



Join WITI and Will Marré for a SMART Power Seminar

# SAVE THE DATE

## THE WOMEN EFFECT

### Intelligence - Innovation - Impact

### March 15-16, 2017

Change your life without missing a full day of work  
Wednesday, March 15, 12-5:15pm and Thursday, March 16, 8am-1pm

**Revolutionary training based on neuro-science & leadership research**

Gain career clarity and increase your leadership confidence, power and impact.

**Most women feel unheard and undervalued in their workplace. Do you?**

Multiple studies confirm that women leaders are instrumental in leading companies to greater profits and now we know why. It's called the Women Effect. It arises from a distinct gender strength called CORE intelligence combined with female thinking versatility. Now is the time to learn these skills and master the new tools that will change your work life and your future.

**Why Will Marré, WITI and Women**

Will Marré and WITI know how to enable women's unique abilities to transform businesses and drive high-value innovation. Will Marré and WITI are on a mission to increase women's influence, strategic contribution and leadership power. They are partnering to share their research, training and tools to bring women more career satisfaction as they power their enterprises with new competitive advantages.



**Are you leveraging the Women Effect?  
Register Now!**

[www.witi.com/womeneffect/](http://www.witi.com/womeneffect/)

For information [sponsorship@corp.witi.com](mailto:sponsorship@corp.witi.com)

More keynotes, workshops + academies [www.WillMarre.com/speaking](http://www.WillMarre.com/speaking)





"...This compelling and engaging training has delivered just what I need to **unlock my full capabilities as a leader.**"

- Sr. Staff Engineer, Qualcomm

"...**tactical and practical leadership applications** to help you and your company be more successful."

- Founder, Workplace Symphonies

## The Women Effect: Intelligence, Innovation & Impact

**SESSION:** one afternoon and the following morning

### AGENDA:

#### Day One: 12-5:15pm, 5:15-6pm Women, Wine and Cheese

1. **Lunch: Pink Brain, Blue Brain** You are not crazy: Understanding the CORE Intelligence Advantage (C- contextual, O- operational, R- relational, E- emotional)
2. **Gender Synergy** 5 habits of SMART Power & the innovation matrix (This is the key process that is proven to enable women and men to optimize their work together)
3. **Supercharge Your Career** How to take charge of your career and work satisfaction by understanding your 'unique value proposition'
4. **Work Like a Genius 1** The science-proven, best daily schedule to increase productivity and work+life satisfaction
5. **Mindfulness** Ignite creativity plus a "sleep storming" challenge
6. **Women, Wine and Cheese.** Participant networking, 5:15-6pm

#### Day Two: 8am-12pm, 12-1pm Lunch

7. **Gratitude and Growth** Start each day with the one habit proven to make you both successful and happy
8. **5 Habits of SMART Power Leaders** How to lead with the gender strengths of women drive innovation, growth and profits
9. **Influence and Impact** How to build a compelling business case for change based on cognitive science and gender research (Jedi Mind Tricks)
10. **Drive Accountability Without Authority** The specific process that enables you to commit, correct and re-focus colleagues and team members when you have no formal power
11. **Free Yourself** A planning process based on Design Thinking that will launch a multi-week personal-professional development cycle supported by peer coaching
12. **Celebration lunch** Teams celebrate their insights and commitments followed by a Senior Executive Speaker honoring and encouraging the participants

### Post event development

**21 daily videos** to support integration of new thinking and behaviors

## WITI and the SMART Power Academy

As the premiere global organization empowering women in business and technology to achieve unimagined possibilities, WITI has partnered with the SMART Power Academy to provide its members leadership training that is science-based with proven processes created specifically for women. The offerings range from keynote speeches to 1 day workshops to 2.5 day Academy programs. Each provide tremendous value to a woman's career confidence and growth and in creating value to their enterprise.

### Meet Will Marré



**SMART Power Academy**  
Founder

- Co-founder and former president of the Covey Leadership Center which brought The 7 Habits of Highly Effective People to millions worldwide
- Over 25 years creating leadership breakthroughs at the world's top organizations including Johnson & Johnson, GE, Nike and Gap
- Currently developing SMART Power leaders. By introducing gender synergy, how men and women use gender-based strengths to lead and work together, organizations are more synergistic, agile, innovative and competitive.

Join WITI [www.witi.com](http://www.witi.com)

More training for developing women [www.SMARTPowerAcademy.com](http://www.SMARTPowerAcademy.com)

