

## Presence: What Women Leaders Need Most

### ABOUT INFORUM

Founded in 1962, Inforum is the only professional organization in Michigan - and one of a few in the country - that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies. Inforum programs serve a broad range of women in different stages and types of careers - from nonprofit professionals, to emerging and rising corporate leaders, tech entrepreneurs, veterans and corporate board leaders. Inforum, a 501(c)(3) charitable and educational nonprofit, also conducts and publishes original research on women's leadership influence. For more information, visit [inforummichigan.org](http://inforummichigan.org)

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The idea of presence goes beyond technical skills and leadership competencies. It's about knowing how to leverage the power of reputation and perception - and be seen as a leader **by others**. Wielding influence takes more than just a job title - it requires the ability to show up and be heard.

### Connecting Authenticity to Company Culture

Genuine Leadership Presence™ is a research-based program that links the mastery of authentic presence within the context of a company's culture. For women, Genuine Leadership Presence provides the strategies to personally define and demonstrate authentic leadership. For companies, Genuine Leadership Presence accelerates career development and improves retention of top female talent.

### Hands-On Learning

- Classes are limited to 16 individuals to allow for personalized instruction and focused coaching
- Each session includes a combination of individual, small and large-group interaction and experiential exercises
- Each participant receives two-hours of one-on-one coaching session

### Action-Oriented

- Participants create individual development plans that strengthen presence within the context of their personal leadership styles and respective company culture
- The program's three-month span gives participants time to practice key learnings back at the workplace and receive ongoing feedback

### Content

- Reputation
- Power and Perception
- Leveraging Power Tools
- Understanding and Creating Professional Style

### Audience

- Managers transitioning to a director-level position
- New or senior executives
- Leaders who want to accelerate their career progression

### Tuition

- \$1,800, (\$1,500 for employees of Inforum corporate investors)
- Includes three half-day sessions over three months; one personal assessment; one-on-one coaching; instruction and materials

### Session Dates

**SE (metro Detroit)**  
Flight 6  
Class begins Sept 2018  
**Applications due**  
**Aug 10, 2018**

**West Michigan**  
Flight 5  
Class begins Oct 2018  
**Applications due**  
**Sept 14, 2018**