



Take the Lead:
**Leadership
Effectiveness**
Fall 2018



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

ScalaNetwork.com
@ScalaNetwork



Realize your leadership potential

Successful leaders communicate a vision with confidence and clear direction. They exude confidence, they are wonderfully articulate in presenting fresh ideas, they embrace admirable values, and they're inclusive of others, motivating and inspiring their teams to greater heights. Although most of us are not born leaders, we can emulate and learn from the success of other leaders we admire, and practice the skills that will help us grow into the leader we want to be.

Take the Lead is a series of programs that we have developed at Scala Network for women who are ready to take the next step in their careers. Our Leadership Effectiveness program offers a unique opportunity to interact with and learn first hand from some of Canada's most successful women leaders. They will work with you to develop a personalized plan that will help you to build the confidence and learn the skills you will need to succeed and grow in your organization.

This program is the first step to discover your individual path and realize your potential as a leader. Join us and invest in yourself and in your organization for a successful future.

Thank you in advance for your support!

Warmest regards,

Christina Greenberg
PRESIDENT, SCALA NETWORK

+ Program Overview

Session 1

Unconscious Bias

Session 3

Character Personality

Session 2

Impactful Communications

Session 4

The Impact of Self Confidence

Fall dates available soon



+ 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.



Fall mentors to be announced soon!

Spring 2018 Program Partner

CAMP JEFFERSON

Spring 2018 Mentors



Cari Covent
Vice-President,
Integrated Automation
Canadian Tire Corporation



Maura Hanley
SVP General Manager
Havas Media Canada



Edith Rosa
VP, Director of Client Services
Camp Jefferson



Trinh Tham
Vice-President, Integrated Marketing
Sobeys

Leadership Coach Team



Andrea Johnson
Chief Storyteller
Brain Candy



Christina Greenberg
President
Scala Network



Shanin Lott
Managing Director, Talent Management
& Professional Resources
Stikeman Elliott



Marianne Gobeil
CEO & Chief Communications Counsel
Leading Communicators Inc.

Spring 2017 Mentors



Paula Attfield
Executive Vice-President
Stephen Thomas



Emma Lyndon
Chief Business Intelligence Officer
Ariad Communications/
Bluespire Marketing



Amanda Mitchell
Vice-President,
Marketing & Communications
Minto Group Inc.



Arleen Karan
Vice-President R&D
Campbell Soup Company



Ellen Dubois Du Bellay
Former SVP, Talent
Four Seasons Hotels & Resorts



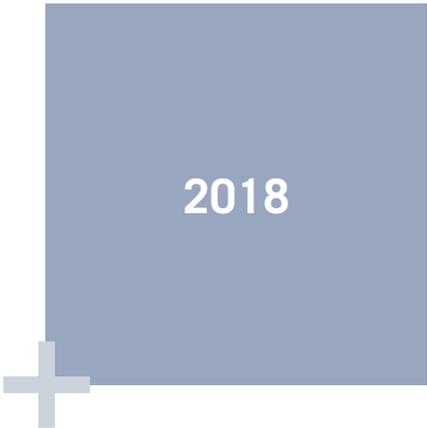
Maggie-DiStasi
ACPC, PCC
Career Transition & Leadership
Coach



Unconscious Bias

with Shanin Lott

Managing Director, Talent and Professional Resources
Stikeman Elliott



2018

Session Description:

Biases can have a considerable impact on who gets hired, retained and promoted in an organization. Women continue to face unconscious bias in the workplace as a result of ongoing gender expectations and stereotypes. While building awareness goes a long way, and organizations are increasingly focused on doing so in order to create more diverse and inclusive work environments, it's important for women to be aware of existing biases and how to counter them both individually and as a leader in their organizations.

In this session we will:

1. Review key studies on the role unconscious bias plays as a barrier to women's advancement and leadership
2. Explore the specific biases that women face in the workplace and how
3. Engage in a lively discussion (and debate!) about practical strategies that women can use to mitigate biases, both as:
 - Individual women facing them
 - Leaders within the organization and with their own team members

The goal of this session:

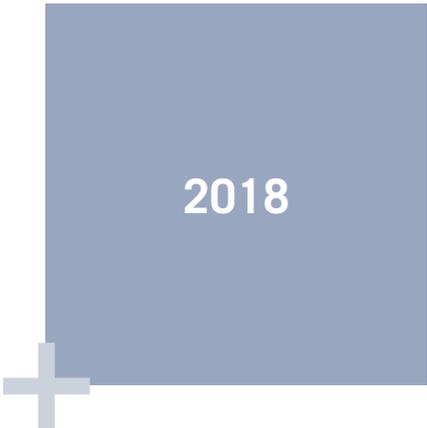
+ Gain a greater awareness of how to recognize biases at play and be a force to combat biases as leaders in your own organization.



Impactful Communications

with Marianne Gobeil

CEO & Chief Communications Counsel
Leading Communicators Inc.



2018

Session Description:

More than ever, communication is a key competency of leadership. What you say and how you say it, has a direct bearing on your leadership influence and impact. Research shows that the highest performing leaders are great communicators: they speak so that others listen, understand and respond. As a leader or aspiring leader, you should know that every time you speak – whether inside your organization to your staff, your peers, or your boss, or outside your organization to your customers or potential customers – you have an opportunity to convey leadership. In this session, you'll learn how.

Through discussion and practical exercise to apply the principles?? you'll learn:

1. How leadership emerges through what you say and what you do
2. How leadership communication is distinct, and goes beyond public speaking or presentation skills
3. The essential, evidence-based principles of leadership communication
4. The formula for effective leadership communication that you can apply to your own communication and ensure that you speak so that others will listen, understand and respond.

