

TAKING THE LEAD

WOMEN IN LEADERSHIP:



WHY SHOULD YOUR ORGANIZATION SUPPORT THE CREW LEADERSHIP PROGRAM?

QUITE SIMPLY, WOMEN MEAN BUSINESS!

“The accepted message on gender disparity in the workplace has for the past 10 to 15 years been one of acknowledgment and reassurance: Yet, women represent just 4% of Fortune 500 CEOs and less than 18% of corporate executives at top companies worldwide, but give it time. It’ll change. After all, women also make up 50% of the global workforce, with double-digit growth in certain countries. They’re earning advanced professional degrees in record numbers and in some areas surpassing men.”
(Catalyst report)

Frankly, the **time for change is now**. Women still continue to lag male counterparts in leadership positions. It’s time for women to achieve a critical mass in top or emerging positions. We are asking you to support your staff member as a participant of the newly developed CREW leadership program for women. **This inaugural program for highly capable and skilled women is designed to develop a strategic personal plan to enhance their success within your firm.**

This is not your everyday leadership program, but one that will have meaningful impact in a short amount of time. The net outcome should result in great benefit to your organization. **Taking the lead by supporting this program will be a very positive action for your firm.**

CONSIDER THE BENEFITS:

- Participants will develop leadership skills to drive business performance to achieve key business results.
- Diversity of thought in your company leadership gives you advantages in the market.
- Studies show women who participate in leadership programs deliver 35% higher results in achievement in their work.
- Investing in your employee’s future will impact yours positively; research shows there is a strong correlation between the number of senior women and the positive results of the company.
- Each participant will be able to focus on critical and current business challenges from their workplace
- Each participant will leave with a personal plan to accelerate her success.
- Recognize and reward the high potential women in your organization with this unique professional development.
- Send a message that you believe in the women in your organization.

This inaugural program is being subsidized by CREW Detroit. Comparable programs average around \$2,800, however, this program is priced at \$1,500. The starting point is making sure the women in your organization are trained and equipped to take on the leadership roles. Detroit CREW is very committed to this initiative and has subsidized this inaugural program to demonstrate the importance of this training.

Will your company be taking the lead?

For more information, contact Helen Dennis at helen.dennis@300decisions.com.