



Women Leadership Nation™
Creating Unified Workplaces™

Company Overview



According to the
World Economic Forum
it will take

170 years
for women to achieve
gender parity in the
workplace

(World Economic Forum, 2016)

*Imagine what's possible with a
fully engaged workforce!*



The Problem Still Exists

Women represent over **47%** of the labour force in Canada, **LESS THAN 5%** of CEO's are women.

(Status of Women Canada, 2017-18)

50% of companies indicated that they have **NOT** taken action to increase employees' awareness of **Gender BIAS**

(McKinsey & Company and LeanIn Org., 2017)

On average **women** are **promoted** at a **LOWER RATE** than men

(McKinsey & Company and LeanIn Org., 2017)

We have some **BLIND SPOTS** when it comes to diversity, and **we can't solve problems** that we don't see or **understand clearly**

(McKinsey & Company and LeanIn Org., 2017)

65% of men and women see company **Culture** as a barrier to **Women in Leadership**

(The Rockefeller Foundation, 2017)

50% of Canadian Women **have been Sexually Harassed** in the Workplace

(Carr, 2017)

We can't unlock the **FULL potential of our Workplace** until we see how far from equality we really are

(McKinsey & Company and LeanIn Org., 2017)

1 in 5 people say there is **NO WOMEN** in leadership positions at all at their current company

(The Rockefeller Foundation, 2017)

The percentage of companies without any **Women on the Board** **FELL** to **37%** in 2017

(Osler, 2017)

We must bring **MEN and WOMEN** together as opposed to further apart to address this important topic

(The Globe and Mail, 2018)

Women still do a **disproportionate** amount of **housework, child and elder care**

(McKinsey & Company, 2016)

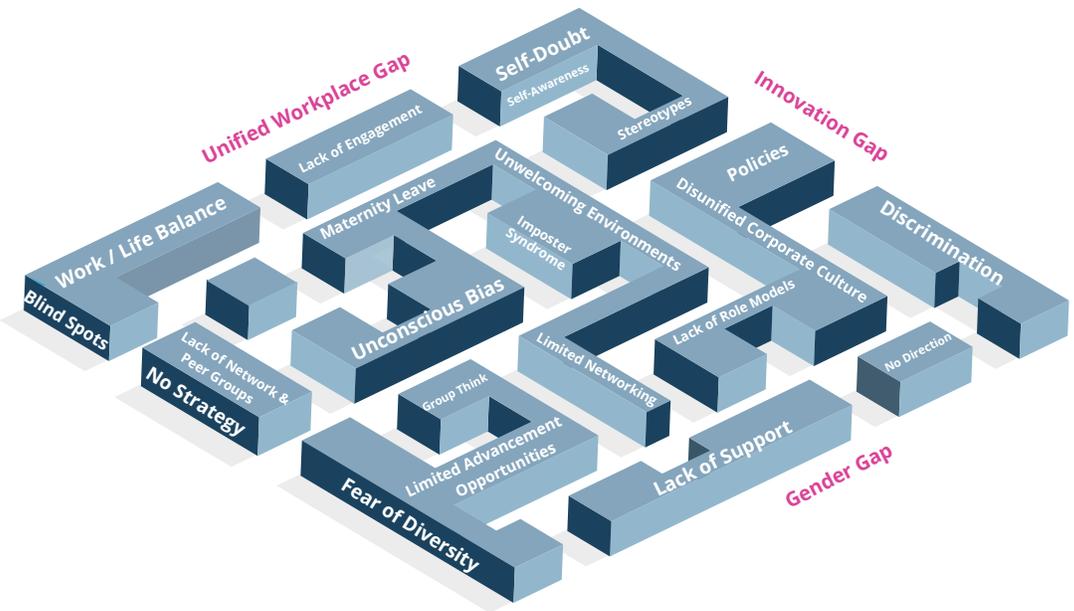
It is important to measure **Gender Diversity** and establish targets for more gender balance to identify **pain points** focus their efforts, and **drive accountability**

(McKinsey & Company and LeanIn Org., 2017)

A Lack of Unity in the Workplace



Women have broken through the glass ceiling...
Only to find a complex labyrinth to navigate



So, what's the problem?

We believe, a **lack of unity** is contributing to the **Gender** and **Innovation Gaps**.

