



This is a 12-week online program with content provided by industry leading executives. The curriculum provides best practices in leadership, organizational development and change management, negotiation and collaboration, effective business communication, and how to create and sustain high performance teams that increase business value.

Enroll Now At: www.wearewatermark.org/event/PDAWL3

Course 1: Leadership Mindset & Positive Engagement

This course provides insights from members of the program's National Leadership Board on the ways leaders shift their mindset from being excellent individual contributors to becoming highly effective leaders. The course also focuses on increasing empowerment and engagement to achieve individual, team and enterprise success. The second half of this course demonstrates how leaders enable "positively deviant" performance and engender positive culture and communication.

Course 2: Leading Effective Change

The emphasis of this course is to prepare participants to engage in change initiated by others and to drive effective change as an active change agent. This course illustrates three facets of organizational change, including planning, executing and sustaining successful change. A balance of theoretical and pragmatic insights allows participants to understand the strategic, financial or market-based reasons for change and drive toward breakthrough results.

Course 3: Communication and Collaboration

Participants learn and practice the skills needed to improve the quality of interpersonal communication in a variety of contexts. Participants will learn how to effectively speak the language of business and convey information across diverse stakeholder groups, as well as break down silos between business divisions to drive better decision making. Each participant will understand effective communication as it relates to leading others, managing conflict, providing and receiving feedback, and negotiating with the Mutual Gains Approach.

Course 4: Leading High Performance Teams

This closing course focuses on measures, metrics, and practices used across the enterprise to achieve high performance. Participants learn that business results – values and benefits – may differ from one company to the next and even from department to department within a single company, but the consistent variable is It's All About People.

COURSE 1: September 16 – October 11

9/16 – Module 1: Your Leadership Mindset

9/23 – Module 2: Your Potential as a Positive Leader

9/30 – Module 3: Positive Leadership and Your Team:
Empowerment & Engagement

10/07 – Module 4: Leadership Rules and Your Oath

10/14 – Break Week

COURSE 2: October 21 – November 15

10/21 – Module 1: The Process of Change: Planning

10/28 – Module 2: The Process of Change: Executing

11/04 – Module 3: The Process of Change: Sustaining

11/11 – Module 4: Leadership Rules and Your Oath

COURSE 3: November 18 – December 13

11/18 – Module 1: Speaking the Language of Business

11/25 – Break Week

12/02 – Module 2: Positive Communications

12/09 – Module 3: Mutual Gains Approach

COURSE 4: December 16 – December 20

12/16 – Module 1: It's All About People

12/20 – Graduation



This program helps fulfill Watermark's mission is to increase the number of women in leadership positions by empowering our members to make their mark in their companies, careers and communities."

Kate Byrne Vice President, Business Development,
Partnership & Membership



pdaleadership.com | moderator@pdaleadership.com

Kate Byrne | 415-264-6988 | kate@wearewatermark.org