

# Women's Leadership Program for Senior and Executive Leaders

Spring 2024



## About the Leadership Seminar

In 2015, the WTS San Francisco Bay Area Chapter launched its mid-career Women's Leadership Program (WLP). Since then, over 250 women have completed leadership training that has provided them with the tools necessary to step into their power, own their strengths, and develop their leadership presence and signature style. In 2017, our Chapter launched a sister program which targets senior level and executive professionals. This Spring we are offering our third cohort of the Women's Leadership Program for senior and executive leaders.

The purpose of the program is to enable executive level women to reach the next step. It will address personalized development in key areas of their careers, leadership within their respective organizations, as well as leadership across the political environment. It will provide a rare opportunity for senior-level women to network and build relationships with other women leaders in the San Francisco Bay Area and is a continuation of WTS' movement to build an alliance of strong, confident women who can transform leadership within the transportation industry.

## Expected Outcomes

- Create an Authentic Leadership Style to manage with great influence (both within your organization as well as within the industry).
- Understand and utilize the four pillars of emotional intelligence
- Learn effective communication models and learn the GROW coaching model to coach themselves and others
- Learn an approach for engaging in difficult conversations and will practice this with a real world situation.

- Cultivate executive presence through presentation learning and practice
- Develop greater self-awareness to become a more effective and authentic leader.
- Assess and develop your personal style and behavior to engage with a wider range of constituents for more effective leadership.
- Apply program learnings to your specific work situation, and commit to a set of concrete implementation goals.
- Create a robust learning community for WTS executive women.

## Learning Environment

The Seminar will be a three-day intensive workshop.

The Seminar will deliver learning by combining educational, experiential, and role playing in three core modules:

### Concept Presentation

Faculty will present core concept models, and will teach best practices and skills.

### Interactive Exercises

Participants will engage in interactive exercises in both small and large groups. In the debriefs, participants will explore both what they are learning and how they will apply it in their individual work environments.

### Role Play/Real Play

Participants will engage in role playing difficult conversations from their work environment. This will give the

## General Information

The seminar will be offered May 20-22, 2024 at Alameda County Transportation Commission in Oakland, CA.

### Day 1

- Authentic Leadership
- Emotional Intelligence
- Resilience and Renewal
- Strategic Career Plan

### Day 2

- Build and Manage High Performing Teams
- Effective Communication and Coaching
- Conflict and Difficult Conversations

### Day 3

- Industry Leadership
- Create Influence with Political Allies
- Executive Presence

## Program Cost

- Public sector participant: \$1,700
- Small Business participant: \$1,850
- Private sector participant: \$2,000

## Application Process

If you are interested in participating in the Seminar, please apply by submitting a résumé and statement of interest. The statement of interest (500-word maximum) should include your vision as a transformational leader and a summary of accomplishments across the span of your career. In addition, please address how your involvement in WTS has been meaningful to you personally and/or professionally.

Participants must be fully committed to attend all three days of the Leadership Seminar.

Please email your application materials or questions to:

[WTS.WLP.applicants@gmail.com](mailto:WTS.WLP.applicants@gmail.com).

**Applications are due Monday  
April 1st, 2024.**



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Participants in the previous sessions found their experience extremely beneficial. Here is a sample of the feedback we received:

*"This course was transformational for many of the participants. It exceeded my expectations. The instructor is insightful and thoroughly versed in the issues facing women in this male-dominated field."*

*"What an amazing program to be a part of!! It examined the experiences that women encounter not only at work, but in life in general. ...Denise created such a safe and supportive space for the participants to look within and find our leadership voices."*

## Who Should Participate

Senior managers and Executives in the transportation industry, with a minimum of 10 years of work and managerial experience;

Senior managers or Executives who have, or have been recently promoted to, positions with significant managerial responsibilities (manage large scope and groups); or

Executives who are individual contributors with great influence (have organizational impact and decision-making responsibilities).

This program is also a logical next step for alumni of the Women's Leadership Program for Emerging Mid-level leaders upon reaching a senior or executive role as described above.



## Denise Rabijs

As President of Rabijs Consulting, Denise has led over 500 executive development programs for Fortune 500 companies, non-profits, and startups. An instructor at Stanford University, Denise designs and teaches the popular Women's Leadership courses for Stanford Continuing Studies Program. She is a leadership facilitator for the Organizational Behavior courses, and the Executive Education

Programs at the Stanford Graduate School of Business. She works with a wide range of global organizations to provide leadership development programs, organizational behavior consulting, and executive coaching. Some of her clients include McKinsey & Company, Facebook, Google, Stanford Medicine, and Kaiser Permanente.

Denise is known for developing strong women leaders and has taught the WTS San Francisco Women's Leadership Programs since 2014, and the WTS International Mid-Career and Executive Women's Leadership programs since 2019. WTS honored Denise with the 2018 Rosa Parks Diversity Award for her work advancing women and minorities in the transportation industry.

Denise brings over 25 years of management experience to her practice. Prior to her consulting work, she led the Advanced Technology Business Development Group at Microsoft. Her education includes:

- B.A. Economics, Smith College
- Graduate studies at Keio University and International Christian University, Tokyo, Japan
- M.B.A., Stanford University Graduate School of Business

Denise has a passion for art and is a painter and fine art photographer. On weekends, you will find her on the water with her husband racing their 35 foot Ericson on the San Francisco Bay.

