

ADVANCING WOMEN™



**VISION
QUEST** CONSULTING

A Leading Edge Program that Transforms and Advances Women's Leadership Talent

INTRODUCTION

Women's leadership has become a viral, global conversation and movement. The data supporting the value of women's leadership is beyond compelling. The reality is most organizations are not gender balanced above the middle management level and the numbers of women "at the table" are drastically out of proportion. The reasons for this include cultural factors, ingrained mindsets and habitual ways of behaving¹ as well as common arguments like, "Women need to be more assertive and decisive, or "There aren't enough qualified women." In addition, many organizations are now discovering that the systems, processes and biases embedded in their organization are not equally supportive of the talents, gifts and unique ways that women lead. It's time we changed that. The time is now.

Women in leadership roles matter. Across the board, there are not enough women in senior leadership positions. This gender imbalance causes companies to lose out on the contributions that women bring to the table and reduces their organization's ability to successfully thrive. According to the research, organizations with a better balance of women in leadership positions enjoy higher financial returns², outperform their competition³, deliver greater returns to their shareholders, and experience a dramatic increase in innovation⁴.

Today's best organizations know they need to build a strong female talent pipeline. Having more women leaders in senior level positions creates better business outcomes across the board, leveraging a broader set of capabilities to solve issues and convert on opportunities. Research on 400 of the largest public companies found that median returns on assets and equity in 2015 were at least 74% higher than among the overall group of companies surveyed⁵. Many successful companies regard the gender balancing of their workforce as both a source of competitive advantage and a key enabler of their growth. Quite simply, more women in senior leadership roles

Women themselves know they have the ability for so much more, but often don't know how to unleash their own potentials. Most women need a specific kind of guidance in order to learn how to develop their capabilities and effectiveness, to feel successful and have a greater impact in their work, their communities and the world.

Advancing Women is an in-house women's leadership development program for organizations that have a strategic business imperative to grow their pipeline of female talent. This program is a critical component for any organization who wants to increase their ability to attract, develop, and retain their talented female workforce.

leads to substantially better business outcomes. Investment in developing strong female talent should be your organization's top business priority.

What if you could actually leverage the full power of the women in your organization? If you are thinking about it, we can help you better than anyone else.

¹ <https://www.mckinsey.com/business-functions/organization/our-insights/fostering-women-leaders-a-fitness-test-for-your-top-team>

² <https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

³ https://www.mckinsey.com/~/media/mckinsey/business-functions/organization/our-insights/delivering-through-diversity/delivering-through-diversity_full-report.ashx

⁴ <https://www.tandfonline.com/doi/abs/10.5172/impp.2013.15.2.149>

⁵ <https://www.forbes.com/sites/janetwburns/2017/09/22/2016-proved-women-are-great-for-business-yet-still-being-pushed-out/-3f204eaf188b>

⁵ http://gsm.ucdavis.edu/sites/main/files/file-attachments/ucdaviswomenstudy2015_top25.pdf



PROGRAM – WHAT YOU CAN EXPECT

Advancing Women was developed by Wendy Capland and Terrie Lupberger, who are Master-Level Certified Coaches and former executives at the forefront of women's leadership. The program is based on groundbreaking thought-leadership. It is expertly tailored to the unique issues faced by emerging and top talent professional women and designed to accelerate their abilities and contributions. This program will guide women to step more boldly into their leadership in newly expanded ways. **Advancing Women** addresses the unique ways that women learn, develop, and lead themselves, their teams, and contribute to their organizations' success.

Advancing Women provides participants with a deep immersion into personal mastery while also supporting them to integrate best business practices and executive leadership practices that expand their presence, profile, and impact within their teams and organization. Women who attend this program are infused with refreshed inspiration and motivation to excel beyond what they thought possible for themselves. Organizations experience higher retention, upward mobility and overall better performance in their female workforce as a result.

PROGRAM OUTCOMES

Our Promise is to support women to become the most effective version of themselves, in order to make greater contributions to, and have greater impact on, their teams, organizations, communities, and selves.

We are deeply committed to partnering and co-creating with our clients to build organizations of vibrant, richly diverse, and engaged women who are stepping into their full potential to drive better business results.

We have found that most professional women need to develop greater self-awareness and confidence and they require a supportive environment in which to practice newly learned skills and address their leadership challenges. **Advancing Women** offers a transformational process and pragmatic toolbox necessary to play a bigger game and take on broader organizational challenges with greater acumen, skill and self-assurance.

