

**SCALA**  
NETWORK  
SUCCESS ON YOUR TERMS



# ELEVATING YOUR LEADERSHIP

DESIGNED FOR WOMEN WITH 10+ YEARS  
OF LEADERSHIP EXPERIENCE

**LEADERSHIP  
ONLINE PROGRAM**

**SPRING 2024**

- + Program Overview
- + Partnership
- + Mentor Opportunity
- + Leadership Coaches

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## Have you reached a cross-roads in your career? Is it time to elevate your leadership to the next level?

Perhaps you're ready to pursue your own growth and leadership ambitions. Or your organization needs your leadership to have a more transformative impact on the organization. If you need to move to the next level, this is the leadership program that will help you get there.

Elevating your Leadership is a Scala Network program designed for leaders with over 10 years of experience. We will explore practical strategies, approaches and ideas to expand and deepen your leadership skillset. Workshop sessions will offer hands-on and collaborative experiences in an intimate and supportive environment, and participants will be inspired by the expert facilitators and experienced women business leaders who participate as Coaches and Mentors.

A unique component of the **Elevating your Leadership** program is four one-hour coaching sessions. You will be matched with a Leadership Coach, and your Coach will provide a personalized coaching program to meet your needs and goals, offering support and feedback throughout and after the workshop sessions. These coaching meetings will help you to put your new learning into practice in the context of their own work environment and growth plan.

Workshop sessions will cover a wide range of topics to help you to reach your potential as a leader:

- **Developing a greater awareness** of your values will help you to make choices with greater clarity and confidence and to lead your team with authenticity.
- **Setting yourself up for success** by adopting a learning mindset, establishing boundaries, exploring new strategies to motivate your team, creating cross-functional connections and knowledge, and becoming a better negotiator.
- **Embracing followership** for stronger organizational results and improved leadership.
- **Developing your personal brand** and elevating your presence in your organization.
- **Storytelling to engage** your audience in authentic and strategic ways.
- **Building your toolkit** of leadership skills with new questions and ideas that arise throughout the program and your coaching sessions.

As we adapt to the challenges of a new work environment, there is no better time to explore ways to improve your leadership effectiveness and live your best life. Please join us for Elevating your Leadership program and continue along your journey to becoming a remarkable leader.

Warm regards,

**Christina Greenberg**

PRESIDENT, SCALA NETWORK

## Program Overview

Spring 2024 Dates

Session 1	Program Introduction	April 24	3:00 – 5:00 pm EST
Session 2	Uncover Your Unique Value System	May 8	2:30 – 5:00 pm EST
Session 3	Coaching Session to Refine Your Personal Values System		60 minutes
Session 4	Develop Strategies to Lead More Authentically	May 29	3:00 – 5:00 pm EST
Session 5	Enhancing Your Leadership Mindset	June 19	1:30 – 5:00 pm EST
Session 6	Creating and Articulating Your Personal Brand	Sep 11	2:30 – 5:00 pm EST
Session 7	Storytelling: Creating a Deeper Connection with Your Audience	Oct 1	1:30 – 5:00 pm EST
Session 8	Followership: The Yin to Leadership's Yang	Oct 23	2:00 – 4:30 pm EST
Session 9	Building Your Leadership Toolbox	Nov 13	2:00 – 5:00 pm EST
Session 10	Setting Intentions for Your Leadership Journey	Nov 27	3:00 – 5:00 pm EST



## MENTORS

The purpose of Scala's networking and collaborative learning model is simple:

# Ignite discussion

Our guest mentors encourage participation and conversation by:

- + Providing Fuel for Thought
- + Leading Round Table Discussions
- + Sharing Insights, Perspectives & Questions

Scala Network's mentors are the first to acknowledge setbacks and challenges in navigating their own roads to success. They share their own personal or professional anecdotes and experiences to provide real life perspective on session topics, engaging the group in conversation and creating a connectedness that deepens during the program.

Over the course of the program, you will have the opportunity to meet with each of the mentors to exchange ideas, share challenges that keep you up at night, and learn techniques to solve problems and harness your opportunities to grow as a leader.

Spring mentors to be confirmed soon.

Program  
Team



**Marilyn Barefoot**  
Founder  
Barefoot Brainstorming



**Maggie Coulter**  
Executive & Career Coach  
Maggie Coulter Coaching



**Jane Gaynor**  
Founder & Certified Coach  
Gain Your Edge Coaching



**Christina Greenberg**  
President  
Scala Network



**Linda Hills**  
Director, Learning &  
Leadership Development  
University of Toronto



**Dr. Andrea Wojnicki**  
Chief Talker &  
Communication Coach  
Talk About Talk

Program Partner

**ENVIRONICS**  
ANALYTICS

# Program Introduction

1

**April 24  
2024**

**3:00 – 5:00 pm  
EST**

In this session, you will meet and network with other participants and our mentors who will lead discussions and share personal insights during parts of the program. We will provide an overview of the program workshops, and discuss how the coaching sessions and the practice of reflection and journaling will help you to apply the learning in your personal leadership journey.

