



INSPIRE WOMEN  
TO CAREER SUCCESS

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Program Brochure**

We believe that every woman has the potential to be successful in whatever path she chooses to take. **Inspire Women to Career Success** is a career changing program that has helped over a thousand women reach their career goals and realise their potential. This program is open to all professional women who aspire to advance their career. It is designed for women who would benefit from the opportunity to consider 'what next' in their career and how to get there.



## HOW YOU'LL BENEFIT

By participating in this program, you will gain:

- Deeper understanding of your values, motivators and strengths
- Awareness of your personal brand and how to promote yourself
- Increased confidence and courage
- Strategic career management tools
- Skills to help you grow your network and contacts

Inspire Women helps you build your self-leadership skills, but does not cover people leadership skills.

## HOW WE DO IT

The *Inspire Women* program utilises facilitated group learning, one-on-one coaching support and the opportunity to network and share experiences with like-minded women and role models.

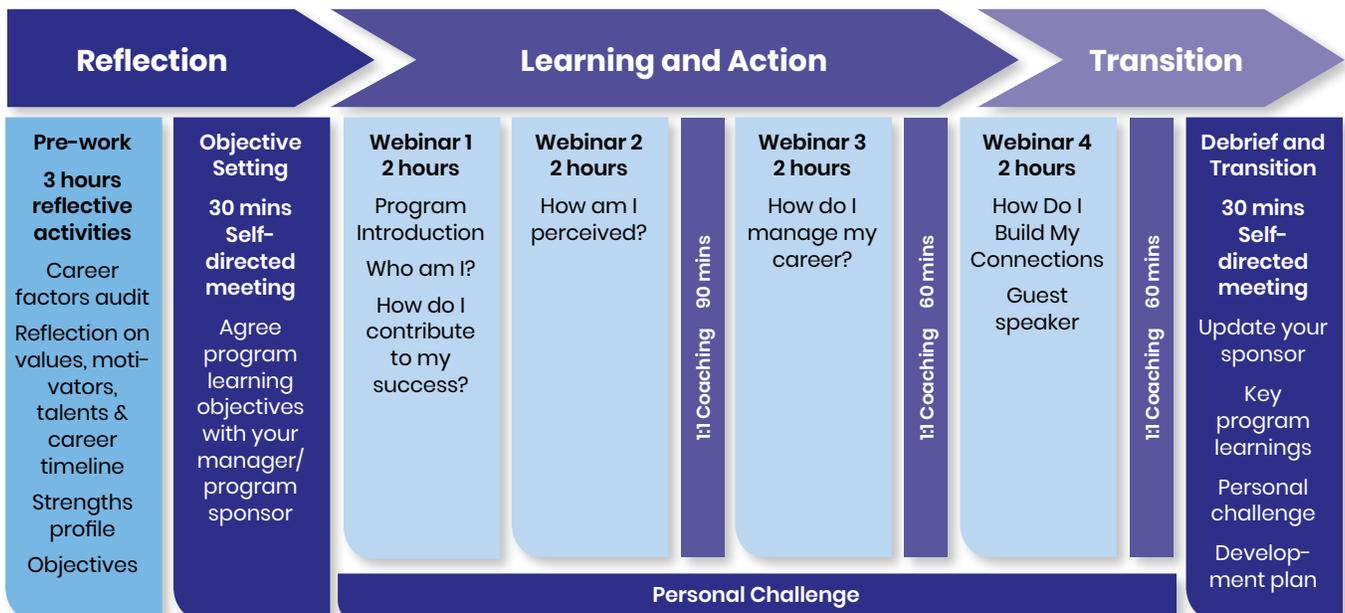
## WHO IS THIS FOR?

*Inspire Women* is for any professional woman, of any age, who is looking for support to advance her career, build her confidence and reach her potential.

## PROGRAM OVERVIEW

*Inspire Women* runs for 3 months and involves reflective pre-work, facilitated group webinars and three and a half hours of personalised one-on-one coaching with a leading expert in women's career development.

The program is interactive and highly engaging. We use a blended learning approach involving, group learning activities, one-on-one coaching, group discussions, reading, individual activities and a personal challenge to help you apply the learning.





## PROGRAM CONTENT

The *Inspire Women* program content is based on a wealth of research into the success factors that help women build successful careers. The topics are designed to leverage the factors which enable you to succeed and address the factors which may be inhibiting your career success.