Successful women in our program are committed to personal mastery, have a willingness to experience a breakthrough, and are eager to adopt powerful tools, strategies and behaviors to play a bigger and bolder game.

KEY LEARNINGS

- Develop and embody greater leadership presence, confidence and complex communication skills
- Identify and learn to leverage strengths and articulate unique value as leaders
- Align personal leadership brand and strategy with career direction and organizational goals
- Identify limiting factors, habits and behaviors that inhibit the ability to play a bigger game
- Develop and expand key leadership behaviors that generate sustainable results
- Apply the latest leading-edge research on women and executive leadership to day-to-day work scenarios
- Practice generating and implementing more influence
- Navigate complex relationships more effectively
- Build and leverage strategic networks
- Preventing burnout and coping with stress



PROGRAM STRUCTURE

Advancing Women has a program design that includes deep discussions, theory, new practices and strategies for generating new behaviors. The program is highly immersive and experiential where attendees are focused intently on developing their leadership abilities, commitments and practices.

Advancing Women is delivered over a six-month time period to ensure continuity of learning and time to integrate and apply learning to their work. Studies have shown spaced learning is the best way to ensure sustainable behavior change and accountability for results. An investment in this program is five days of intensive in-person development with 28 weeks of contiguous learning. This intensive approach is designed to maximize experiential learning and the ability to absorb, reflect, and experiment with insights as participants return to build upon and go deeper with the content and skill building continuing to improve performance and leverage learnings.

FRAMEWORK

Developing a strong pipeline of female talent requires a comprehensive programmatic approach and development process. The NFL in the United States is a strong example of how this works well. The NFL has a scripted journey where they start developing young players early on through a series of programs designed to build future talent. These include: Pop Warner, High School development programs, Player Engagement Prep Programs, and Prep 100 Series to name a few. The NFL says, "It's about more than just building the next generation of great football players; it's about building the next generation of great leaders⁶".

Similarly, it requires a carefully structured journey and programmatic approach to develop women and get them prepared to step into greater leadership roles. We believe we have the answer for your women and for your organization. Our intensive program includes:

- **Forums** — In-person **facilitated workshops** where leading edge learning provokes new thinking, new ideas and new behaviors
- **Activities and Exercises** — **Embodied learning activities** designed to deepen and further embed learned leadership capabilities that includes, group coaching, webinars, learning guides, and fieldwork
- **Project** — A **Personal Transformation Project** declared and executed upon by each participant that supports them to apply their individual learning to a relevant organizational issue, strengthen developmental needs and produce accountability and results for the organization
- **Cohorts** — **Smaller learning groups** designed to further discussions and apply and practice learned concepts
- **Optional Individual 1:1 Coaching** is available during and post program for your entire group or a select number of individuals

⁶ <https://operations.nfl.com/the-players/getting-into-the-game/>

MODULE 1: FOUNDATIONS OF EMBODIED FEMININE LEADERSHIP

- **Pre-work Assignments** – Includes pre-conference interview, questionnaire and reading assignments
- **Opening Forum** – Introduction of leading edge, transformational learning frameworks and models in women's leadership – 2.5 days, in person
- **Group Coaching Sessions** – Three learning webinars that include group coaching to address application and implementation strategies and challenges
- **Cohorts** – Small learning groups designed to further discussions and apply and practice learned concepts between forums
- **Fieldwork Guides** – Includes readings, videos, and audios as supporting resources and provides structure to the learning process

At the completion of Module 1, participants will set a foundation and align around a shared framework for women's leadership identifying their habits and behaviors that limit their success.

MODULE 2: BREAKING YOUR OWN GLASS CEILING TOOLBOX

- **Mid-way Forum** – Development of greater leadership presence, confidence and complex communication skills. Further identification of internal and external barriers, core beliefs and missing skills that contribute to the glass ceilings many women impose on themselves – 2 days, in person

- **Group Coaching Sessions** – Three learning webinars that include group coaching to address application and implementation strategies and challenges
- **Cohorts** – Small learning groups designed to further discussions and apply and practice learned concepts between forums
- **Fieldwork Guides** – Includes readings, videos, and audios as supporting learning resources and provides structure to the learning process
- **Personal Transformational Project** – Participants select a business or organizational project to develop and expand their key leadership behaviors and generate sustainable business results

At the completion of Module 2, participants will have tools and strategies to lead more powerfully that expands their ability to communicate with more influence, confidence, leadership presence, and impact. Participants will identify a real-time business challenge and begin to execute on a plan to address it over the next 3-4 months while practicing newly learned skills and behaviors.

