



Education Foundation

**IN PARTNERSHIP WITH
WOMEN IN MANUFACTURING
ASSOCIATION (WIM)**



2022 PROFESSIONAL DEVELOPMENT CATALOG

**PROFESSIONAL DEVELOPMENT
OPPORTUNITIES FOR
MANUFACTURING
PROFESSIONALS**

ABOUT WIM

About Women in Manufacturing

Women in Manufacturing® (WiM) is the only national trade association dedicated to providing year-round support to women who have chosen a career in the manufacturing industry. Nearly 10,000 individual members representing more than 2,000 manufacturing companies have joined our growing ranks of industry professionals. WiM encompasses manufacturers of all types and welcomes individuals from every job function – from production to the C-Suite. Membership is available to women and men working within the manufacturing sector.

Overview of WiM's Professional Development Mission

As a part of our year-round offerings, WiM provides a variety of development programs geared towards women at all levels of a manufacturing organization – from production to the C-Suite. As a member of WiM, you can gain knowledge and competencies needed to succeed by leveraging our programs and resources. We also recently expanded our offerings to include programming that is available to both men and women.

This catalog explains each of our professional development programs, with information on target audience(s), expected outcomes, pricing, application and registration process, and other pertinent details. The programs are ordered based on required incoming knowledge and experience levels.



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Education Foundation

A MESSAGE FROM THE PRESIDENT



Thank you for your interest in the Women in Manufacturing Education Foundation (WiMEF) and the programs we offer. This catalog explains our professional development programs, including the target audience(s), expected outcomes, pricing, application, registration process, and graduate testimonials. Formed in 2016, WiMEF is a 501(c)(3) nonprofit organization that is committed to developing and supporting robust programs and resources which further the advancement of women in the manufacturing workforce. As a part of our year-round offerings, WiMEF provides a variety of development programs geared towards women at all levels of a manufacturing organization – from production to the C-Suite. As a member of WiM, you can gain knowledge and competencies needed to succeed by leveraging our programs and resources.

Leadership and professional development programs can shape people's lives and they changed mine. I would not be here today leading this growing trade association without mentoring, female and male champions, and those who supported my pursuit of professional development.

In a recent survey on career advancement trends conducted by WiM in partnership with Thomas, we found that leadership/management training is the most widely offered and most impactful resource offered to employees. An April 2020 Forbes article by Hira Ali, entitled Why Leadership Training Is Critical To Helping Women Achieve Their Potential, addresses the importance of this type of training. The article cited, "Companies should offer this training not only because it helps advance the women in their organization, but also because it helps promote inclusive, collaborative cultures that fuel innovation. Men, too, should pursue training that will teach them how to be better male allies. After all, inclusive cultures consistently beat homogenous ones when it comes to revenue, profitability, and decision-making."

The Women in Manufacturing Association is committed to supporting the professional development of our members and all women in industry. We hope you enjoy this new 2022 professional development catalog which outlines all of our educational program offerings, and we look forward to welcoming you and your employees in our virtual and live learning experiences next year.

Best,

A handwritten signature in black ink that reads "Allison". The script is fluid and cursive.

Allison Grealis
Founder and President
Women in Manufacturing Association and Education Foundation



Education Foundation

Program Overview

The Women in Manufacturing Association® (WiM) and Case Western Reserve University's Weatherhead School of Management, with the generous support of the WiM Education Foundation (WiMEF), have collaborated to produce the Leadership Institute for Women in STEM and Manufacturing.

Leadership Institute is an executive education program which concentrates on issues pertinent to women working in male-dominated fields with specific focus on women in industry. Since its launch in 2016, the program has graduated more than 104 outstanding women who have advanced in their roles and have added great leadership value to their organizations. The comprehensive curriculum includes topics ranging from negotiations, influence, and effective communication to managing multiple levels of strategy. The course also includes individualized executive coaching, 360-degree assessments and peer coaching, as well as an Emotional Social Competency Inventory (ESCI) assessment.

Program Audience

Women in mid-to-high level leadership roles in manufacturing careers, with one or more levels of direct reports. This program is more self-focused, with a lot of reflection and individual assessments to help you become the best version of yourself as a leader within your organization. Class size is limited to no more than 35 participants.

