

Professionelle's Client Seminars

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A introduction to Professionelle

In 2007, Galia Barhava-Monteith and Sarah Wilshaw-Sparkes founded Professionelle, a social venture dedicated to researching, understanding and addressing the needs of professional working women in New Zealand. Our motto is; 'making it work for professional career women'.

We specialise in working with large public and private organisations and professional service firms who seek to attract, develop and retain their professional female talent. We also work directly with women employed by these organisations to support individual professional development.

This purpose of this document is to outline the range of in-house seminars we currently offer clients.

In-house networking seminars

Professionelle specialises in delivering a unique networking format - our discussion-based seminars. What makes our approach unique is the blend of learning and sharing experiences around a professional development topic in a setting specifically designed to enable professional women to get to know a small group of other women well enough to build their professional support network. Although our focus is on women, we have delivered our seminars successfully to mixed groups as well.

Why Networking?

Networking is widely seen as a powerful tool for:

- career progression
- business building
- developing personal and professional resilience

Whether done internally or outside of the organisation, it is a way to gain perspective, to keep abreast of industry opportunities, to find potential mentors and wise peers, and to let others know your interests and skills. Ultimately, networking is about building social capital - in other words, it's about who you know, who knows you, and the acts of giving that create ties of reciprocity.

Networking benefits apply to both women and men. However, it is acknowledged that women

under-invest in building their social capital through networking. Contributing factors include multiple demands on women's time especially after children arrive and women's preference for few, deep relationships.

Why Networking through Seminar-based Discussions?

Professionelle's unique approach to networking has now been tested with hundreds of women across our in-house sessions as well as public events.

The format we have designed allows professional women to:

- engage on topics relevant to their careers and lives beyond work - much more than chats over wine
- get to know six or seven women on their tables well - reflecting women's preference for fewer, deeper contacts
- leave with practical actions and ideas to improve an aspect of career or life that can be trialled - tangible benefits from the time spent

Our in-house sessions pre-seat to mix women across departments, building floors and seniorities. This ensures women meet or deepen contact with colleagues outside their usual routine.

Our Networking Approach Works!

Below are a handful of the many positive comments our approach has garnered:

- *"It was very exciting to have the opportunity to talk about something which is at the core of all of us with such wonderful, intelligent women."*
- *"I thoroughly enjoyed your event, both in terms of hearing about the recent research work you have done and also the opportunity to meet a diverse group of individuals. I was impressed with the how you ran the event and felt the right amount of structure was provided to give real value to it, and yet it was relaxed and enjoyable as well. I also felt it was good to have males attending to provide a different perspective in certain areas"*
- *"Conversation went well beyond the 'brief' - Excellent."*
- *"An excellent opportunity to discuss issues close to my heart with women who have similar experiences."*
- *"Excellent format, quickly gathered such a wide variety of views. Learnt many things so quickly."*

Networking Seminar Format Details

Each Professionelle networking seminar lasts about 1¾ hours across three stages:



1. For ~20-25 minutes, Professionelle introduces the topic to get attendees thinking
2. For ~35-40 minutes, attendees discuss set questions around their tables (6-8 women per table)
3. For the last 20-25 minutes each table's spokeswoman reports back to the whole group. Professionelle wraps up in the last 5 minutes

You can see how our events look and feel in this short Youtube video:

<http://www.youtube.com/watch?v=GJg8CqNSmDY>.



The photo at left was taken at a recent Christchurch seminar where we discussed *Strategies for Career Success - that You Control!*

For groups of up to 30, we bring one facilitator, and for up to 60 we bring two.

Networking Seminar Topics

We select our topics based on their direct relevance to women's careers. We also make sure we focus on areas which women themselves can control. All our seminar topics are researched based and regularly updated and expanded.

Topics	Topic Description
Building Your Social Capital	An introduction to the importance of networking from earliest career stages right through to senior roles. How to take a strategic approach, yet be authentic
Mentoring	Defines mentors and their particular importance to women's careers. Explores how to find and work with them effectively
Women Leaders: the Business Case	An outline of the latest research on the business case for women 'at the top'. Covers consumer, financial, organisational and governance aspects
Living your Values	Explores the importance of a 'values-fit' with your workplace. How do you identify your values and how can you live them more actively at work and beyond?
Strategies for Career Success - that YOU control!	Across all career stages three factors help women progress. We discuss self-awareness, trusted advisors and hard work - all things women themselves control
Playing to Your Strengths	Learn how to identify your strengths, and build your career towards your own definition of success. This seminar draws on the principles of Positive Psychology
Working (and Winning!) in Male-Dominated Workplaces	Although often in the minority at work, women can still actively build their careers. We explore delivering results, backing yourself and building support systems
Building resilience	Positive psychology is a new branch of psychology, focusing on helping people flourish. We outline key things we can do for ourselves to build resilience at work and beyond
Balancing Work and Life	Explore the four key areas to make work and life balance. Covers key success factors and pitfalls, based on the latest research

Tailoring Seminars to your Organisation

We can develop and expand topics in our existing list to allow your team to delve more deeply into specific aspects. Depending on your needs, we can deliver the material as a more traditional presentation or as an interactive discussion (please see next section).