The goal of this session:

- + Gain understanding and awareness of how your leadership is conveyed when you speak.
- + Apply the effective leadership communication formula and learn how to communicate more effectively
- + Develop greater confidence in your speaking ability and strengthen your leadership capability.

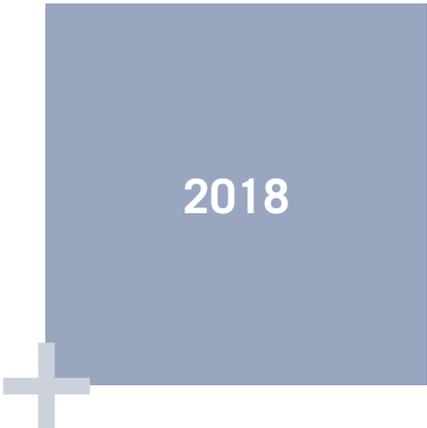


Character Personality

with Christina Greenberg

President

Scala Network



2018

Session Description:

Character strengths are the fuel and rudder that drive and direct our energy and talents. The science of character strengths has exploded in the last decade compiling plenty of new insight and knowledge about the power of these core positive qualities in people.

The growing body of research is finding, among other things, that people who use their strengths more at work:

- Experience less stress and more resilience;
- Are happier;
- Have better relationships with others;
- Have more energy;
- Are more motivated and engaged in their work; and,
- Are more agile and creative at work.

An interactive exploration of strengths increases the awareness and appreciation of individual strengths and provides rich clarity for leading from a place of authentic strength.

The goal of this session:

- + Have a greater appreciation for your own strengths;
- + Have a greater appreciation for the strengths of others;
- + Understand the power of applying strengths more consistently at work;
- + Recognize the important opportunity for leveraging and magnifying strengths; and,
- + Feel more powerfully centered, energized and uplifted.

Working with strengths is often a transformative experience. As a leader, getting clear on character strengths is an essential step for building more authentic, centered and confident leadership.

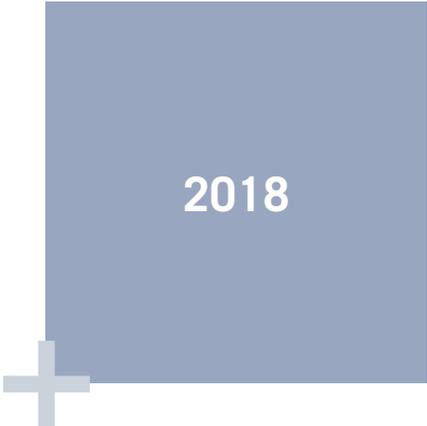


The Impact of Self Confidence

with Andrea Johnson

Chief Storyteller

Brain Candy



2018

Session Description:

Modern society has very vocal and sometimes well defined expectations of success. As women, we play many roles in our life. Whether we're a leader, mentor, parent, child or friend, self-confidence is inextricably linked with our success in these roles. Yet, for many women, confidence is not a constant state of being and can often be challenged on several fronts – social, personal and professional contexts. This session offers a unique opportunity to examine what self-confidence means, the factors that affect it and how self-confidence can have a positive effect on the people around us.

In this open discussion we will examine:

1. Key facts and myths about the role confidence plays in our own definition of success and share our collective perspectives on how it can serve as a great foundation for the leadership roles in your life.
2. Examine the gender gap in self-confidence, the perception and theories for why it exists and discuss techniques to overcome and opportunities for growth;
3. Discuss the dynamic of women's relationships in the office and the importance of women mentors in inspiring and training future female leaders.

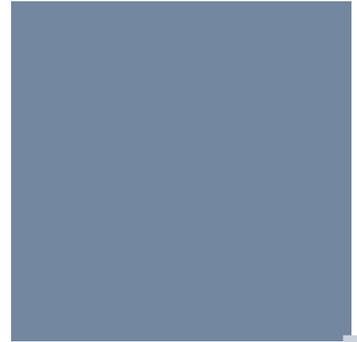
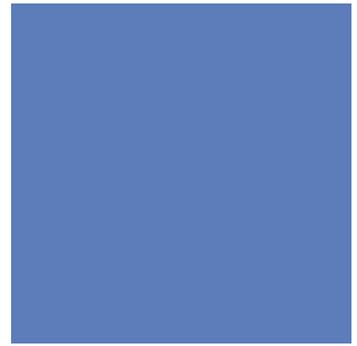
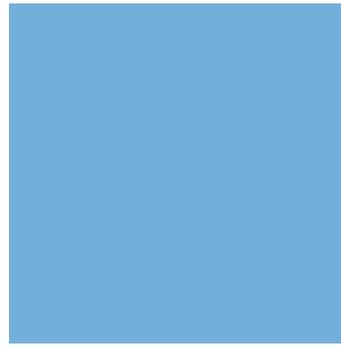
The goal of this session:

+ To create a safe environment where you can examine what self-confidence means to you, the impact it can have on success and the key role emerging leaders have on the development of others. Together, these factors have a vital role in your personal development.



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.

For more information on becoming a Partner with Scala Network and the Take the Lead Series, please contact Christina Greenberg at christina@scalanetwork.com.

Participant Registration

\$2295 + HST

+ Registration includes access to senior leaders for one-on-one mentoring, two sit-down networking dinners with cocktails, one workshop breakfast and lunch with refreshments

+ 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

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.

Several Mentors will lead a discussion over dinner at our Take the Lead Thought Leadership Dinner Series, encouraging the group to share ideas and challenges and collaboratively develop solutions and identify opportunities.



Don't be shy.
We'd love to hear
from you.

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