# Women's Leadership Program for Senior and Executive Leaders

## Frequently Asked Questions

### How can this program help me?

The innovative Executive Women's Leadership Program provides a unique opportunity for senior-level women in transportation to understand how to create an effective leadership style to manage with great influence (both within your organization as well as within the industry).

- Develop greater self-awareness to become a more effective and authentic leader.
- Assess and develop your personal style and behavior to engage with a wider range of constituents for more effective leadership.
- Learn practical skills to help improve your emotional intelligence.
- Apply program learnings to your specific work situation, and commit to a set of concrete implementation goals.

### Why did WTS create the senior and executive leadership program?

Following the success of the Women's Leadership Program launched in 2015, the San Francisco Bay Area Chapter saw the need to create a flagship executive leadership program for our senior-level members that would set itself apart from other types of leadership programs. We retained a well-respected, experienced facilitator from Stanford University's Graduate School of Business to design and conduct this seminar for the Chapter. Denise Rabiuss collaborated with WTS to create a seminar, which will enable executive level women to reach the next step. The seminar will address personalized development in key areas of each participant's career, leadership within organizations, as well as leadership across the political environment.

### Who should attend?

Senior level women in the transportation industry interested in moving into management and executive level with a minimum of 10 years of managerial experience and:

- Who are targeting, or have been recently promoted to, positions with significant managerial responsibilities (manage large scope and groups); or
- Who are individual contributors with great influence (have organizational impact and decision making).

### How is this different from the Emerging Leaders/ Mid-Level Women's Leadership Program?

This program builds upon the WLP for emerging mid-level leaders where some of these foundational topics are introduced and explored. Participants of the WLP for Senior and Executive leaders are assumed to have basic leadership skills and experience. From this foundation, participants will create an Authentic Leadership Style, and learn new skill sets for leading teams, and leading organizations and industry.

### What will the course cover?

#### DAY 1: LEADING SELF

- Authentic Leadership: Develop and communicate your personal Authentic Leadership Style utilizing the 5 dimensions that shape Authentic Leadership: Purpose, Values, Heart, Relationships, Self-Discipline.
- Emotional Intelligence: Learn practical skills to help improve your emotional intelligence based on neuroscience research
- Resilience and Renewal: Understand how to fuel your energy for peak performance and minimize your stress with well being practices
- Strategic Career Plan: Create and commit to your personal strategic career plan

#### DAY 2: LEADING OTHERS

- Build and Manage High Performing Teams: Develop and manage high performing teams
- Effective Communication and Coaching: Develop a personal communication style and apply it to coaching and developing others
- Conflict and Difficult Conversations: Navigate areas of conflict and effectively engage in difficult conversations

#### DAY 3: LEADING ORGANIZATIONS AND INFLUENCING INDUSTRY

- Strategic Alliances: Building strong alliances within and across organizations
- Influence & Advocacy: Creating influence and followership for initiatives
- Executive Presence: Master influence through dynamic presentations



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## Frequently Asked Questions (continued)

### What is the Executive Women's Leadership Seminar schedule for 2024?

Participants will attend a three-day intensive in-person workshop from May 20-22, 2024 at the offices of Alameda County Transportation Commission (1111 Broadway, Suite 800, Oakland, CA). The seminar will deliver learning by combining several approaches – educational concept presentation, interactive exercises, and role playing – in three core modules.

### Do I have to attend all three sessions?

Yes, attendance is required for all three days to ensure the success of the seminar. In your statement of interest, please include a statement that you are committed to attending all day for all three days.

### Who else will be in the class with me?

The EWLS is open to current WTS members. If you are not a member, you can join during the application process. WTS membership is required prior to the first day of the seminar.

Please also consider inviting your senior and Executive-level colleagues and friends to apply!

### Will meals be provided?

Yes, lunch will be provided at all three sessions.

### What is the cost?

The cost of the seminar for each participant is as follows and is due on or before the first class:

- Public sector participant: \$1,700
- Small Business\* participant: \$1,850
- Private sector participant: \$2,000

\*Participants from a small business will need to provide DBE/SBE/WBE/DVBE certification number with your application.

### Is financial aid available?

Financial aid will not be available through WTS, but most employers provide tuition reimbursement. Please work with your employer to see if fees to participate in this leadership seminar are eligible for reimbursement or subsidy.

## Application for Women’s Leadership Program for Senior and Executive Leaders – Spring 2024

Please download this application. Submit your completed application and resume to [WTS.WLP.applicants@gmail.com](mailto:WTS.WLP.applicants@gmail.com) by Monday, April 1st, 2024.

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Employer: \_\_\_\_\_

Is Employer a SBE/DBE/WBE/DVBE  Yes  No If yes, certification #: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile phone: \_\_\_\_\_

### Please initial to indicate your agreement to the items below.

*Initials*

I agree to attend all three days of the Women’s Leadership Program. This will help me and my classmates to fully benefit from the program.

\_\_\_\_\_

Upon being accepted into the Women’s Leadership Program, I agree to pay the required tuition based on employer type and the WTS annual membership fee by the first day of class.

\_\_\_\_\_

### Statement of interest

The statement of interest (500-word maximum) should serve as a demonstration of your management experience and potential for leadership growth and development. In addition, please address how your involvement in WTS has been meaningful to you personally and/or professionally.