

PROGRAM OVERVIEW

# ADVANCING WOMEN IN AEROSPACE

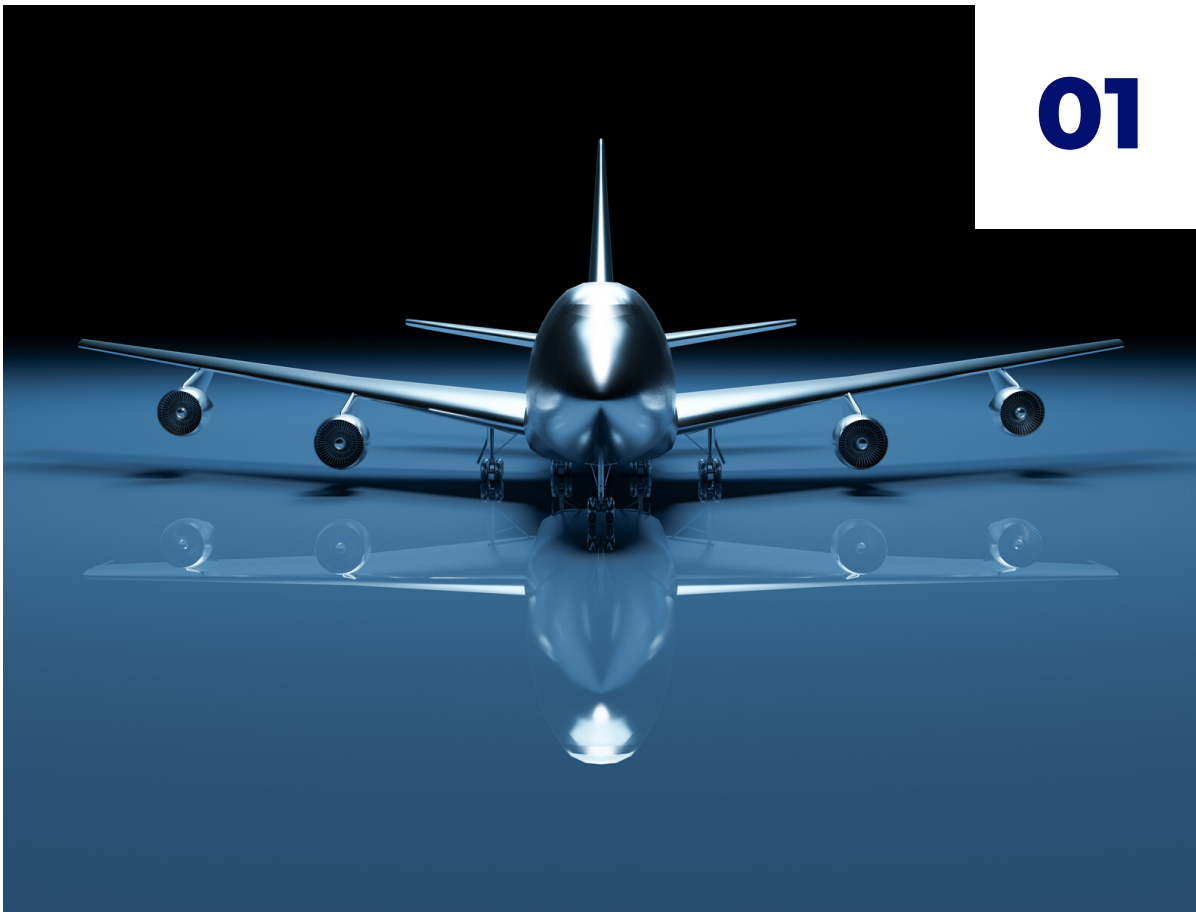


EVOKE

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Agency for Southern Ontario

Financé par :  
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Canada



# ABOUT WIA-CANADA



Women in Aerospace Canada (WIA-Canada) is a not-for-profit organization dedicated to expanding women's opportunities for leadership and professional development as well as increasing their visibility in the aerospace community by creating a professional network in Canada and across the globe. WIA-Canada identifies, fosters and promotes the interests and professional development of women working in the aerospace industry and other related sectors.

A woman with curly hair, wearing a dark blue flight suit, is looking down at a piece of green fabric she is holding in her hands. She is standing next to a white aircraft with a black propeller. The background is a light-colored concrete surface. The number '02' is displayed in the top right corner of the image.

