

PROGRAMA DE MENTORING 2020 - XIV EDICIÓN

Título del programa: Strategies and techniques to build a successful career as a women

Nombre del mentor@: Sophie Standke

BIO del mentor@:

I'm an experienced Marketing professional with 7+ years in International and local Marketing roles across APAC, EMEA and the UK. I have been living in London and Germany and have relocated to Madrid with Beam Suntory in 2019. I am passionate about building and activating premium brands globally and locally. Additionally, I am involved in the Diversity and Inclusion agenda for Beam Suntory where I lead the 'women in leadership' initiative. This includes setting the blue print and rolling out the action plan around recruitment, development and equal access of opportunities for women across the globe. Furthermore, I am experienced in coaching and mentoring and I am currently training as a coach working towards my certificate.

Descripción del programa:

This program Will provide strategies and tips to build a successful career as a women.

Objetivos a cubrir:

The objective of the program is to lead 5x workshops including exercises to learn and implement strategies for a successful career. The program will provide simple tips that can be put into action straight away. It will also provide a fórum to share and discuss personal experiences as a women in the work place.

Contenido de las sesiones a impartir

Sesión 1: How to develop your career plan?

Creating a career plan is vital. We'll bring you one step closer to your dream job. Learn how to design and implement your career plan, create a personal development plan (PDP), set achievable goals, and connect with a mentor.

Learning Objectives:

- What a career plan is and how to develop yours?
- How to implement your career plan?
- How to develop your personal development plan?
- How to put in place a great mentor?

Sesión 2: How to communicate effectively?

Communicating with confidence, impact and influence.

Leadership—the art of influencing and developing others to achieve their highest potential—is often identified as the most critical role in an organization. But what is effective leadership and how do you cultivate it? We'll cover the critical competencies and best practices for effectively communicating today. You'll learn simple communication tools, strategies, and tips that are easy to use and produce immediate results. He'll help you sound more confident, use body and language to better express ideas, and overcome anxiety.

Learning Objectives:

- Messaging to different stakeholders across different seniority levels
- Body language & handling nervousness
- Crucial conversations
- Recognize how to give and receive accurate, specific feedback

Sesión 3: Building self-confidence and getting out of your comfort zone

Confidence is crucial to personal and professional success. People who aren't confident tend to miss out on new challenges, relationships, and opportunities. The good news is self-confidence is self-perpetuating; once you develop it, confidence can buoy you from one situation to the next. You will learn simple and practical techniques to build and maintain self-confidence by owning the situation, embrace your imperfections, and take action to move forward.

Sesión 4: How to be promotable?

To land a promotion, you need to do more than just excel at your current job. You need to have the right skills, say the right things to the right people, and demonstrate your ability to lead. We discuss the behaviors and language you need to put yourself on the promotion track which will also help you deal with the challenges you'll face on the road to getting promoted, such as failures, organizational changes, and even a difficult boss. Finally, you'll receive advice on when and how to ask for the promotion.

Learning Objectives:

- Name three behaviors that will help you get promoted.
- Recall an effective way to demonstrate leadership and promotability when speaking with subordinates.
- Determine the best way to formally ask for a promotion.

Sesión 5: Proven success strategies for women at work

Women who aspire to leadership roles face unique challenges in today's companies. They are passed over for key opportunities, paid less than their male colleagues, and left out of critical networks and sponsor relationships. Additionally, smaller everyday challenges impede women's progress at work, like being interrupted in meetings, having their ideas stolen, or having to do 'invisible work' for no credit. Being a woman at work today requires a unique set of skills and strategies.

We'll learn strategies so women can get the job they want, the pay they deserve, and the credit that counts. They provide guidance on how to identify challenges, negotiate for better opportunities and compensation, get helpful feedback, and create a network of support.

Learning Objectives:

- Identify facets of the leadership gap between men and women.
- Review strategies for building strong networks.
- Explore ways to find sponsors and allies.
- Identify and communicate your value to others.

Impartición de las sesiones

Modalidad (Presencial/virtual):

In person. Location Central Madrid, venue tbc.

Día, hora y lugar de impartición de cada sesión:

- **Sesión 1** – Wednesday, 22th April 2020, 19.00-21.00
- **Sesión 2** – Wednesday, 20th May 2020, 19.00-21.00
- **Sesión 3** – Wednesday, 24th June 2020, 19.00-21.00
- **Sesión 4** – Wednesday, 9th September 2020, 19.00-21.00
- **Sesión 5** – Wednesday, 7th October, 19.00-21.00

Requisitos para mentees: Good level of understanding and speaking English.
Sessions will be held in English.