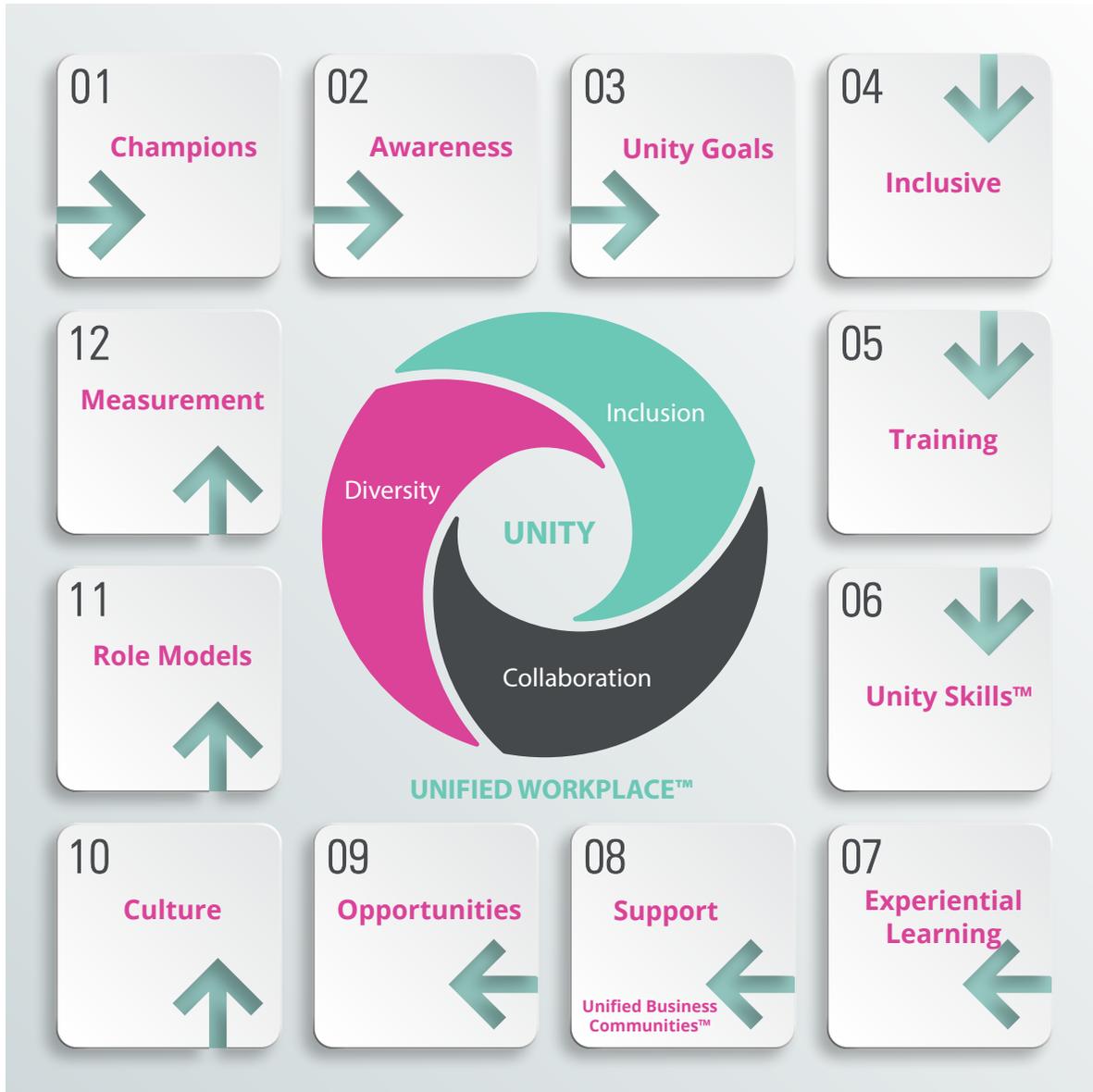
Many organizations are tackling the problems of **gender diversity** and **innovation** with a **quick fix mentality**.

These are **complex problems that require a holistic perspective** and greater understanding of all of the various components that contribute to this issue including corporate culture, human resource policies, support networks, awareness and strategies for dealing with conscious and unconscious bias, among many others.

Most of the approaches used today are **focused on solving the specific pain points, instead of addressing the root cause, which is a lack of unity**.

THE LACK OF UNITY	THE TYPICAL QUICK FIX
Difficulty Attracting Top Talent	Corporate Re-branding, Promotion Campaigns
Stagnate Employee Development & Growth	Career Development Plan, without Supportive Resources
Limited Employee Engagement	Employment Engagement Survey & Special Events
Poor Employee Retention Rates	Employee Recognition Program
Limited Number of Women in Senior Leadership	Women Only Workshops, Bias Training, New Policies
Corporate Culture Lacking Agility and Innovation	Design Thinking Workshops

12 Building Blocks of Unity™



Our holistic solutions focus on developing and measuring the 12 Unity Skills™ necessary for Bridging the Gap

- | | |
|------------------|----------------------|
| 1. Empathy | 7. Critical Thinking |
| 2. Communication | 8. Decision Making |
| 3. Community | 9. Problem Solving |
| 4. Cooperation | 10. Execution |
| 5. Creativity | 11. Evaluation |
| 6. Negotiation | 12. Feedback |

Your Strategic Unity Partner

Women Leadership Nation™ works in male dominated industries to close the Gender and Innovation Gaps, by creating Unified Workplaces™ that **Attract, Develop, Engage** and **Retain** Women Leaders.