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# ABOUT THE PROGRAM

Developed in partnership with Evoke Consulting, the Advancing Women in Aerospace Leadership Program supports and helps improve diversity and inclusion to address the barriers our members face. The program is divided into two parts with 4-module professional development courses, helping women become the next leaders of the aviation and aerospace industries. There are 150 seats available per part and it is at no charge to the participant or you.

If you're interested in nominating employees, please RSVP to Leigh Kras, Program Coordinator at: [leigh.kras@wia-canada.org](mailto:leigh.kras@wia-canada.org)



# ABOUT EVOKE CONSULTING

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### **Leading Experts in Gender Diversity**

Facilitated by Evoke Consulting. Evoke is a training organization who teaches leaders how to feel and project confidence in all interactions. Their team are leading experts in the area of gender diversity. They have designed and implemented women's leadership programs for global companies across a range of industries. Most importantly, they have been working with Women in Aerospace-Canada for four years and understand our business and industry well.



### **Global Subject Matter Expertise**

This program will be led by Elissa Lansdell. Elissa is passionate about developing and empowering others and has worked with thousands of leaders around the world to develop their courage and confidence. She possesses an excellent combination of industry-specific knowledge, global subject matter expertise, and an engaging instructional style. We are confident you will learn in a fun, and safe environment with Elissa as your instructor.



# PART 1: THE MODULES

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## **A Brief Description About the Modules**

Want to know more about the modules your employees will be learning about? Below you will find the descriptions of the modules offered in Part 1 and how they are targeted for the participant. This gives them the expertise and confidence to lead within your business.

### **Module 1: Branding Yourself**

You already have a brand... but is it the one you want? This workshop focuses on helping participants create the leadership brand they want and how to best project it to others. We will look at what a brand is, how it is developed, and what behaviours you can change to re-brand yourself.

### **Module 2: Positively Confident**

Our confidence is often limited by our own thinking. Whether you think you do not deserve to be in your role, or you feel like your accomplishments are merely a result of luck, it is hard to overcome this self-doubt, also known as the “Imposter Syndrome”. In this workshop, participants will work through this syndrome, discussing the limits of perfectionism and setting goals to help drive their internal confidence and overtake feelings of inadequacy.

# PART 1: THE MODULES

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## **Module 3: Developing Leadership Presence**

You always know when a leader walks in the room. They seem to have an “air” about them. They carry an internal confidence that you can feel and they bring energy to the room and those in it. How do they do that? It’s called presence. And it’s a skill that you can develop. Projecting presence will help others see you as a leader and will be more apt to listen to your ideas. This workshop will take participants through the key elements of presence such as projecting energy and speaking with conviction. Each participant will also receive individual coaching on their presence.

## **Module 4: Handling Challenging Situations**

As women, we are often faced with situations where we must assert ourselves. It might be being heard at a meeting, asking for a promotion, delivering a tough performance review or saying no to non-value add activities. These situations, and more, are prevalent in a male dominated industry. This module will provide participants with the skills to present themselves as confident leaders in all of these situations.




# PART 2: THE MODULES

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## **The Continuation of the Program**

Some of your employees may have already completed Part 1, either separately over the past few years or as part of the AARI funding. This is the opportunity for your employees to complete the Program and become leaders and advocates for your organization. Interested in what Part 2 offers? Below are descriptions that will help your employees grow.



## **Module 1: Navigating the Political Landscape**

Opting out is not an option, there is always a power dynamic regardless of who you are dealing with, inside or outside of the workplace. That is why understanding and having an increased awareness about power dynamics can help improve how you attain power, and your ability to influence. This workshop will look at what political capital is and how you can build it over time. The good news is – you have control over where you invest political capital and the ability to monitor where you stand with different individuals.



## **Module 2: Growing your Network**

Gone are the days of transactional business. People are naturally inclined to do business with people with whom they have relationships. That's why improving your network will improve your professional life. This workshop will examine who is in your network, who you should seek to build relationships with, and will help you develop the skills required to get you started. From small talk to big business, this module sets you up for success.



