



WinSETT Centre Leadership Program: Online Skill Builders

Table of Contents

1	Who is the WinSETT Centre?	1
2	What is Our Leadership Program?	1
3	What can we expect from a WinSETT Leadership Skill Builder?	1
4	What are the Skill Builder Topics?	2
5	Do we really have an impact?.....	2
6	What is the Price Tag?	3
7	How can I Learn More?.....	3
8	Appendix: What will we Learn in Each Skill Builder?	4
8.1	Unconscious Bias: What you Need to Know	4
8.2	Microaggressions: A Primer	4
8.3	Introduction to Negotiation	4
8.4	Communication Styles.....	4
8.5	From Difficult to Effective Conversations	4
8.6	Mentors & Sponsors.....	4
8.7	Fundamentals of Respectful and Inclusive Workplaces.....	4
8.8	Working with Challenging People	5
8.9	Allyship for Everyone.....	5
8.10	Self-Promotion Your Way.....	5
8.11	Fundamentals of Leading Change	5
8.12	Navigating Workplace Politics.....	5
8.13	Recruitment and Retention of SETT Women	5
8.14	Working Collaboratively Across Generations.....	6

1 Who is the WinSETT Centre?

The Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre) is an action-oriented, non-profit organization that aspires to recruit, retain and advance women in science, engineering, trades and technology¹. The WinSETT Centre advances women's leadership in SETT workplaces by:

- Delivering workshops and Skill Builders to advance the retention and leadership of women in SETT fields and to create a positive culture for women in the workplace
- Partnering on specific projects with like-minded organizations
- Promoting and celebrating the leadership of women in SETT organizations and as role models and mentors.

2 What is Our Leadership Program?

The WinSETT Centre develops and delivers professional development for up-and-coming leaders tailored to early and mid-career female engineers, scientists, tradespersons and technologists in science and technology-based sectors and the men who work with them. The Program consists of full day workshops and 90 minute Skill Builders. All components of the Leadership Program Skill are:

- highly interactive
- engaging
- based on Canadian research and best practices
- focused on the reality of women in SETT
- professionally facilitated

3 What can we expect from a WinSETT Leadership Skill Builder?

Leadership Skill Builders are “slices” of our in person workshops and are open to all genders. They are 90-minutes, online and built on the following principles:

- **Live Delivery:** a WinSETT facilitator and moderator are both online to deliver the content, encourage the discussion, and respond to questions. All Skill Builders are facilitated over the Zoom platform.
- **Adult Learning:** all Skill Builders are structured to meet the needs of Adult Learners, with in-depth pre-session and post-session materials to prepare and complete the learning experience.
- **Interactive:** participation is limited to 35 registrants to ensure maximum interaction. We utilize breakout rooms, collaborative documents, polls, and other interactive tools.
- **A Safe Learning Environment:** our Skill Builders are never recorded, only registered participants can enter, and the moderator will remove anyone behaving inappropriately.
- **Professionally Facilitated.** WinSETT has nine facilitators across the country. They are engineers, scientists, educators, coaches, and technologists and passionate about providing leadership learning opportunities to women in SETT.

¹ www.winsett.ca

- **Professionally organized:** session materials and online platform instructions sent in advance, reminders to registrants sent with clear instructions on how and when to join and what to expect in session, and all sessions are evaluated.
- **Provide networking opportunities:** participants are from all over Canada get to know each other in the breakout rooms, all participants are invited to follow us on social media and join our mailing list for other events, newsletters, etc.

4 What are the Skill Builder Topics?

Skill Builders focus on important professional development areas for people in the early stages of their SETT career. Each Skill Builder includes the information on the gendered aspect of the topic and tips and strategies on how working online may impact it. The Leadership Skill Builders are²:

1. Unconscious Bias: What you Need to Know
2. Working with Challenging People
3. Microaggressions: A Primer
4. Allyship for Everyone
5. Introduction to Negotiation
6. Self-Promotion Your Way
7. Communication Styles
8. Fundamentals of Leading Change
9. From Difficult to Effective Conversations
10. Navigating Workplace Politics
11. Mentors & Sponsors
12. Fundamentals of Respectful and Inclusive Workplaces
13. Recruitment and Retention of Women in SETT
14. Working Collaboratively Across Generations

5 Do we really have an impact?

Don't listen to us – let's hear what others have said...

The partnership between Enbridge and WinSETT has delivered tremendous value for our emerging leaders. The content delivered through the WinSETT Women's Leadership Program covers key insights that women can draw on to position themselves as high-value talent. Our participants hold the program in high regard as it provides exceptional nudges to help them advance their careers.

-Kimberley Grant, Manager, Diversity, Inclusion & Talent Acquisition Strategy, Enbridge

I feel very fortunate in having had the opportunity to participate in the first cohort of WinSETT in Houston. Some of the great benefits in participating in the program:

- *the program really did create a sense of comradery among those involved*

² The learning objectives of each Skill Builder are appended.

- *getting to know a group of women with the same background and hearing their stories aid in feeling that I am not alone in our careers, it's empowering!*
- *learning about the different leadership and communication styles provided the tools to navigate, with more confidence, through difficult conversations*
- *gave me a new perspective on how important it is to be part of employee resources groups. -Recent Participant*

I really enjoyed the content and facilitators. I felt very welcomed and enjoyed seeing all the faces! Well done! -Recent Participant

Our Skill Builder evaluations show consistent high scores on engagement, learning objectives, and our facilitators.