While our main focus is to help bridge the gender gap, our programs are aimed at helping individuals and organizations to navigate a labyrinth of barriers to innovation as well as unity. **Our solutions are aimed at building awareness, understanding, and agility for a skill set that supports diversity, inclusion, and collaboration as an effective and efficient change management strategy.**



We are deeply committed to helping:

1. **Employers** understand their current level of unity, set goals, create a culture of unity that embraces diversity, inclusion and collaboration; resulting in a more innovative, agile and competitive organization.
2. **Participants** go on a journey of self-discovery creating a greater understanding of their strengths, identifying opportunities for growth, learning new unity and leadership skills and create strategies for overcoming any barriers and obstacles.
3. **Teams** engage in a deeper dialogue about differences, identifying commonalities and increase the potential for greater understanding, acceptance, respect and opportunities for stronger collaboration.

Creating a Unified Workplace™ Requires a Holistic Approach

We work with clients to personalize the training in order to meet their specific strategic goals and desired outcomes. Our programs were created to support the following outcomes:

1. **Supported senior level champions**, helping them to create a culture of unity.
2. Awareness of the organizations **current situation** and **participant's strengths** and opportunities for growth.
3. Initiating **SMART unity goals**, linked directly to corporate objectives.
4. Including **men as part of the solution**.
5. Delivering **unity and leadership training & development** available to all levels across the organization.
6. Focusing on development and habit formation of critical **Unity Skills** to create sustainable change.
7. Personalized **experiential learning**.
8. Supporting **mentorship, sponsorship, and peer-to-peer groups** established internally & externally.
9. Committing to creating **growth opportunities**.
10. **Aligning** current **human resources** policies, procedures, and performance reviews. Enhancing current programming to include a unity focus.
11. Inspiring **role models** through success stories.
12. Tracking regular **measurement**, progress reporting & celebration of milestone achievements within a unity skills set.

Choose Your Strategic Entry Point



Personalized Solutions Available!

Let us help you create a more Unified Workplace™

Our Unified Workplace™ Series



Discovery



Trial Intensive Pilot



Certificate Program



Masterclasses



Mentorship Program



Maternity Program



Unity Advisory

Measuring a Unified Workplace™ & Assessing Leaders Strengths

Our proprietary 3-Tiered **Measurement & Assessment Approach** includes: **Cultural of Unity Profile®**, **The G.P.I. Unity Skills Matrix®** and **Unity Report®** designed to assess **Unity Skills™**.

Launching a Unified Workplace™

This Trial Intensive Pilot workshop takes the primary module of our certificate program and offers an intensive 2-Day experience. **This program enables a deep dive into launching a Unified Workplace™**; with an optional additional 1-Day for a pre-session TotalSDI® Strengths Assessment.

Developing the strengths of a Unified Workplace™

The Certificate Program consists of five (5) modules, with each module typically delivered in a 1-Day session. This program begins with Discovery and the delivery of a Cultural Profile, which helps employers customize their journey by selecting three (3) of the 12 available elective modules; and concludes with a Unity Report.

Mastering the Skills of a Unified Workplace™

Masterclasses are a product extension that unlocks with the completion of a Trial Intensive or Certificate Program. Masterclasses offer an intensive 3-Day experience designed to take a **deeper dive into specific skills and focuses on helping organizations & participants make impactful changes and advancements.**

Building a Community of Support within a Unified Workplace™

Our mentorship program called **Mentoring for Excellence in Leadership™**, powered by Donohue™ Learning. This **powerful 9-Lesson mentoring experience** guides and enhances the mentorship experience between leaders from across their organization or across their specific industry; transforming participants and creating cohesive teams. **This tools is successfully used by Fortune100 organizations across North America.**

Navigating Maternity in a Unified Workplace™

A comprehensive and engaging **authentic leadership program** designed specifically to support women leaders **before, during and after maternity leave**. We are re-thinking the maternity experience to make this transition easier and more supportive.

Guidance and Support in Creating a Unified Workplace™

Providing **unity consulting services** to senior leadership teams and human resource departments, helping them to assess where they are today; identify strengths and areas that require attention; establish goals, create actionable strategies and supporting the implementation and ongoing measurement. Our unity advisory services also offer the delivery of the **TotalSDI® Strengths Assessment** to individuals and in group settings.