### Webinar One

Introductions

#### **Who Am I?**

Values and Motivations

#### **How Do I Contribute to My Success?**

Self-belief and Confidence

### Webinar Two

#### **How Am I Perceived?**

Personal Brand

Promoting Myself

### Webinar Three

#### **How Do I Manage My Career?**

Diverse Experiences

Taking Risks

Career Goals

### Webinar Four

#### **How Do I Build My Connections?**

Networks

Mentors and Sponsors

#### **Guest Speaker**

## PERSONAL CHALLENGE

An important experiential-learning component of this program is a personal challenge, or mini-action learning project, with the aim of assisting you in making progress towards your career and program goals. Your coach will help you identify an appropriate challenge early in the program.

## PROGRAM DELIVERY

All program elements are delivered via the Zoom platform. To fully participate in *Inspire Women*, you should ensure that you:

- can download the Zoom application
- have access to a webcam and audio
- have reliable internet
- can access a private and confidential space for webinars and coaching sessions.

## INVESTMENT

The *Inspire Women to Career Success* program fee is AUD\$2500 + GST.



## OUR FACILITATORS

Tracey Keene and Tracy Tresidder are our lead facilitators. Experienced facilitators and professional coaches, together they have over 35 years experience coaching women to succeed in a professional context. They have helped over a thousand women develop the self-belief and the skills to reach their potential and achieve their career goals.



### TRACEY KEENE

Tracey coaches clients to achieve leadership and personal excellence by helping them visualise and create the change they want to see in themselves. She has a keen interest in helping leaders develop their impact and influencing capabilities to achieve new levels of success. Tracey applies relevant tools and evidence-based coaching techniques to develop an individual approach for each client. Her coaching style is challenging and supportive, ensuring clients develop greater self-awareness as well as the capability to increase their organisational impact at a senior level.

As a program facilitator, Tracey is high impact – bringing energy, enthusiasm and a thought provoking style. Her significant knowledge of business and organisational behaviour ensures that her program participants gain new knowledge, new behaviours and new perspectives.

Tracey has a passion for, and significant expertise in women's professional development, having run a women's career development program for over 13 years.

Tracey has had an extensive career as a senior business professional both in Australia and Asia working with a major Fortune 500 Company. She has a Master's Degree in Coaching Psychology, a Bachelor of Arts, a Graduate Certificate in Change Management and a Graduate Diploma in Business. A graduate of the Australian Institute of Company Directors, she is a past Chair of the Board of a not-for profit organisation.

Tracey is the mother of two boys and is involved in an amateur theatre company as an actor and director as well as backstage.



### TRACY TRESIDDER

Tracy is an inspiring and experienced sought-after Executive Coach and Facilitator, who has been at the forefront of her field since 2001. Her Coaching has been an enabler for people to make powerful decisions and innovative choices in relation to career promotion, leadership challenges or landing the job of their dreams. Somewhat unique in her field,

Tracy is multi-faceted. Her expertise is a combination of many years of practice and specific study across several disciplines enabling her to devise tailored programs. Tracy knows and facilitates effortless and sustainable change. She has coached people at all levels of management, from the full 'C Suite' down to non-administrative personnel in both large and small organizations in both public and private sectors.

She has over 5000 hours of coaching experience and is one of a select group with the International Coach Federation designation of Master Certified Coach. She brings an 'eclectic mix' of coaching theories & methodologies to her coaching that allows her to adapt and flex with her client's needs. Tracy is passionate about assisting people to lead conscious and purposeful lives through deeper understanding of their strengths, values and core beliefs enabling them to realise their professional and personal purpose and to achieve their goals. Tracy is particularly keen to assist women to better understand and realise their potential. She is the mother of two boys and an active border collie who she loves walking in the bush with her husband. She also enjoys travelling with the family to trek, ski and golf around the world.



## INSPIRE WOMEN TO CAREER SUCCESS

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“ I would like to sincerely thank Tracey for absolutely helping me to change my life!!! I have so much more confidence and can really see a path forward to achieve my career goals. ”

“ I've spent the last few months working with Tracy who has a unique ability to help a client uncover personal blockers, un-tap potential and provides valuable tools to apply in the modern workplace. ”

“ Thanks Tracy for the program and coaching! The program provided me with many tools for personal and career development, which gave me greater self-awareness, confidence and drive. The individual coaching complemented this with tailored approaches to support my development. ”

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### CONTACT US TO CHAT TODAY

If you would like more information about the *Inspire Women* program, get in touch to book an appointment to speak to one of our team today.

**Contact us: [info@inspirewomen.net.au](mailto:info@inspirewomen.net.au)**