Program Participant Profile



Kathy, Director

15 years of experience in manufacturing
Completed an associates degree in business



Donna, Regional Manager

Joined the family manufacturing
company five years ago
Advanced through production and office roles



Allison Giddens, President, Operations, Win-Tech, Inc.

"The program exceeded my expectations. It prompted me to stop and think about my own career path while others did the same thing, in a purposeful and meaningful space. The program provided new tools to use and shared new ways to think, and connected me to a group of women who are now part of my tribe!"



Ashleigh Walters, President, Onex

"As a part of the 2017 cohort, we were asked to create our ideal vision of the future through a series of exercises. Honestly, it was one of the hardest tasks I have ever had to complete because I was not in a place professionally or personally to dream. However, my executive coach was able to help me see the future more clearly. As luck and planning would have it, one of my dreams came true when I wrote a book in 2020."

Session 1

Complex Factors Impacting Women's Achievement and Thriving at Work

- The status of women in leadership in STEM and manufacturing
- Individual, relational, organizational, and cultural influences
- Recognizing and overcoming gender bias
- Woman Executive Leader Interview guidelines

Developing Leadership through Vision

- Inspiring the best in yourself and others through positive emotion and a personal vision
- Personal Visioning exercise
- Emotional Intelligence
- Developing leadership through Emotional Intelligence
- Introduction to peer coaching – what it is and how to be an effective peer coach

Managing Multiple Levels of Strategy

- Understand the difference between strategy and strategic thinking
- Explore strategies that create competitive advantage
- Recognize strategic thinking competencies

Influencing at All Levels

- Requirements for influence
- Influence as a leadership quality and management skill
- Dr. Cialdini's Six Principles of Influence
- How to act at your full level of empowerment
- How to gain support from key people in the organization

The Leader Within

- Crafting of a Personal Vision
- Gallery Walk
- Explanation of 360-degree feedback processes

Virtual Work

- Complete ESCI, coaching call #1: personal vision, peer coaching session #2, woman executive leader interview



Session 2

Win-Win Negotiation

- Recognizing gender-based patterns in negotiating
- Understanding the impact of not asking
- The dual purposes of workplace negotiation
- Overcoming mistakes in negotiating
- Developing win-win negotiation skills

Leadership Through Emotional Intelligence

- Resonant leadership
- Overview of emotional intelligence
- Understanding the EI model and competencies and impact on performance
- Interpreting the 360-degree feedback results
- Meet with coaches in small groups with 360-degree feedback reports
- Creating a personal balance sheet

Leading and Implementing Change

- The Change Cycle
- Change principles
- Implementing change for new initiatives
- Communicating, measuring and sustaining change
- Dealing with resistance
- Strategies for dealing with change

Communicating with Presence and Confidence

- Communicating with confidence and inspiration
- Recognizing gender-based patterns in communicating
- Widening your communication range
- Developing agility to move between levels of discourse

Leading the Way Forward – Navigating and Transforming the Organization

- Insights from Woman Executive Leader interviews
- Skillfully navigating the organization
- Leveraging networks, mentors and sponsors in organizations

Virtual Work

- Coaching call #2: ESCI interpretation, coaching call #3: learning plan



APPLY

Virtual Program Schedule

Orientation: February 1, 2022
Session One: March 8-10, 2022
Session Two: April 12-14, 2022
Session Three: May 10-12, 2022

Application and Registration Process

No application required. Registration is available online.

Pricing

WiM Member Rate: \$5,000 (Due to support from the WiM Education Foundation)
Non Profits/CWRU Alumni: \$7,000
Non Member Rate: \$7,500

Other Details

<https://bit.ly/3rzGwH0>



Program Overview

The Leadership Consortium (LC) program is a co-ed program that provides higher-level leaders (those that manage other leaders), with experiential learning to develop skills that are necessary for transformational leadership success. Organizations thrive when their top leaders inspire and lead other leaders. The LC helps these leaders create an environment where they fully capitalize all the talent of the leaders they lead.

