later, participants will recall fondly and remember its impact.

Executive Core's Women of Distinction Who Frequently Facilitate Executive Education



Eileen Broer has taught women's programs and coached senior women around the world. She has significant experience in Asia-Pacific. She lived in China 1997-2000, and in Hong Kong 2001-2002. Her clients have come from organizations of all sizes – Fortune 100's to small businesses – and in most industries: GE, Raytheon, IBM, McKesson Provider Technologies, Morgan Stanley, Johnson & Johnson, McKesson Clinical Services, British-American, Bain, Duke Medical Center, Williams Company, Carolina Power & Light, Alliance One, McCall's, ADT, North Carolina State University, NC Technology Development Center, and the U.S. Environmental Protection Agency. Eileen served inside corporations for 16 years at all levels, finally as Vice President and Corporate Vice President for three Fortune 500's. She most recently participated in a women's executive program at Morgan Stanley.



Ann is an expert on impression management and first impressions, and is co-author of *First Impressions: What you don't know about how others see you*, published by Bantam/Random House and translated into 24 languages. She has helped hundreds of individuals gain insight into their interpersonal style and self-presentation in business and social situations. Ann also works as a consultant to Columbia University Business School to increase the social intelligence of MBA students. She is a facilitator in leadership and consulting courses, and a coach to MBA and EMBA students. She has been featured in scores of media venues including Good Morning America, The Today Show, ABC World News, BBC, NPR, Business Week, The London Times, Cosmopolitan, Men's Health, Psychology Today, New York Magazine, MSNBC, among many others.



Anna Pool has helped hundreds of women around the world accelerate their careers. She has been sought out for some of the toughest assignments. Her business background includes experience at the vice president and Board level of a medium size alternative health care facility benchmarked by the Harvard Medical School as one of the most innovative and effective of its kind. She is the former director of Organizational Consulting for Lore International Institute in Durango, Colorado. She also served as an organizational learning consultant to Ford's New Business Leader program, an innovative, action-learning program that was benchmarked by the International Consortium on Executive Development as among the best in the world. Anna is the author of the Bronze Telly Award winning video series, *Effective People Skills*, and is the co-author of the *360° Assessment of Collaborative Tendencies*.



Rody Kent has numerous distinctions helping well-known executives, celebrity athletes, and actors on their presentation skills. What she learned in the film industry she now translates for senior executives who wish to refine their executive presence—whether they are on camera for CNN, conducting townhall meetings, or communicating with analysts. She spent 10 years as Location Casting Director for CBS/Lorimar on the Dallas TV series, where she was responsible for finding and developing new talent as well as for negotiating all contracts. Rody Kent gives executives the speaking and delivery tools they need in order to ensure that they are, indeed, conveying the image they wish to project. She has received numerous awards including: the WOMEN IN FILM Achievement Award, the North Dallas Chamber of Commerce Award for Excellence, and a nomination for a CASTING SOCIETY OF AMERICA Arlio Award. Rody has served on several film-related boards of directors.



Vicky Stikeman teaches women in business executive education programs at the University of Toronto—Rotman Business School. Vicky's most recent agency position was with Vickers & Benson Advertising as VP/Group Account Director, working primarily on the Bank of Montreal account. She worked as a full-time marketing consultant to Healtheon/WebMD International, launching WebMD Canada/The Canadian Doctors' Network through the articulation and implementation of a strategic marketing plan. Within three months of launch, 34 percent of Canadian Physicians were using the site. Vicky also worked for Maritimedirect.com as acting chief marketing officer. Her role was to launch Martimedirect.com in Athens, Greece—a b2b Internet start-up serving the global maritime shipping industry. She was responsible for strategic branding, positioning, marketing plans, and agency selection to execute a successful launch. Additionally, Vicky worked for Loyalty Management Group as a senior account manager; Unitel Communications as a senior marketing manager; and Alcan Aluminum Limited as an internal auditor.



Sonia Sinnestera has helped women in nearly every Latin American country and across the U.S. accelerates their careers. She has conducted leadership programs with firms like Cargill-Latin America. Over the past fifteen years she has focused on consulting assignments with executives at Microsoft, HOLCIM Group, Colgate Palmolive, Unilever, Pfizer, Abbott Laboratories, and Heidrick and Struggles, as well as non-profit and state-owned companies. She was affiliated until 2001 with Georgetown University in Washington, D.C. where she coached and facilitated consulting assignments for graduate students in GU's Organizational Development program. She has consulted and coached female managers, directors, senior partners, presidents, and C-level executives as well as management and executive teams.

Dr. Arond-Thomas holds a B.A. from Harvard University in Social Relations, and an M.D. from the University of Massachusetts, with post-graduate medical training from Brown University and the University of Michigan. She holds certifications as a Certified Business Coach, Planned Change Facilitator, and Master Trainer as well as certifications in multiple assessment tools. She has worked with male and female leaders at the Ford Motor Company, Pfizer Pharmaceuticals, Microsoft, Apple, General Dynamics, KPMG, Detroit Medical Center, Ohio Permanente, Trinity Health, St. John Health, Oakwood Hospital, Mercy Health Partners, Rockwell Automation. Her picture is shown on the previous page.

Jean Hauser is the former Director of the Center for Custom Executive Education, University of North Carolina—Chapel Hill. Under her leadership, Center was rated as #1 worldwide in a Business Week survey of customized executive education programs. She is also a former Assistant Dean at Duke University's Fuqua School of Business, where she developed custom action learning programs for Johnson & Johnson and Eli Lilly. She has expertise in executive on-boarding and first 90 days, maximizing board relationships, developing thought leadership, and managing growth. Some of Jean's clients include Raytheon, Cisco Systems, Heidrick and Struggles, Scottish Re, Merrill Lynch, Glaxo Smith Kline, GMAC-Residential Finance Corporation in locations including the US, Singapore, Japan, Hong Kong, Australia, England, Belgium, Spain, Germany, and Sweden.



Sample Women's Executive Education Module

- Introduction and Fast Networking Career/Business Challenges
- Ambition with Ethics: A Female Executive's Journey
- Executive Predictors for Success & The Research
- The Power of Influence
 - Four principles for Influential Leadership
 - 9 most researched styles
 - Coaching as an influence approach
 - Language of Influence 360° Individual Survey & Group Debrief
 - Machiavelli is alive and well
 - Explore the Range of Influence Styles
 - Know Your Comfort Zone
- Personal Coaching
- Influencing Downward, Laterally, Upward
- What it Really Takes to Influence at the C-suite/Board Level
- Communicating Vision . . . an Accelerated Path Forward
- Next Steps

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Our global team of consultants, coaches, and facilitators have walked in the shoes of your leaders. We call them “the Core” because every professional has successfully navigated senior leadership positions in major organizations, some as CEO. As someone who has conducted women’s programs to hundreds of senior leaders from the C-suite to the emerging leader, I know how important it is to make the learning experience both personal and closely tied to the strategy of your organization. I am most proud of my time delivering women’s programs to McKinsey, C-suite women across Canada through the Judy Project sponsored by Microsoft, & the University of Toronto. I’ve also served senior women around the world from the C-suite on down in organizations like Cisco Systems, HP, Bristol-Myers Squibb, GE, Lucent, Pfizer, Corus Media, Heidrick & Struggles, and many others. I am also privileged to have coached some of the most successful senior women in business today.

–Barbara Singer Cheng, CEO

