

YOUR BLUEPRINT: Developing a Successful Women's Initiative in Your Organization

Choose the steps that apply to your own situation:



Establish your case—Write a business case for launching or enhancing a women's initiative in your organization.



Define your goals—A one-sentence mission statement will give you a good start; for example, "To provide women in our organization the resources they need to enhance and advance their careers."



Specify your audience—Estimate the number of women who will participate in the program, define the involvement of men in the program, and include job titles/levels for each. Will your initiative be positioned as an opt-in only resource or mandatory development?



Identify appropriate content—What sort of resources will you offer to program participants? How will the content relate to their positions and skill gaps?



Decide how content will be delivered—Will there be a blended approach through classroom training, online and on-demand courses? Does your budget allow for external training?



Think about reinforcement tools—There will be time between courses, events, and any other activities you may plan. Decide how you will want to fill the gaps and keep the momentum going (*e.g., coaching, mentoring, assigning special projects, etc.*)



Choose a program structure—How extensive will your program be? Will you differentiate content and activities for different employee levels? Create individual development plans or journeys? (*See the back of this sheet for more detailed information.*)



Define additional resources you'll need—Who is responsible for overseeing and running the program? What kind of budget and other resources (*e.g., technology needs*)?



Launch your program—Create an internal communication strategy to keep employees in the loop (emails, meetings, company website and social media, etc.) You'll also need an online platform where content will reside, as well as registration and tracking tools (*e.g., to measure engagement*).



Measure your program's success—You'll need to track and analyze participation rates, solicit feedback from participants, and be ready to detail for senior management how the program benefits the organization and its strategic goals.



Evaluate and evolve—Be sure to continuously check in on KPIs and alignment to participant and business goals. Refine to meet any shifts or overcome challenges.

WHAT TYPE OF PROGRAM IS BEST FOR YOUR ORGANIZATION?

Will your initiative be focused more on community and relationship building, group training and skill building, or be specific to individual needs? Here are three possibilities:

Community Building and Global Digital

This level of program helps employees connect in a more meaningful way with each other.

- **Access to a supportive community**
- **Meaningful learning experiences that speak to women's challenges**
- **Networking opportunities with other employees and across departments**
- **General skill-building events**

Group Learning and Skill Building

A program at this level offers more detailed and extensive resources to help participants learn new skills that women need for advancement. In addition to community building, this level would also feature:

- **Instructor-led training experiences on general skills such as confidence building**
- **More in-depth skill building, including leadership**
- **Training to help women add greater value to the organization**

Individual Journeys to Build Leadership Pipeline

This level offers more advanced resources to help address individual development needs. Here, you invest in women who show true potential to step up into future leadership roles.

- **Tools for defining individual skill needs**
- **Resources for charting career paths**
- **More advanced development opportunities for high-potential talent**
- **Opportunity to learn and network with diverse minds from external industries, companies and locations.**

To Learn More

on developing or enhancing a successful women's initiative in your organization, or to find out how WLC can support your efforts through custom content and development planning.