This program was developed specifically for seasoned leaders that lead others in manufacturing. Examples could include senior managers, directors, department leads, vice presidents or any role which manages other leaders.

- Broaden their personal impact
- Create an introspective on building and rebuilding teams
- Transform the leaders of tomorrow
- Lead with a vision
- Connect and engage people to a shared vision

This is an outcome-based, cohort-style program with opportunities to learn through new experiences, reflection and peer coaching. To embed their learning, each participant will select two of their own projects based on both the curriculum and their organizations' needs. Through virtual meetings and peer coaching participants will support each other's progress on their projects. Each participant will be required to have engaged a mentor from their own organization to support and give feedback on their progress and the project implementation process within their organization.

Program Audience

- This program is designed for seasoned leaders that lead others in manufacturing. Examples could include senior managers, directors, department leads, vice presidents or any role which manages other leaders. Class size is limited to 12-24 participants.

Program Participant Profile



Neeli, Quality Manager

Started as a lab assistant 10 years ago
Promoted to management after continuing ed courses. Leads a team of supervisors, manages capital projects



Janice, Operations Manager

Has been in a leadership role for four years
Acquired an additional layer of responsibility two years ago
P&L responsibility

Building and Developing Strong Teams

- Next level leadership
- Building strong teams
- Coaching concepts
- Change leadership
- Learning project to apply learning from these topics within your direct team

Developing and Leading a Strategic Vision

- Report-out on learning project
- Networking / Relationships / Politics
- Coaching II
- Strategic thinking, planning tools and vision-setting
- Empowerment
- Learning project to apply learning from these topics beyond your area of direct responsibility

Sample Program Schedule

- Spring 2021 – Pick one of two 1-hour virtual sessions
- May 2 - 4, 2021 – Group Virtual Session 1 - Building and Developing Strong Teams
Summer 2021 – 2 virtual supporting sessions (2 hrs. / month)
- August 22 - 24, 2021 – Group Virtual Session 2 - Developing & Leading a Strategic Vision
- Fall – Winter 2021 – 4 virtual supporting sessions (2 hrs. / month)
- Winter 2021 – Virtual Project Report-Out and Graduation



APPLY



We had two days of great sessions. The topics are very well selected and important for me, to continue developing my leadership skills. I learned a lot from the examples provided as well as the participant's comments and experiences so it has been a very valuable session for me. I am sure my company, teams and I will benefit from this program. Thank you!

Manuel Cuevas
Factory Manager
John Deere



Application and Registration Process

Fill out online form, detailing: your current role, the most impactful leadership learning or training you have completed in the past, and a description of how you personally expect to benefit from the program, and/or what you hope to bring back to your organization. Describe your leadership strengths and experiences that you hope to contribute to the cohort, and list references for your direct supervisor and an organization-provided mentor.

Pricing

WiM Member Rate: \$2,999
Non Member Rate: \$3,999

Other Details

<https://bit.ly/3osxTvL>



Education Foundation

MANAGEMENT DEVELOPMENT

MANAGEMENT DEVELOPMENT PROGRAM

Program Overview

The Management Development Program (MDP) provides new and aspiring female supervisors, managers and team leaders, who have three or less years of experience, with training to develop skills that are necessary for managerial success. Traditionally, the MDP takes place over four unique sessions, two of which are in-person. WiM follows national health and safety guidelines for in-person events, so please visit our website for up-to-date program information.

Program Audience

Female, entry-level management professionals in manufacturing and/or individuals interested in becoming a manager or supervisor. Examples of possible roles include engineering administrator, sales manager, executive assistant, operational perfect, associate manager, office manager, and industry analyst.

