



WOMEN'S  
LEADERSHIP  
CENTER®

CELEBRATING  
**100**  
— YEARS —

## Celebrate Women's History Month and International Women's Day

Skills to Enhance Performance and  
Prepare for Advancement



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Contract Holder

Contract No. GS-02F-0092R



# Invest in Women Leaders with AMA's Powerful Learning Solutions




**As AMA celebrates its centennial in 2023**, we're also turning the page to a new chapter—and reaffirming our commitment to help professional women and their organizations achieve greater success in today's world.

**The AMA Women's Leadership Center** provides women around the globe with a supportive community and meaningful education to help develop greater confidence, take risks and practice new skills—while enhancing performance to prepare for advancement.

Harness these tools to handle new challenges, manage change, enhance leadership abilities, overcome burnout, improve resilience and sharpen your competitive edge. Professional development is also proven to help increase motivation, renew career commitment and support retention.

In addition, our Diversity, Equity, Inclusion and Belonging (DEI&B) programs offer skills and behaviors to overcome bias and champion true equity and inclusion for all. This is a must-have for today's organizations—and it was reflected in the theme for International Women's Day 2023—**#EmbraceEquity**. AMA celebrates this occasion through our specially designed programs, virtual and live events, and a wealth of development resources.

**When women are empowered to create their own success story and advance their careers, your organization is also stronger, more agile, resilient and innovative.**



***AMA supports the missions of the federal government  
through effective learning solutions—and can tailor  
to any scale to fit your specific needs.***

# Commit to Continuous Learning with WLC Membership

WLC Members get exclusive access to a wide range of leadership development and skill-building resources to help boost individual careers, improve team performance and increase organizational success.

## Help ensure performance excellence with these exclusive benefits:

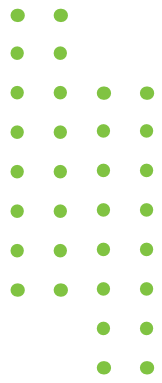
- Discover impactful strategies with **four complimentary webinars**
- Build new knowledge continuously with **in-person, virtual and on-demand events**
- Increase your exposure and network with a **customized business profile**
- Make peer connections through WLC's **online global member directory**
- Network, enhance leadership capabilities and learn from experts at **interactive events**
- Save on AMA seminars and events with **preferred pricing**

*Individual and corporate WLC Membership plans available.*



# Build Powerful Leadership Skills

*Start with Our Most Popular Courses*



## Women's Leadership Certificate Program

1.2 CEUs | 14 CPEs | 12 PDUs

Women at every level in organizations can be strong leaders, bringing vital skills like team leadership, strategic thinking and business acumen to their roles. Providing knowledge and tools that both present and future leaders need, this course also awards participants with an exclusive AMA certificate of recognition.

- Learn crucial leadership skills organizations depend on
- Shape an authentic leadership message
- Overcome preconceived notions that can sabotage women in business
- Gain greater confidence and get comfortable with risk-taking

“This course surpassed my expectations. I highly recommend the Women's Leadership Certificate Program to female professionals in ANY role.”

—Dannetta D., Government Agency

## NOW TRENDING

### Assertiveness Training for Women in Business

1.2 CEUs | 14 CPEs | 12 PDUs | 12 PMUs

Practice fundamental assertiveness skills, and share concerns with other women in a supportive, encouraging, highly interactive environment. Assess individual leadership styles and then apply new skills and tools directly to a specific work challenge, and get feedback for improvement.

- Explore the characteristics of the four assertiveness styles
- Demonstrate assertiveness techniques using supportive communication behaviors
- Flex leadership style preferences to interact effectively and assertively with others
- Develop an action plan to overcome at least two personal obstacles to assertiveness

*All solutions can be adapted to any scale for groups of any size.*



## ADDITIONAL COURSES FOR WOMEN

### Executive Presence for Women

1.2 CEUs

To be considered leadership material, it's essential for women to hone their verbal and non-verbal messages. Explore the key components of being "powerful" with personalized coaching and intensive feedback, the emphasis being on maximizing executive presence.

- Recognize how small changes can improve one's ability to be perceived as powerful
- Use verbal and body language in appropriate ways to increase influence
- Learn how to project confidence in any business situation
- Receive personalized coaching and thorough feedback

### Leadership Development for Women

1.2 CEUs | 14 CPEs | 12 PDUs | 12 PMUs

Despite years of advances, many qualified women don't get the jobs they want. Take a more strategic approach and harness individual strengths while learning to master emotions in any situation. Get skills to enhance the taking of smart risks, build a network of support and view competition in a more positive light.

- Adopt a competitive mindset that leverages individual strengths
- Build a wide and strategic network of key stakeholders
- Recover from losses quickly by learning to take things less personally
- Learn to deal with hypercompetitive, low-trust colleagues

## Women Leading with Impact: Resilience and Strategic Risk-Taking

1.2 CEUs

Get powerful, practical techniques to reframe uncertainty, welcome healthy conflict, adapt to challenges and move out of comfort zones to embrace new pathways to advancement. Enhance self-awareness and leverage that ability for future challenges.

- Learn to demonstrate confidence verbally and non-verbally
- Identify new strategies to find solutions beyond your comfort zone
- Work through hesitation to speak up and resolve conflict
- Gain awareness as to how you come across and adapt for optimal impact

## Diversity, Equity and Inclusion Certificate Program

1.8 CEUs

Gain knowledge and tools to help you foster a thriving culture that promotes these values.

## Leading in a Diverse, Equitable and Inclusive Culture

1.2 CEUs

Ensure that all are heard, recognized and appreciated—so productivity can soar.

## Confidence-Building Skills for Women

0.2 CEUs

Discover proven assertiveness techniques, and learn to send the right signals to get desired responses.

## How to Be an Ally

0.2 CEUs

Foster an environment that is respectful, diverse, inclusive, free of bias and helps everyone have a secure sense of belonging.



# Partner with Us for Your Women's Leadership Initiative

WLC can help you develop current and future women leaders on any scale with transformative learning solutions aligned with your goals.



Get a thorough introduction to WLC's top courses with these **free, expert-led seminar previews and product showcases**. You'll explore specially selected content that helps you get a better idea of what you'll experience in the full instructor-led course.

Start with our most preferred titles, which are currently available on demand:

Visit [www.amanet.org](http://www.amanet.org) and enter the seminar in the search field:

## FREE SEMINAR PREVIEWS

- **Assertiveness Training for Women in Business** #17693
- **Developing a Holistic Approach to Employee Well-Being** #17700
- **Executive Presence for Women** #17694
- **Leadership Development for Women** #17658
- **Women's Leadership Certificate Program** #17657

## OUR MOST POPULAR ON DEMAND WEBCASTS

- **3 Keys to a Successful Women's Leadership Program** #17978
- **Avoiding Burnout: Balance, Boundaries and Negotiation** #17683
- **Breaking Through Bias** #17652
- **Strategic Networking: Connecting in a New Reality** #17650

**VIEW MORE WLC EVENTS**  
[www.amanet.org/eventswlc](http://www.amanet.org/eventswlc)

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