MODULE 3: GENERATING THE FUTURE

- **Closing Forum** – Learning summary and integration, Personal Transformation Project presentations and development of individual action plans – ½ day followed by recommended dinner celebration, in person



“Women cannot be successful without a strong community to support them. We are a welcoming community of talented women who know you, are familiar with your challenges and roadblocks, who hold your stories as sacred, who witness your journey, and who adore your gifts and all of who you are. We celebrate your successes and hold space for your future vision, even when you aren't able to or lose faith.” — **Wendy Capland, CEO, Vision Quest Consulting**



POST WORK AND FOLLOW UP

Learning Leadership Sparks – Weekly empowering leadership practices, insights and reminders emailed to each participant.

HIGHLIGHTS AND UNIQUE FEATURES

Advancing Women is multi-disciplinary and draws upon cutting edge theories and technologies in the fields of women's studies, emotional intelligence, neuroscience, adult-development theory, executive leadership, and psychology that increases women's ability to perform at their peak. **Advancing Women** generates insights and new capabilities that can be applied right away. The learning design and approach is multi-phased and multi-faceted to ensure participants more fully and sustainably embed and embody learning. This program is designed to help organizations build strong female succession within their organizations.

- An interactive and immersive program that produces individual change and organizational results through the implementation of a personal transformation project.
- Gender-specific format allows for greater openness in a supportive safe environment and addresses the unique issues women face.
- Opportunities to develop a rich, peer support network and strong community of support and belongingness within your organization.
- Development of a personalized Action Plan for continued development and immediate application.
- Spaced learning over time that enhances the development of new thinking, skills and behaviors.
- Individual and/or group coaching interventions to deeply embed new learning, practice and implementation of new tools, strategies, and behaviors with expert guidance.
- Develops authenticity, empowerment, and confidence in order to increase accountability and performance.
- Uses a transformational process program design to give participants a personal and professional breakthrough as we shift not just behaviors but mindsets, perspectives, and beliefs.
- Based on multiple leadership intelligences (somatic, psychological, relational, cognitive) and neuroscience techniques proven to unleash potential and ensure sustainable behavior change.

FACULTY

We are global experts in women's leadership, certified master level executive coaches and have 60 years combined experience developing top talent and facilitating organizational change. We are unapologetically obsessed with unleashing the potential in others.

WENDY CAPLAND

Wendy Capland is an award winning executive and one of the top women leaders in the fields of leadership development and executive coaching. Wendy has over 30 years of business and leadership experience as the CEO of Vision Quest Consulting and has worked with thousands of executives in Fortune 500 and entrepreneurial organizations to develop their leadership skills and capabilities.

Wendy is a sought after expert in women's leadership. She has over a decade of experience launching and successfully delivering women's leadership programs, retreats, webinars, coaching, and workshops both inside corporations and externally in an open public format where she has ignited inspiration and motivation for thousands of emerging and top talent women.

Wendy Capland's best-selling book, ***Your Next Bold Move for Women***, is a practical guide to self-discovery and powerful action (www.WendyCapland.com). She has a strong national presence and has been featured on NBC, Fox, in various business publications, over the last three years has appeared 24 times in Inc Magazine, and spoken at many of the most prestigious Women's Leadership Conferences in the United States, sharing the stage with other notable women leaders like Hillary Clinton, Meg Whitman and Sallie Krawcheck to name a few.

Wendy holds a Master Certified Coach certification; the highest international designation awarded to coaches by the International Coach Federation, and has been recognized as one of the top 4% of all certified coaches worldwide. She holds a Master's Degree in Counseling Psychology and Business Management.



She can be found outside of work replenishing herself traveling or on a beach somewhere with her family. She is an avid weight lifter and gym rat as she is relentlessly obsessed with health and longevity.

TERRIE LUPBERGER

Terrie coaches and advises leaders and teams worldwide, to elicit their very best and greatest potentials. Combining her passions for business and for people, she uses innovative change processes to help individuals, especially women leaders and entrepreneurs, improve the results they get without sacrificing well-being.

