

Women in Leadership

Advocacy Program

In an increasingly competitive skills market that values diversity, astute organisations are looking for more meaningful ways to retain high-performing, high-potential women.

Rowland has responded with a practical and powerful program that helps female emerging leaders shape their reputations and extend their influence with the support and advocacy of senior leaders.



Women in Leadership: Advocacy Program

Core to our approach is helping each participant understand, define and consciously manage their unique personal brand, while their internal advocate works with them to strengthen their relationships and networks amongst those stakeholders who can influence their success.

This is an empowering, personal program that draws on Rowland's 30-plus years of brand, reputation and communication experience to meet a gap in female leadership development.

The program comprises five phases, generally spanning six months.

1. Program launch

Rowland works with each client to launch the program in a way that builds excitement and helps attract the most appropriate candidates. Rowland supports communication for the application process and program launch. We can also help assess applications if having an independent lens is beneficial.

2. Workshop 1: Developing your personal brand

A 1.5-day, in-person workshop in which participants develop their Personal Brand Blueprint by reflecting on their career goals, strengths and how they want to be perceived. This blueprint provides a framework for each participant's ongoing development and conversations with their advocates.

3. Workshop 2: Bringing your personal brand to life

A one-day, in-person workshop (generally around six weeks after Workshop 1) in which participants are given tips, tools and techniques to bring their positioning to life and communicate with greater influence.

4. Discussions with advocates

Participants are asked to drive regular conversations (at least monthly) with their advocates to explore opportunities to support the activities and aspirations outlined in their blueprints.

5. 'Moments of truth' masterclasses

A series of online masterclasses to further hone participants' ability to positively influence their impact on others in their day-to-day interactions.

What participants have to say...

"I've had such a positive shift in mindset. I've become a lot more purposeful with my conversations and decision-making in my role."

"As well as expanding my network within [the organisation] with a wonderful cohort of women, I gained value from the self-reflection around my personal brand and professional identity. It has empowered me in moments of truth with senior leaders and given me confidence in my ability and role in the company."

"The trainers took time and effort to understand us individually... giving us advice and identifying different stages of our needs."

"The program has allowed me to think about my own life, in terms of career development, and where I can and want to be in five years. It has opened my mind to possibilities."

"I loved the heavily tailored, practical elements of the program — it took us through our brand journey step by step, and all the components came together."

"There are other courses I've been on, and you learn things and tend to file them away, but this program is different — it left me with a different feeling."

Transforming!

Like to know more?

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