



# AGC Women in Construction & Building

Presents

## Professional Development for Women

With Liz Goodgold



**REDfire**  
BRANDING

### Workshop Details

#### Thursdays

11:00 a.m.-1:00 p.m.

January 17-February 21, 2019

AGC Office-5400 Mill Street

\*Lunch will be provided.

**\$499 for all  
6 Sessions**

### Who Should Attend

- Professional Women
- Leaders-in-training
- Customer facing employees
- Key internal managers

### Meet Your Workshop Leader *Liz Goodgold*

#### *“Creating Workshops that Work”*

Liz Goodgold has spent her career creating and refining the image of professionals and corporations. She has worked with major companies like Quaker Oats to help them maximize their brand and set themselves apart from their competition. She now shares her expertise to show how you can use those same techniques to successfully navigate in a man’s world with ease, grace and respect.

A fireball of energy, Liz has custom-created programs for Pfizer, Warner Bros, Meals on Wheels, Qualcomm and 200-plus other companies. Quick with a quip, she’s been on every national news channel and the television series Hollywood Scandals and The Kennedy Files.

**You can sign-up by filling out this form and emailing it to [CarisalynnS@NevadaAGC.org](mailto:CarisalynnS@NevadaAGC.org) or fax to 775-329-6575.**

**Questions? Call the AGC office 775-329-6116.**

Name	Email

**Company:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**\*Payment options: Check, credit card, or we can bill your firm.**

**Please make checks payable to AGC.**

## **Workshop Overview**

Successful professionals are skilled at communicating and building relationships with many different colleagues, vendors, distributors, and contractors. However, there are unique challenges for professional women, and even more for women working in a male-dominated industry. Using an interactive approach, this 6-session workshop will focus on the key components of professional development and leadership, specifically designed to help women succeed in business. Sessions will address presentation skills, written communication, networking, LinkedIn, and personal branding.

### **Module 1—Thursday, January 17**

#### ***Becoming Your Best Professional Self***

- Project a consistent and professional image in all aspects of work
- Differentiate self-promoting vs. boasting in order to earn recognition for your accomplishments
- Make a good and lasting first impression
- Dress for form, function, and respect
- Craft a 7-second hook so that you introduce yourself with interest and ease
- Recognize bias in how women vs. men are judged
- Master the art of business and business casual
- Find shoes that work!

### **Module 2—Thursday, January 24**

#### ***Networking Your Way to Deeper Connections and More Opportunities***

- Work any room so that everyone knows your name, and you know theirs!
- Capitalize on hidden opportunities to boost your visibility and credibility
- Keep a “quip in your hip” so that you always have something to say to avoid those awkward moments
- Master the art of the “F” word (follow up!) that separates you from your colleagues
- Decipher body language and know how to effortlessly enter and exit a conversation

### **Module 3—Thursday, January 31**

#### ***Mastering Written Communication***

- Write captivating subject lines that get your emails opened
- Craft emails that are appropriate and compelling
- Understand protocols of good business writing
- Differentiate writing for internal use, blogging, memos, and white papers from copywriting that sells
- Write faster without sacrificing content
- Analyze what works and what doesn't in written communication today

### **Module 4—Thursday, February 7**

#### ***Establishing Your LinkedIn Profile***

- Harness the power of LinkedIn
- Recognize the 5 essentials of a great profile
- Boost your personal brand, reputation, opportunities, and happiness with a memorable profile
- Write and revise your summary in the session and leave with a new profile

### **Module 5—Thursday, February 14**

#### ***Boosting Speaking Skills***

- Speak like a professional with information and entertainment value
- Understand how to use pause, pace, tone, and vocal variety to boost comprehension
- Identify speaking differences between women and men
- Recognize speaking habits that undermine credibility
- Incorporate transitions and segues in presentations
- Master presenting a contrarian view without being offensive
- Use words and tone so that men listen
- Balance the art of telling a story and selling a story
- Persuade and influence an audience
- Organize and prepare for the wrap-up 2-minute presentation

### **Module 6—Thursday, February 21**

#### ***Wrap-Up & Participant 2- Minute Talk***

- Organize and prepare a talk
- Add entertainment value, fun factor, and cool quotients to any talk
- Communicate with diverse audiences
- Practice constructive peer-to-peer speaker evaluations