

Connect and Inspire: An Ongoing Conversation Series

Join The Jean Collective as we host experienced women and men who are passionate about women serving in government. Learn from their experiences by listening to their stories and having your questions answered directly from those who had lived the political life. Let their experience inspire you!

Conversations, Jean Talks and workshops are found on [Our YouTube Channel](#)

Run-Win-Lead

A virtual workshop series developed by women, for women. The workshops will provide participants with the foundational skills to claim their place in the community and thus effect change.

1. Understanding Municipal Government & How It Works

Facilitated by Brian White, Sarnia City Councillor, and Lambton County Councillor & Jackie Rombouts, Mayor, Twp. of Warwick, and Lambton County Councillor.

Before anyone can decide on whether to run for office, it is important they understand what they are getting themselves into. In this session, participants will understand how to become active participants in municipal government, and what is involved once elected.

2. What is Your Why? How to Identify Your Purpose, Cause, and Platform and Build Your Support System.

Facilitated by Marika Sylvain Groendyk, Owner, Bluepoint Public Relations

When campaigning, it is important to have a strong foundation that aligns with a candidate's goals should they be elected. This session will assist each participant in identifying their purpose and reason for becoming involved in politics, and how to relay this into a platform. Participants will also learn how to build a support system to help get them through the triumphs and challenges candidates experience during a run for office.

3. Know Your Story

Facilitated by Brian Maxfield, President, Online & Digital Education Academy

Candidates need an "elevator speech" to help them develop the story that will inspire others to support them, work for them, and vote for them. In this session, participants will explore the reasons behind their decision to get involved in politics and develop and learn how to communicate their story with others.

4. Why Not You? Overcoming Barriers in Municipal Government and Becoming a Self-Advocate

Facilitated by Carol-Lynn Chambers, Part-Time Faculty (Lecturer)- Local Government Program (MPA/DPA), Western University

Women in politics face unique challenges and it is important that they are adequately prepared to advocate for themselves and constituents to reduce systemic barriers. It is also essential that women who serve in politics understand how to successfully navigate a male-dominated space where they may experience intimidation and harassment. In this session, participants will learn how to self-advocate and speak up for themselves and others by making sure that people know their needs and interests.

5. Developing and Enhancing Your Skill Set

Facilitated by Lisa Isaac, Owner, Lisa Isaac HR Professional Services

Communication and interpersonal abilities, amongst other skills, are essential to those running for, and servicing in office. In this session, participants will learn the importance of effective communication, how

to utilize tools that have the greatest impact, how to positively share ideas to maximize support, how to market themselves, and how to develop a personal brand.

6. Raising Your Profile with Voters & the Media

Facilitated by Marika Sylvain Groendyk, Owner, Bluepoint Public Relations

Engaging with voters through various communication channels and tactics is essential to a successful campaign. Developing consistent messaging and presenting well in public is also an important part of connecting with the community. In this session, participants will learn how to develop a communications plan to increase their visibility with voters both online and in person, and they will also learn how to navigate media interviews.

Municipal Campaign School -

Register here! <https://municipalcampaignschool.ca/>

Have you ever considered Running for a Seat on Council? Developed by Lambton County Municipal Clerks and presented by Fred Dean, an experienced municipal professional, lawyer and acknowledged leader in the field of councillor education.

Recorded YouTube presentation here <https://youtu.be/Tl8vU910ge8>

Have you ever considered

Running for a Seat on Council?



Have you ever wondered what responsibilities come with sitting on Municipal Council?

Now is your opportunity to find out... You're invited to join us!

Candidate Information Session / **Monday May 2 2pm & 6pm**

Sessions will take place electronically via zoom with two opportunities to receive information and participate in a question session.

Sessions can be accessed via Zoom and will last approximately 2 hours.

2:00 pm <https://us02web.zoom.us/j/88262519874>
6:00 pm <https://us02web.zoom.us/j/86385878927>

We hope you can join us!