Our 3-Tiered Measurement Approach

Our Commitment to Getting Results

Our discovery services offer a full suite of situational assessment, strengths and personality assessments and unity measurement tools and resources geared towards the **organization, individual, and team.**



Women Leadership Nation™ offers a proprietary **3-Tiered Measurement & Assessment Approach**, which includes:

- 1. The Culture of Unity Profile®**
 A cultural organizational assessment that will identify your current Unity Landscape. Diagnostics findings will be used as bench marks to set goals, personalize training materials and analyze growth.
- 2. The G.P.I. Unity Skills Matrix®**
 The set of specific skills that we measure the development of over time including before, during and after training; as well as from one training program to the next.
- 3. The Unity Report®**
 An evaluation of program impact that provides clients with the information they need to articulate areas of growth and specific skills to target as they move forward in their Unity training.

Developing Unity Skills™

The G.P.I. Unity Skills Matrix® provides an individual level assessment and measurement of growth in key **“Unity and Leadership Skills”** including: Emotional Literacy, Operational Agility, Social Presence, and Collective Capacity.

As participants progress through the various programs offered by Women Leadership Nation™, the skills based training deepens.

The Trial Intensive program focuses on Growth, the Certificate Program focuses on Perseverance, and the Masterclasses concentrate on Integration.

The skills developed measured in our training programs are skills found in a Unified Workplace™

The G.P.I. Unity Skills Matrix®

Skills found in a Unified Workplace™



THE HABITS OBSERVED

THE UNITY SKILLS TARGETED	GROWTH	PERSEVERANCE	INTEGRATION
EMPATHY	Perceive	Recognize	Support
COMMUNICATION	Listen	Relate	Exchange
COMMUNITY	Commit	Respect	Empower
COOPERATION	Intention-Set	Validate	Self-Regulate
CREATIVITY	Attend	Question	Envision
NEGOTIATION	Anticipate	Consider	Bargain
CRITICAL THINKING	Observe	Reason	Deduce
DECISION MAKING	Describe	Prioritize	Reconcile
PROBLEM SOLVING	Define	Ideate	Iterate
EXECUTION	Organize	Mentor	Facilitate
EVALUATION	Valuate	Annotate	Forecast
FEEDBACK	Distill	Debrief	Motivate

The G.P.I. Skills Matrix® is powered by The Alina Group, our educational partner



THE ALINA GROUP

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The Benefits to a Unified Workplace™

Organizations benefit from:

- A **heightened awareness** of trends, gaps, and obstacles;
- Stronger teams, more **engaged employees**;
- Increased **agility** and **innovation** by leveraging diversity perspectives;
- Inclusive practices of **collaboration**, building stronger teams;
- Stronger **corporate culture** & overall public image;
- Ability to **attract top talent**, successfully develop leaders, increase **engagement** and **retention** of high performing staff;
- Stronger **financial** and **operational performance**; and
- **Diverse mindsets** and new unity skill sets.

Participants benefit from:

- An increased awareness of personal/team **strengths**;
- New **leadership development skills** necessary for taking your career and personal growth to the next level, including team building and design thinking for innovation;
- Learning how to effectively **navigate their careers** & with less stress and increased connection, **overcoming barriers** to growth;
- Ongoing support and alignment with **qualified mentors** and connections to **industry wide communities of support**; and
- **Feeling fully supported**, inspired and encouraged to lead authentically and innovate.



Your Dedicated Unified Workplace™ Team



Jennifer Ladouceur, MBA, Ec.D., TotalSDI® Certified

President, Partner & Trainer

Jennifer has held senior leadership positions in the private, public and government sectors; and has also has experience as an entrepreneur having built a successful consulting firm, which was sold to an international accounting firm with a head office in the United States. She has significant experience strategic planning, marketing, coaching, event planning, human resources, and public speaking. Jennifer is passionate and committed to making a difference by playing a role in helping organizations close the gender and innovation gap in Canada.

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Shannon Nicole, RHN, TotalSDI® Certified, Can-Fit-Pro FIS

VP Operations, Partner & Trainer

Shannon is a dynamic business woman with a diverse portfolio. She has worked as a consultant, corporate wellness expert and an entrepreneur. She has had the opportunity to be involved in many different industries and is passionate about helping organizations create more Unified Workplaces. Shannon is also certified in Stress Resiliency.

Shannon@WomenLeadershipNation.com



Michelle Sengara, PhD

Experience Developer & Lead Trainer

Michelle is an instructor and designer specializing in collaborative learning experiences. She creates technology-enhanced spaces that work in synergy with problem-solving pedagogies. Michelle represents theory in practice - building community and sustaining learner engagement. Michelle is the President of The Alina Group, our educational partner in design and development of the ecosystem.

Michelle@WomenLeadershipNation.com

Is your organization ready to become more unified?

We can personalize a solution for you. Schedule your free consultation today!

WomenLeadershipNation.com





Women Leadership Nation™

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