



Presented by:

**Women in
Leadership**™
A LINKAGE INSTITUTE

November 16, 2017
Dallas, TX

The Sponsorship Bootcamp™

*Maximize Your Leadership Impact. **Sponsor.** Start Now.*

Sponsorship isn't just a passing fad; it predicts advancement and can profoundly influence a woman's career trajectory.

Sponsorship is notably one of the most meaningful strategies leaders and organizations can adopt to realize the full potential of their female talent. A healthy sponsorship program empowers sponsors and sponsees with the tools to establish mutually beneficial partnerships focused on driving excellence, creating new opportunities for growth, and fostering an environment of learning.

As a senior leader attending this half day intensive, you will:

- **Master the skills and techniques you'll need** to serve as an effective sponsor
- **Discover best practices** for how to identify high potential leaders poised to enter into successful sponsorship relationships on your team and across your organization
- **Learn from real-life case studies** about how to leverage sponsorship to accelerate the careers of your diverse talent
- **Become an internal champion** for the development of a formalized company-wide sponsorship program



Bootcamp Agenda and Lead Faculty

Thursday
NOVEMBER 16th

8:00 ^{AM} –11:30 ^{AM}	Equipping Yourself as an Effective Sponsor
11:45 ^{AM} –12:45 ^{PM}	Keynote: Carla Harris on <i>Being Influential</i>
1:00 ^{PM} –2:00 ^{PM}	Power Hour Lunch with Carla Harris
2:00 ^{PM} –2:30 ^{PM}	Closing



KIM CERDA

is the Vice President of Human Resources and Operational Excellence at Toyota Financial Services (TFS). She oversees human resources (HR) strategy and operations, including consulting, talent acquisition, organizational development, and rewards for TFS. In addition, Kim leads TFS' Operational Excellence team responsible for enhancing the company's Kaizen efforts; including identifying and executing company-wide process improvement initiatives, and building Toyota Business Practices (TBP) capabilities at the department level.



SARAH DAYTON-MCGLINCHEY

is a Director of Client Solutions and Strategic Advisor focused on Advancing Women Leaders at Linkage. She has 19 years of experience working with organizations globally to deliver business results through increased organizational and leadership capability. Sarah played a central role in the research and development of Linkage's approach to helping organizations build sponsorship capabilities.



CARLA HARRIS

is Institute Co-Chair, and Vice Chairman, Managing Director and Senior Client Advisor at Morgan Stanley. She has extensive industry experience in the technology, media, retail, telecommunications, transportation, industrial, and healthcare sectors, and was appointed by President Barack Obama to chair the National Women's Business Council and is named on Fortune Magazine's list of "The 50 Most Powerful Black Executives in Corporate America."

Venue & Logistics

Enroll

You may enroll by contacting Linkage via:

info@linkageinc.com | +1.781.402.5555 | www.linkageinc.com/WIL

Tuition*

\$995
per person

* Full tuition must be received in US funds. Group reservations will be billed to the primary contact unless otherwise specified. A \$350 administrative fee will be applied to any cancellation at any time. After October 2, 2017, cancellation of any and all registrations—including “no shows”—is subject to the full Bootcamp fee. An organization may substitute one paid participant for another at any time at no charge.

Make an Impact

Capitalize on the power of collective learning and implement broader and accelerated change by attending with a team of 2-5 senior leaders currently serving—or poised to serve—as sponsors in your organization. Leaders committed to taking broad actions to create an inclusive workplace can also pair the *Executive Forum for REAL Change* (November 14-15, 2017) with their *Sponsorship Bootcamp* experience. Both programs run concurrently with Linkage's *Women in Leadership Institute* in Dallas.

Stay With Us*

Omni Dallas Hotel
555 S. Lamar Street
Dallas, TX 75202
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* Please note that the hotel charges are not included in the Bootcamp registration fee. Bootcamp participants should contact the hotel directly to arrange for accommodations. A limited block of rooms will be available at a special event rate. Rooms are available on a first-come, first-served basis. Please make your reservation early.