



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/PDAWL

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: April 22 – May 17

- 04/22 – Module 1: Your Leadership Mindset
- 04/29 – Module 2: Your Potential as a Positive Leader
- 05/06 – Module 3: Positive Leadership and Your Team: Empowerment & Engagement
- 05/13 – Module 4: Leadership Rules and Your Oath

COURSE 2: May 20 – June 21

- 05/20 – Module 1: The Process of Change: Planning
- 05/27 – Break Week
- 06/03 – Module 2: The Process of Change: Executing
- 06/10 – Module 3: The Process of Change: Sustaining
- 06/17 – Module 4: Leadership Rules and Your Oath

COURSE 3: June 24 – July 19

- 06/24 – Module 1: Speaking the Language of Business
- 07/01 – Break Week
- 07/08 – Module 2: Positive Communications
- 07/15 – Module 3: Mutual Gains Approach

COURSE 4: July 22 – July 26

- 07/22 – Module 1: It's All About People
- 07/26 – 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

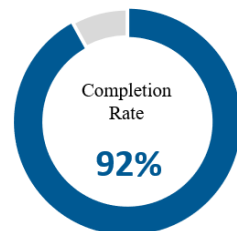
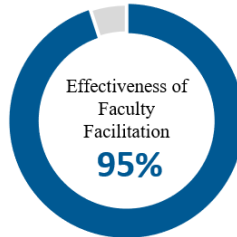
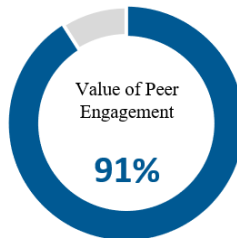




We have one mission and one purpose: *To Make Leaders Better*.
Our team is committed to helping develop frontline leaders to their fullest potential.
Enroll Now At: <http://www.wearewatermark.org/PDAWL>


Top 5 reasons for enrollment in the Professional Development Academy


- 1 Drives employee retention.
- 2 Generates higher performance outcomes
- 3 Increases employee engagement.
- 4 Establishes greater sense of value, connection and appreciation
- 5 Develops an employer of choice brand that drives attraction of top talent for better recruitment.



Key points to remember

- **Efficient**
12 weeks in duration
- **Non-disruptive**
No travel required. 100% on-line guided mentorship journey with synchronous & asynchronous learning activities. (no time out of the office required!)
- **Scalable**
Intentionally designed to accommodate large volume of participants from global enterprises
- **Mentorship based model**
Virtual mentorship provided by Fortune 500 CEOs, CIOs, CISOs, CHROs, General Colin Powell, Marshall Goldsmith, and the world's most respected leadership coaches
- **CPE credits**
Qualifies for 48 continuing education credits
- **Enrolling now**
Contact us regarding our next start – Limited availability
- **Affordable**
\$1,995 per enrollee, with volume discounts available. (Previously \$3,995)

 “Several of our most promising frontline managers were among the first to enroll. We have seen immediate value from their participation.”
Wes Hargrove, SVP & CIO, 7-Eleven

 “The Professional Development Academy is having a profound impact on the business communication skills and leadership capabilities of those participating – a must for anyone looking to maximize their potential and effectiveness as a leader in their organization.”
Dave Kotch, CIO, FMC