# PART 2: THE MODULES

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## **Module 3: Building Strategic Relationships**

It's important to surround yourself with advisors and champions but where do you find them? You've heard of mentors and sponsors, but do you know the difference between them? Do you have both in your life and if not, do you know how to secure them? Research says women are over mentored and under sponsored. This module will explain the benefits of both and help you identify what you need in each.



## **Module 4: Adapting to Change**

The only constant in the world is change. We are all impacted by change nearly every day, which can either be negative or positive. How we are impacted depends on our ability to adapt to change. In this workshop, you will learn how to support yourself and others through change so that you can grow and thrive as a result of the experience. We will walk through a change that you are facing or have gone through and learn strategies for managing it well.



# AVAILABLE DATES

We are excited to invite 150 women to participate in both of the two Parts. To accommodate schedules, we are running 10 cohorts of each Part. Participants need only register for one cohort per Part. Class sizes will be a maximum of 15 people.

Page 09 are the dates for Part 1 and Page 10 are the dates for Part 2.

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# PART 1



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## COHORT A

May 2, 2023  
May 9, 2023  
May 16, 2023  
May 23, 2023

## COHORT F

Sept. 6, 2023  
Sept. 13, 2023  
Sept. 20, 2023  
Sept. 27, 2023

## COHORT B

May 4, 2023  
May 11, 2023  
May 18, 2023  
May 25, 2023

## COHORT G

Oct. 10, 2023  
Oct. 17, 2023  
Oct. 24, 2023  
Oct. 31, 2023

## COHORT C

May 5, 2023  
May 12, 2023  
May 19, 2023  
May 26, 2023

## COHORT H

Nov. 6, 2023  
Nov. 13, 2023  
Nov. 20, 2023  
Nov. 27, 2023

## COHORT D

June 6, 2023  
June 13, 2023  
June 20, 2023  
June 27, 2023

## COHORT J

Jan. 3, 2024  
Jan. 10, 2024  
Jan. 17, 2024  
Jan. 24, 2024

## COHORT E

Sept. 5, 2023  
Sept. 12, 2023  
Sept. 19, 2023  
Sept. 26, 2023

## COHORT K

Feb. 1, 2024  
Feb. 8, 2024  
Feb. 15, 2024  
Feb. 22, 2024

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# PART 2

## **COHORT A**

June 5, 2023  
June 12, 2023  
June 19, 2023  
June 26, 2023

## **COHORT F**

Nov. 3, 2023  
Nov. 10, 2023  
Nov. 17, 2023  
Nov. 24, 2023

## **COHORT B**

June 8, 2023  
June 15, 2023  
June 22, 2023  
June 29, 2023

## **COHORT G**

Jan. 12, 2024  
Jan. 19, 2024  
Jan. 26, 2024  
Feb. 2, 2024

## **COHORT C**

Sept. 7, 2023  
Sept. 14, 2023  
Sept. 21, 2023  
Sept. 28, 2023

## **COHORT H**

Feb 6, 2024  
Feb. 13, 2024  
Feb. 20, 2024  
Feb. 27, 2024

## **COHORT D**

Oct. 6, 2023  
Oct. 13, 2023  
Oct. 20, 2023  
Oct. 27, 2023

## **COHORT J**

March 4, 2024  
March 11, 2024  
March 18, 2024  
March 25, 2024

## **COHORT E**

Nov. 1, 2023  
Nov. 8, 2023  
Nov. 15, 2023  
Nov. 22, 2023

## **COHORT K**

March 7, 2024  
March 14, 2024  
March 21, 2024  
March 28, 2024



# OUR TEAM

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**Elissa Lansdell**

Facilitator, Evoke Consulting



**Leigh Kras**

Program Coordinator, WIA-Canada



**Brenda Landry**

CEO, Evoke Consulting



**Nancy Barber**


President, WIA-Canada







# THANK YOU



Past participants of the program have already demonstrated notable improvements in their respective work environments, and you will see the same from those employees you nominate as they derive high educational and professional value in return. If you're interested in nominating employees, please RSVP to Leigh Kras at: [leigh.kras@wia-canada.org](mailto:leigh.kras@wia-canada.org)

This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario). For more information, please visit <https://feddev-ontario.canada.ca/en>.



Hamilton, Ontario  
Toronto, Ontario



[www.wia-canada.org](http://www.wia-canada.org)  
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