# Authentic Leadership: Leading with Your Values

SESSIONS

2 - 3 - 4

Why do many of us “show up” differently at home and at work? Leaders often adjust their work persona in an attempt to be the person they feel they’re expected to be. Juggling this dichotomy is not only exhausting, but the inconsistency can be confusing to your team, and could negatively impact trust, accountability and business results. Developing a greater awareness of your values will help you to make choices with greater clarity and confidence and to lead your team with authenticity.

2

May 8  
2024

3:00 – 5:30 pm  
EST

## Uncover Your Unique Value System

Prior to this session, you will complete a 30-minute online values assessment and discover your own unique values. As a group, you will learn how your values operating system can support your decision-making and effectiveness as a leader.

3

Coaching  
Session  
60 minutes

## Coaching Session to Refine Your Personal Values System

In a one-on-one session with a certified Pursuit Values coach, you will refine your personal values system and priorities.

4

May 29  
2024

3:00 – 5:00 pm  
EST

## Develop Strategies to Lead More Authentically

In this group session, you will learn how to integrate your values operating system with your personal leadership style, and develop strategies to bring more consistency and authenticity to the interactions you have with your team.

# Enhancing Your Leadership Mindset

5

June 19  
2024

1:30 – 5:00 pm  
EST

Now, more than ever, leaders must be committed to continuous learning and personal growth to stay current and relevant. A leader must be willing to embark on a path of self-discovery in order to create change within themselves. They must be curious and open minded, willing to step outside their comfort zone, to experiment and learn from new ideas and approaches. They should explore beyond their functional area to learn about other areas of the business in order to collaborate and achieve organizational goals. This session will put you back into learning mode, develop vital skills to be a more impactful leader, and allow you to become a role model for budding leaders in your team and across your organization.

## **In this session, we will discuss opportunities and ways to:**

- + Establish boundaries by learning to negotiate and communicate your priorities and limits with others in order to achieve balance and build resilience for you and your team.
- + Get unstuck and motivate yourself to experiment with strategies that will help get your spark back, to find renewed purpose in your work, and bring improved energy to your team.
- + Cultivate connections and develop cross-functional fluency to better understand the work that gets done and how other teams contribute to organizational goals, and nurture cross-functional collaboration in order to break down silos, improve decision making, and enable peer-to-peer learning and support.
- + Become a more effective negotiator by learning practical skills that will help you to prepare for and conduct effective conversations with your manager, with your team members and with peer leaders and teams across your organization.

# Creating and Articulating Your Personal Brand

6

September 11  
2024

2:30 – 5:00 pm  
EST

Developing your personal brand is an important exercise in discovering and articulating the value you bring to others and to your organization. Learning to communicate your value and unique personal brand with confidence will help you to build visibility and elevate your presence when it comes time to advocate for yourself or influence others. This session will give you an opportunity to reflect on your purpose and strengths and use proven techniques to personalize and differentiate your brand story.

## In this session participants will:

- + Take part in and be coached through intensive exercises that focus on YOU.
- + Discover your positive, relevant and unique traits that differentiate you.
- + Explore frameworks that will help you to articulate your personal brand effectively.

## Participants will take away:

- + Define your unique identity and describe your superpowers.
- + Communicate your personal brand AND elevate your presence.



# Storytelling: Creating a Deeper Connection with Your Audience

7

October 1  
2024

1:30 – 5:00 pm  
EST

Storytelling, at its core, is how humans communicate in all aspects of their life. In business, sharing a story of your personal experience and learning can be a compelling way to inspire your audience and, at the same time, strategically align people around your vision. Stories shape how your audience thinks and feels and helps them to make the connection to their own potential contribution in achieving organizational goals. Research shows that messages delivered as stories can be up to 22 times more memorable than just providing the facts. Emotion is truly the fast lane to the brain.

## In this session participants will:

- + Take part in a high energy, hands-on workshop to learn and apply storytelling skills.
- + Discover how being memorable is all about being real and vulnerable.
- + Learn how to offer insights about yourself to be both authentic and engaging and observe how storytelling allows your personal brand to shine through.

## Participants will take away:

- + Best practices on the fine art and science of story structure.
- + When and how to use stories effectively.
- + Methods to engage and connect with the audience through well told stories.