Program Participant Profile



Carol, Production Supervisor

Recent college graduate
In a rotational program, six months per rotation, new to supervision, will advance out of rotational program in two years



Maggie, Staff Accountant

Started as an accounting assistant two years ago. Been assigned more indirect leadership responsibilities. Planning to be promoted into official supervisor role next year



**MANAGEMENT
DEVELOPMENT PROGRAM**

Diversity in the Workplace

Attract, Retain and Engage Top Talent

Succeeding in Leadership by Leading with Grit and Grace

Objective Setting, Delegation and Project Management

Planning Strategies and Business Models

Effective Business Communication

Finance for the Non-Financial Manager

The Power of Negotiation

The Importance of Networking & Developing Your Personal Brand



MANAGEMENT DEVELOPMENT

MANAGEMENT DEVELOPMENT PROGRAM

Sample Program Schedule

- Session I: February 14 - 18, 2022
- Session II: March 14 - 18, 2022
- Virtual Graduation – March 18, 2022

Application and Registration Process

Registration is available online.

Pricing

Member: \$2,000 (early bird), \$2,500 standard
Non member: \$3,000 (early bird), \$3,500 standard

Other Details

<https://bit.ly/3dli0kF>



Q: Which components of the program were most valuable?

A: "As an employee who has been a mentor to others but has not had the chance of owning a "manager" title, this program (so far) has given me a ton of information for when that time comes. The Using your Strengths as well as Difficult Conversations sessions were huge eye openers as the material relates to where I am in my current transition in my career."



Ashanta Scott
Product Development Engineer
Schaeffler Group USA Inc.



EMPOWERING WOMEN IN PRODUCTION



Program Overview

The **Empowering Women in Production** program is a 20-week course designed to support the professional development of production floor employees. Employees in production settings often have tremendous insight into the culture, products, and processes that manufacturing companies need to understand to innovate. By developing these women into leaders, we can improve the industry overall and inspire other women to explore careers in manufacturing.

Female, entry-level management professionals in manufacturing and/or individuals interested in becoming a manager or supervisor. Examples of possible roles include engineering administrator, sales manager, executive assistant, operational prefect, associate manager, office manager, and industry analyst.

Program Audience

Women in production, direct production support and shop-floor roles in manufacturing.

Program Participant Profile



Briana, Assembly Tech I
New to manufacturing, transitioned from retail, interested in team leadership in the future



Margo, Quality Assurance Specialist
Came in through a temp agency a year ago, now a full-time employee in quality department

"It's going great! I definitely feel that I am getting a lot out of it, and the flexibility is more than enough for me to get through all of the content with enough time to really absorb everything. I think the pacing is perfect because I have enough time to learn, reflect, and plan out how I will utilize what I've taken from the classes."

I have felt that the modules on emotional intelligence were the easiest to process and understand. I loved the handout that Christina Han put together. I've been using the final page from her handout as a guide for what I will talk about with my accountability partner when covering other modules. I also feel I've gotten a lot of useful tools from the time management module. I've been practicing time blocking this week and the evidence is definitely there for how much more productive I can be."

Caithlin Wiseley
ADSS Manufacturing Training Coordinator
AFL



Education Foundation

CURRICULUM

EMPOWERING WOMEN IN PRODUCTION



Problem Solving
Coping Skills
Communication Skills
Networking and Building Relationships
Negotiation Skills
Emotional Intelligence and Connectiveness
The Power and Place of Women in Manufacturing
Time Management
Team Mentality
Leadership Fundamentals
Individual Responsibility
Customer Service
Safety Orientation



EMPOWERING WOMEN IN PRODUCTION



Sample Program Schedule

- Virtual program kick-off
- Initial one-on-one coaching conversation (phone/Zoom/virtual) Following the initial coaching touchpoint, the program cadence will be in 2-week cycles, for each of the 8 content areas.
- Week 1, a 1-hour recorded training session will be available for participants to watch at a time that works best for them. There will also be additional resources available, which may include a discussion guide, a handout, etc.
- Week 2, each accountability pair is expected to meet over the phone or online for 1-hour, at a time that works best for them. There will be materials available on the platform to help guide these discussions.
- Short, optional virtual graduation celebration upon completion of the program.

Application and Registration Process

Registration is available online.

Pricing

Member: \$900 (early bird), \$995 standard

Corporate member: \$850 (early bird), \$895 standard

Non member: \$1,795 (early bird), \$1,995 standard

Other Details

<https://bit.ly/3opOTmv>



From day one of my first Virtual Learning Series I was hooked. I've taken away action items from each webinar. I feel a little more confident and definitely have had "ah ha" moments. I've started sharing key points with my team after each meeting.