6 What is the Price Tag?

To purchase a complete Skill Builder, with 35 participants, is \$2,200. There are discounts available for multi-session purchases. As an example, the Dalhousie University Faculty of Computer Science purchased 6 Skill Builders and offered them to their senior students once a month for 6 months.

WinSETT commits to offering the Skill Builders publicly, where sales of individual seats are open to anyone. The cost per seat is \$75 with a limited number of reduced seats for students, apprenticed, unwaged at \$55. There are discounts for multi-seat purchases. For example, a consulting engineering firm purchased 25 seats and distributed the registration code to their employees enabling them to select the one of interest.

7 How can I Learn More?

For further information on the offerings of the WinSETT Centre, please contact Susan Hollett, National Coordinator (709) 466-1373 winsettcentre@gmail.com.

The current public offerings can be found on our Eventbrite page:

<https://www.eventbrite.ca/d/online/winsett/>

Our Social Media is full of many toics of interest about building female leadership in SETT workplaces.



@WinSETT_Centre #WinSETT



WinSETT Centre Canada



@WinSETTCentre



@WinSETTCentre

8 Appendix: What will we Learn in Each Skill Builder?

8.1 Unconscious Bias: What you Need to Know

- Better understand Unconscious Bias
- Realize the impact of Unconscious Bias
- Be able to apply strategies and tools to disrupt Unconscious Bias in the workplace

8.2 Microaggressions: A Primer

- Define Microaggressions
- Discuss impacts of Microaggressions on women in SETT
- Understand Microaggressions in SETT workplaces
- Apply skills and ideas to disrupt the effects of Microaggressions

8.3 Introduction to Negotiation

- Recognize gendered aspects of negotiation and how they impact negotiation outcomes and interactions
- Identify negotiating styles you might use during negotiations
- Practice collaborative negotiation styles best practices
- Provide takeaway tools to help you successfully negotiate

8.4 Communication Styles

- Identify the four communication styles, including your own
- Adapt your communication approach to more effectively communicate with others (in person and online)
- Examine some of the stereotyped aspects of communication
- Build your confidence as a communicator in SETT workplaces

8.5 From Difficult to Effective Conversations

- Identify what makes conversations difficult for you
- Use a simple framework to prepare for and navigate difficult conversations
- Practice techniques to improve your skills for more effective conversations in SETT workplaces
- Explore gendered and other stereotyped aspects of difficult conversation

8.6 Mentors & Sponsors

- Define and learn the difference between mentors and sponsors
- Clarify your career goals
- Identify and connect with appropriate mentors and sponsors
- Learn how to connect in the virtual world
- Refine your practice

8.7 Fundamentals of Respectful and Inclusive Workplaces

- Develop an understanding of the concept of respectful and inclusive SETT workplaces
- Explore the business case for moving towards a respectful and inclusive SETT workplace
- Recognize the opportunities you have to impact your SETT workplace

8.8 Working with Challenging People

- Define what challenging means in the context of workplace/interpersonal relationships
- Recognize how your natural skills and aptitudes, communication style, individual perspective, and gender may play a part in challenging relationships
- Discover how empathy and curiosity can be used as strategies to help you manage challenging situations
- Begin to develop an action plan to create more effective working relationships with challenging people

8.9 Allyship for Everyone

- Explore a model for Allyship for more inclusive workplaces
- Practice a simple framework for Allyship using reactive and proactive cues
- Identify how gender and virtual environments impact Allyship
- Explore strategies to be a more effective ally

8.10 Self-Promotion Your Way

- Understand the importance of effective self-promotion for performance reviews, attracting sponsors, networking, and developing strategic relationships
- Explore why there is a significant gender difference in willingness to self-promote
- Develop and practice self-promotion pitches
- Create your Self-promotion plan

8.11 Fundamentals of Leading Change

- Explore a model for leading change (we are now just focusing on one model, not multiple)
- Practice a simple framework to embrace change more effectively
- Identify how gender can impact change leadership
- Explore opportunities for leading change in SETT workplaces

8.12 Navigating Workplace Politics

- Define workplace politics and power
- Assess your workplace politics competencies
- Identify how gender and working online impact workplace politics
- Explore strategies to confidently navigate politics in SETT workplaces

8.13 Recruitment and Retention of SETT Women

- **assess** how well your company is performing in the three areas of finding, attracting, and retaining SETT women,
- **discover** insights from the latest research around finding, attracting, and retaining SETT women,
- **contrast** your experiences by sharing perspectives and learning from others in SETT environments,
- **discuss** the mindset shifts that are required to unlock new possibilities to achieving gender parity, and

- **apply** tools to devise an action plan which will accelerate your progress in finding, attracting, and retaining women in SETT.

8.14 Working Collaboratively Across Generations

- Discover and appreciate the similarities and differences across generations in SETT workplaces
- Recognize gender impacts across generations
- Identify challenges and opportunities of working across generations
- Discuss and choose strategies to develop intergenerational relationships with confidence