As an executive, Terrie's career has spanned 25+ years in various management and leadership positions, in both the private and public sectors. She was co-founder and CEO of an international training and leadership development company, managing partner of an IT consulting firm and a Federal manager in Washington, DC for 14 years at two different agencies. She knows, first-hand, what it takes to build teams, lead large-scale change and manage complexity.

In the profession of coaching, Terrie is considered a pioneer in the field. She helped develop the core coaching competencies being used today as the standard of coaching professionalism worldwide. She is a former Board Member of the International Coach Federation, has managed coach training programs at three Universities, and is a contributing author to several books on coaching and leading including the forthcoming Springer publication, *Professional Coaching: Principles and Practice*. She presently teaches executive coaching and leadership at the University of Miami and internationally in Singapore and Europe.

In the field of Women's Leadership, Terrie facilitates programs, globally, that build leadership capacity in women at all levels of an organization. She is the adviser to a Women's Talent Development



initiative at one of the largest organizations in Asia. She was a recently featured keynote at the Women's Leadership Summit in Bali. She is part of the coaching team for the Sundance Women-in-Film Initiative.

Terrie believes that at this time in history, women find themselves with the enormous opportunity to make a bigger, positive impact on and in the world. More of the same is not a strategy to deal with the current complex challenges. Integrating the feminine into leadership produces a different way of engaging with each other that is essential to developing and sustaining high performing organizations and teams.

TESTIMONIALS

“After attending this workshop, I have an action plan which I include in my corporate goals to maintain accountability for continued improvement and increasing in my performance results. I have changed the actions I take and the questions I ask to ensure I present myself as a confident leader. I have heightened awareness when I slip back to my old behaviors and I reach into my newfound wardrobe of behaviors to self correct. As a result of participating in this program, I was offered a new expanded role opportunity that’s very exciting.” — **Lesley M., project manager**

“Seeing the proverbial “glass ceiling” as something women might create ourselves was a powerful concept to me. While everyone can benefit from the concepts you put forth, this program has a uniquely feminine tone, approach, and concepts addressed. Having been at several programs with the two of you, I knew this would be such a special investment in me. Every program I have attended through your organization has given me meaningful breakthroughs that has made a positive impact on my leadership and my career. When I attend your programs, I bring my team with me, which has increased our support and mentoring of each other over time. As a result of participating in this program personally I have increased my exposure to the broader organization and delightedly I have been offered multiple career opportunities. I have seen my personal brand within the company blossom and have been asked to co-sponsor a Women’s affinity group for technology professionals.”

— **Cilsy H. Enterprise/Corporate CIO**



“By the time the program ended, I was completely focused on my self-imposed obstacles to fulfillment and potential. I became acutely aware of my need to practice well-being. I learned to assess my promises to myself and to challenge myself as to whether I am ‘taking care of’ what I care about. I have recommitted to put myself first and choosing to embrace who I am and bringing the best version of that to the world. As a result of participating in this program, I received a promotion and have an amazing new role that allows me to interface externally and grow and position our organization more strongly to the community”.

— **Susan B., Marketing Manager**



“The development work I have experienced through attending Vision Quest Consulting’s Women’s Leadership programs over the last 10 years, has had a profound effect on my career. The knowledge I’ve gained and the skills I’ve learned have helped me strengthen my leadership capabilities and my personal leadership brand. This has resulted in my ability to continue to grow both my career and my contributions in a highly successful manner by continuing to be provided with stretch and promotional opportunities, engage in work at a broader organizational level, and recently have been publicly recognized and received the President’s Service Award for my increased leadership contributions to the organization. I continue to attend these programs because they provide the environment and structure for me to think creatively, develop my leadership to the next level and support my desire to continue to advance my capabilities as a leader and ultimately my career.”

— Kelly V., AVP Human Resources

“I made deeper connections with other women who are thinking and dreaming and working towards similar things. These new relationships are now part of my support network as I continue to advance my career. I have also identified some areas I needed to shift my thinking and some very specific courses of action I should be taking to continue to meet my goals. After this program I was able to deal more effectively with challenges in the office. These outcomes were not on my radar prior to this session and I know they will be impactful. I am already seeing some early benefits!”

**— Emily H., Business Leader
Global Innovation**

CONTACT US TO DISCUSS HOW THIS PROGRAM WOULD BENEFIT YOUR ORGANIZATION

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