I'm very lucky that my company supports my membership with WiM and they are enjoying what I've learned and shared with them. "WiM's virtual learning series has provided relevant topics to my professional career development. All of the speakers are highly professional and great resources, and many of the sessions are fun and interactive. The learning topics range from leadership to diversity to communication, and so much more. I've been able to craft my professional image and demeanor in a positive fashion since I started watching, and I look forward to continuing to watch and participate with my WiM membership!



Lee Contreras
Engineering Support Supervisor
PTA Plastics



Education Foundation

The **WiM Virtual Learning Series (VLS)** consists of 12 monthly webinars that enable participants to learn about a variety of industry-related topics from the convenience of their home or office. Each webinar includes action-oriented and solution-driven objectives that will help participants succeed in the manufacturing sector. Topics are geared towards the cultivation of leadership skills, and each webinar is hosted by a carefully selected knowledge expert.

Virtual Learning Series webinars are a free WiM-member benefit. All webinars are recorded, archived, and available to WiM members at any time. WiM members are encouraged to register for each learning opportunity, as all registrants directly receive a recording of the presentation immediately following each webinar. VLS is open to any role within the manufacturing community or those that support it.

Program Details

These events are held monthly on Wednesdays, from 2:00 - 3:00 p.m. ET and moderated by Stacey Schroeder, President and Founder of EVELOP LLC.

Each webinar is saved to our Virtual Learning Library, which is a members-only repository of recorded learning sessions accessible on demand.



[HTTPS://BIT.LY/3340BVJ](https://bit.ly/3340BVJ)

VLS 2021 by the Numbers

12,000+ Participants since program launch
54% Rate of attendance
1,100+ On-demand views

Virtual Learning Library

A members-only repository of recorded learning sessions accessible on demand.

Virtual Learning Library by the Numbers

70+ Hours of on-demand content in our Virtual Learning Series Library

68+ VLS webinar recordings to date
20+ WiM chapter event recordings to date
5,900+ Web visitors since April 1, 2020





WIM's virtual learning series has provided relevant topics to my professional career development. All of the speakers are highly professional and great resources, and many of the sessions are fun and interactive. The learning topics range from leadership to diversity to communication, and so much more. I've been able to craft my professional image and demeanor in a positive fashion since I started watching, and I look forward to continuing to watch and participate with my WIM membership!

Adair Maynard
Market Specialist & Data Analyst
AdvanSix Inc.



"THIS TOPIC HAS BECOME MORE IMPORTANT IN OUR COMPANY AS WE HAVE HIRED MORE YOUNG PEOPLE OVER THE PAST FEW YEARS AND ARE SEEING THE DIFFERENCE IN COMMUNICATION STYLES BETWEEN THE GENERATIONS, BETWEEN MEN AND WOMEN, BETWEEN DIFFERENT CULTURES. WE'VE BEEN LOOKING FOR TOOLS TO HELP UNDERSTAND THE DIFFERENCES AND THE ONE INTRODUCED IN THE WEBINAR LOOKS LIKE A GREAT PLACE TO START!"

"BY FAR ONE OF THE BEST VIRTUAL LEARNING EVENTS I HAVE DONE IN 2020. VERY ENGAGING AND INFORMATIVE."



"A very pertinent and valuable set of actionable insights on effective interpersonal business communication. I personally found the information immediately useful. Very grateful for the learning!"



This webinar on Innovative Thinking was terrific! I really got some very concrete ideas for application and implementation. [The presenter] clearly knows his well researched subject and did a great job sharing some complex research and actionable findings we could implement into our work and organizations.



For details, please go to



[HTTPS://BIT.LY/3340BVJ](https://bit.ly/3340BVJ)

QUESTIONS?

CONTACT JEN AMBURN
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JAMBURN@WOMENINMFG.ORG

OR

VISIT OUR WEBPAGE
[HTTPS://WWW.WIMEF.ORG/EVENTS-AND-PROGRAMS](https://www.wimef.org/events-and-programs)



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