

Eligibility & Application

Women from multiple disciplines within the sports industry who meet the criteria listed below are encouraged to apply for one of the 40 available slots in the 2014 inaugural class of the WISE Executive Leadership Institute.

- Employed full-time in a management or staff position within the sports industry, or by a company that is engaged in the business of sports, i.e., brands, agencies and/or media companies
- High-potential executive with a minimum of three years' experience at the vice president level or above
- Proven track record for advancement and/or has been identified in her organization's formal succession plan
- Aspires to a C-level position within the sports industry
- Endorsed by senior management for participation in the program
- Committed to attending all sessions, completing homework assignments and ensuring successful completion of the week-long program curriculum
- Committed to mentoring other women and to building a growing and cohesive network of female industry leaders

Program tuition is \$7500 per person inclusive of books, materials and meals. Lodging and travel expenses are additional and the responsibility of the participant's sponsoring company.

Online applications are available at WISE-Institute.org and must be submitted by **Tuesday, June 10, 2014**.

All submissions are confidential and will be reviewed by a WISE committee. Applicants will be notified of selection results by **Thursday, August 7, 2014**.

For more information, visit WISE-Institute.org.

Announcing the 2014 Inaugural Class WISE Executive Leadership Institute

WISE
WOMEN IN SPORTS AND EVENTS
Executive Leadership Institute
244 Fifth Avenue, Suite 2087
New York, NY 10001



wise | **Executive Leadership Institute**
WOMEN IN SPORTS AND EVENTS

in partnership with

 **Tuck**
EXECUTIVE EDUCATION
at Dartmouth

WISE Executive Leadership Institute

WISE is now accepting applications for the inaugural class of our Executive Leadership Institute, a prestigious curriculum tailored specifically for the advancement and retention of female executives in the sports industry. A first for the sports industry, this highly competitive program was created for women at the vice president level or above, who aspire to senior-level positions — with the ultimate goal of establishing a deep bench of female leaders who are prepared to ascend to the C-suites.

Program Rationale

As the combined effects of globalization, disruptive technologies and Title IX transform the demographics and consumption of sports, women have emerged as major industry players in the forms of decision-makers and change agents. This evolution and expansion of the sports industry — and the resultant business opportunities — underscore the need for more women in the C-suites.

In a 2013 WISE survey of women in the sports industry, respondents cited a number of critical factors for advancement to senior positions in the industry including networking and building relationships, access to key clients, the ability to effectively persuade and negotiate, and having challenging or highly visible assignments.

Through a curriculum focused on both business acumen and interpersonal skills, the WISE Executive Leadership Institute will equip participants with the strategic mindset and critical competencies to better navigate their career trajectories.

For more information, visit WISE-Institute.org.

Program Description & Curriculum

The WISE Executive Leadership Institute is offered in partnership with Tuck Executive Education at Dartmouth College in Hanover, New Hampshire. Founded in 1900, the Tuck School of Business is the first graduate school of management and consistently ranks among the top business schools in the world.

Tuck's world-class faculty combines research-based insights and case studies with real-world knowledge and global experience to help executives become more effective and better equipped to transform their organizations — driving innovation, growth and cross-company collaboration.

Led by a diverse Tuck faculty, the WISE Executive Leadership Institute curriculum addresses the critical business acumen and personal leadership skills needed by any successful executive, as well as the specific challenges faced by women in the sports industry.

Throughout the program, session content will be reinforced through facilitated reflection and peer coaching. Participants will be afforded opportunities to reflect on what they need to learn, the progress they are making, and how to apply the learning back on the job. Additionally, small group learning activities and interaction during receptions, meals and breaks will enable participants to build community and create powerful and continuing support groups.

KEY CONTENT AREAS INCLUDE

Understanding and Using Financial Statements

Developing a Strategic Mindset

Key Principles of Strategic Analysis

Integrating Who You Are with Your Career Path

Leadership, Change and Influence

Sharpening Your Negotiation Skills

Creating the Need for Change

Connecting Strategic Vision and Execution

Managing Your Visibility

Leader in Action: Getting Results with Others

Creating the Life You Want

Participants will come away from the program better prepared to:

- Develop measures for evaluating company profitability and asset utilization efficiency
- Identify major organizational challenges and how to meet them
- Strategize for effective negotiations
- Explore the essentials of successful strategies
- Apply self-awareness to think strategically about their careers
- Understand how effective leaders influence others and implement change in their organizations
- Meet common challenges related to change within an organization
- Use strategic communication to create a connection between strategy development and execution
- Maximize mentoring relationships
- Assess personal leadership styles and how they impact team behaviors
- Explore what work-life integration means for them

The inaugural WISE Executive Leadership Institute will convene **November 9–14, 2014** on the Dartmouth campus in Hanover, New Hampshire. Attendance is mandatory for the entire program period. A maximum of 40 participants from the sports industry will be selected for the class.

For a complete list of program faculty and session objectives, visit WISE-Institute.org.

The WISE Mission

The WISE (Women in Sports and Events) mission is to create and support programs that enhance the success and growth of women in the business of sports. The organization strives to be the definitive source for businesswomen seeking information about issues, challenges and opportunities impacting all stages of their career — from entry level to senior management, and those in transition. See more at WISEworks.org.