Also, if parts of your organisation seem too small for a seminar, perhaps a branch office in a regional centre, we can highly recommend joining with a non-competitor local company. This significantly boosts the richness of the networking opportunities. Recently, we saw this approach work well when we delivered a seminar jointly to the women from the Christchurch offices of a national accounting and a national law firm.

We are happy to travel to accommodate the needs of your office network. We are currently in the process of identifying experienced local facilitators in regional centers who will be available to deliver Professionelle's seminars and workshop nation wide.

Networking Seminar Fees

Our networking seminar fees vary depending on the number of attendees. Details are available on request

Other In-house Seminars and Presentations

General Seminar and Presentation Topics

As with our networking seminars we continue to add to topics. We would be delighted to discuss your needs and to adapt existing material to your needs. We are constantly updating our offer with more new topics and we would love suggestions as to other topics you think may be valuable to the women of your organization.

Please contact galia@professionelle.co.nz to discuss the development of a bespoke seminar or presentation.

We currently offer sessions on:

Topics	Topic Description
Wellbeing in the Workplace	In this expanded version of the networking seminar we draw on the principles of Positive Psychology, and share in-depth accessible, practical tools to develop resilience. Specific modules can be chosen according to organisation interest and need
Business Case for Women at the Top	In this expanded version of the networking seminar, we explore the various facets of the researched benefits of having women in the executive suite and on boards.
Self Awareness	Self-awareness is crucial in shaping our personal definition of success, as well as achieving effective relationships and containing stress. We also step through how to increase our self awareness.
Overcoming the Imposter Syndrome	So many professional career women (and men) feel at times like frauds who will be 'found out' as incompetent and undeserving of their roles. In this seminar we explain what the syndrome is and what practical steps individuals can take to overcome it!
Time Perspectives	As fundamental as our values and strengths, our psychological time perspective underpins our attitudes, assumptions and where we direct our energy. A key ingredient to add to self awareness!

General Seminar/ Presentation Format

The sessions can be run as 'traditional' presentations followed by question and discussion time. We can also structure them to include a phase of group discussion to share experiences. The typical duration of these sessions is about 1¾ to 2 hours.

General Seminar Fees

Full details of the charges for a seminar or presentation lasting up to 2 hours are available on request.

About Professionelle

In 2007, Galia Barhava-Monteith and Sarah Wilshaw-Sparkes founded Professionelle, a social venture dedicated to researching, understanding and addressing the needs of professional working women in New Zealand. We started this venture after our years of work in corporate and professional services made us realise that professional women face unique challenges in the workplace and often feel isolated and unable to discuss them freely with peers and colleagues. We believe that by bringing together women and their employers from all professions and industry sectors we can tap into their collective wisdom and experience to generate smart and practical solutions that will materially assist women's career progress.

Professionelle is New Zealand's first and only enterprise of its kind and is targeted at women in large public and private organisations and in professional service firms. At Professionelle's heart is its website <http://www.professionelle.co.nz>, offering a wealth of free resources that cover the real issues professional women face in their careers - and beyond.

Since launching, Professionelle has gathered over 2000 members, mostly women. Our members are typically in their thirties and forties, with two thirds in full time employment and three quarters educated to tertiary level. Professionelle is open to all, women *and* men, and membership on our website is free. Members enjoy discounted access to our events and products

Professionelle specialises in developing highly relevant offerings for professional working women and for their employers. We seek to work with organisations to help them attract, develop and retain their female professional talent, and we also support individual women find effective and authentic career paths.

Offline, we offer research-based networking seminars both in-house to corporate and professional service clients, and publicly. Seminar topics range from core career development topics such as *Mentoring as a key ingredient for women's career success* to wider, holistic themes relating to self awareness, for example, *Living your values at work and beyond*.

Professionelle recently launched a South Island Chapter to offer our networking seminars in Christchurch, and we plan to expand our regional presence to Wellington, Hamilton and Tauranga over the next 12 months. In addition, in 2011, Professionelle will be offering a 'Peers and Careers' programme for women with at least 10 years' work experience. Online, we are steadily building our professional development and support products offer. We also plan to harness ever improving web-based technologies to bring professional women together to learn about and discuss key issues, regardless of location.

About Galia Barhava-Monteith



Galia came to New Zealand from Israel in 1993 following her compulsory military service. She holds a Masters in Developmental Psychology from Auckland University and her local work history spans corporate and professional service sectors. Her work career began as an associate with The Boston Consulting Group, and next she acted as the HR coordinator in the merger that created Fonterra. Her last corporate role was as Ethics and Community Relations Manager for Fonterra. She is an honorary research fellow for Auckland University, an executive coach and a professional facilitator. She holds non-for-profit directorships and is the independent coordinator of Fonterra's Board Candidate Assessment Panel, working directly with the Chairmen of Fonterra and Fonterra's Shareholders Council.

About Sarah Wilshaw-Sparkes



Sarah has worked in professional services in New Zealand for over twenty years. She has built her career in business strategy consulting both with The Boston Consulting Group and, more recently, privately. This work has taken her from corporate boardrooms to government offices to factory floors - and most places in between! Always on the periphery of organisations, she has many times been a confidante for professional women tackling career and work-life issues. Through her children, Sarah garnered seven years' experience in education governance with a Montessori Primary Trust. Sarah holds an MBA from London Business School and has a background in European marketing with Unilever.

How to Contact Us

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