# Followership: The Yin to Leadership's Yang

8

October 23  
2024

2:00 – 4:30 pm  
EST

Are you a good follower? Chances are that you haven't given this concept much thought. And, if you have, you might question if being a good follower is necessary given your track record and focus as a leader. Followership is an emerging field of study that is proving to be an important driver of organizational results, and also a key indicator of a person's potential for senior leadership.

## In this session participants will:

- + Explore the difference between followership and following.
- + Discover how, as a leader, you can nurture great followers.
- + Learn new concepts and practice reflective exercises that will transform your relationship with your team and your peers.

## Participants will take away:

- + Opportunities to experiment with the concept of followership in your organization.
- + How to adopt the necessary mindset and behaviours required to become an effective follower.
- + Put into action the key leadership behaviours to support great followership from your team.

# Building Your Leadership Toolbox

9

**November 13  
2024**

**2:00 – 5:00 pm  
EST**

Over the course of this program, you will put into practice and experiment with new approaches and ideas from the workshops. You will also have the opportunity to deepen your learning through your personal coaching sessions and your journal reflections. This session is an excellent opportunity to explore new questions and ideas that arise throughout the program that you wish to discuss with your fellow participants and our mentors.

Prior to the session, we will give participants an opportunity to identify topics that they would like to explore further, both individually and as a group. Topics could include further discussion on leadership challenges such as navigating change and influencing senior management and also extend into topics such as self-care, mindfulness and resilience. Our mentors will lead the discussion to ensure everyone gets the most out of the conversation.

# Setting Intentions for Your Leadership Journey

**10**

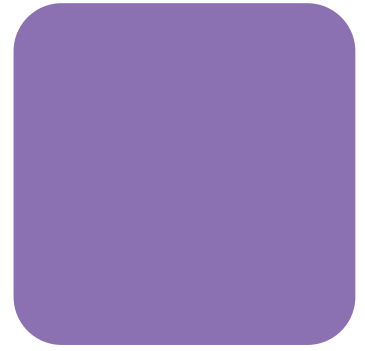
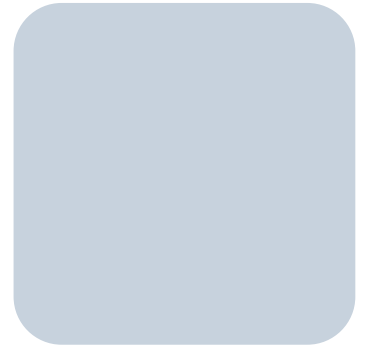
**November 27  
2024**

**3:00 – 5:00 pm  
EST**

Participants will complete a final reflection exercise prior to the session. As we meet online for our last session, each person will share their insights and goals. This is also a great opportunity to tap into additional insights and learning from our Coaches and Mentors and provide any feedback on the program experience. We encourage our participants to continue to network with each other and with the mentors after the program has ended, in order to share learning and seek support in their personal development as a leader.

# Become a Scala Network Partner

Are you looking to invest in your women leaders? Do you have products, tools and resources that could add value to our events and to our attendees? If so, we would love to have a conversation with you about becoming a Partner.



We collaborate with your team to devise customized activations that uniquely position your organization and engage our network. As a Partner of our **Take the Lead** Series, your investment covers the cost of registration for a women leader from your organization as well as sponsoring the registration cost for a woman in transition. Partners are profiled in our program promotions online and at the event, and have the opportunity to provide collateral materials to participants. We also offer Partners editorial opportunities to share thought leadership content with our entire network.



## Organizations that prioritize the advancement of women:

- Report revenue growth up to 61% higher than other organizations
- Demonstrate more innovation
- Lead their field in customer satisfaction
- See better employee satisfaction and retention rates

**Women in Leadership**  
IBM, 2021

For more information on becoming a Partner with Scala Network and the *Take the Lead Series*, please contact Christina Greenberg at [christina@scalanetwork.com](mailto:christina@scalanetwork.com)

# PARTICIPANT REGISTRATION

- + Registration includes 4 coaching sessions, 1 curated wellness box and a values operating system assessment as well as access to senior leaders for group mentoring
- + Invitation to join Scala's *Take the Lead* LinkedIn group to stay in touch with program peers, mentors, and receive links to great articles and leadership resources

**\$2895 + HST**

**4 Personal Coaching Sessions**

**1 Curated Wellness Box**

**A Values Operating System Assessment**

Please note: Attendance is limited and we only accept one registration per company to ensure open discussion and confidentiality.

## Mentor Meet Ups

In addition to the program training sessions, we invite current participants and graduates of *Take the Lead* programs to join us for ongoing networking events to make new connections and to continue the conversation on leadership.


We'd love to hear from you.

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