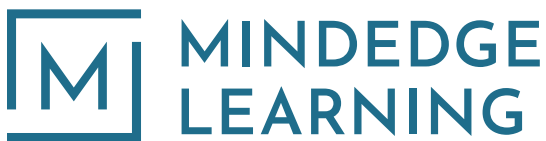


# Women in Business

## Category and Courses Marketing Kit

Hone your strengths, and learn how to face the challenges.



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# I. Course Summary Descriptions

## Women in Business

The courses in this category are designed to uncover the various challenges that evidence suggests women in business are likely to face that are different (in kind or in scale) than those faced by men in business. These courses will seek to prepare learners to either start a career or to advance a career, by naming some of the systematic obstacles they might face, such as explicit discrimination, implicit bias, glass ceilings, glass cliffs, assumptions about familial responsibilities, and double binds, and share strategies for addressing those challenges.

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## Certificate in Leadership for Women in Business

Nearly half of all working adults are women, and women now make up the majority of students pursuing undergraduate and graduate degrees. Despite these indications that they have the skills and education to be leaders in the workforce, women are still underrepresented in many areas, and the persistent wage gap demonstrates that their work is often undervalued. This certificate explores both the social and psychological mechanisms that create challenges that professional women often face. Alongside commentary from women leaders, the material also provides concrete and data-driven recommendations for advancing in your career. The courses in the certificate introduce key concepts and practices that all successful business people should be familiar with, thereby serving as a general introduction to topics like leadership, management, communication, work-life balance, networking, negotiation, and body language.

**Learner Satisfaction: 100%**

**Estimated length: 23 hours**

**Access Time: 365 days**

**Credits: 2.3 CEUs**

## Body Language for Women in Business

By understanding the impact of body language, leaders can learn how to communicate in a way that builds and sustains positive relationships with employees, clients, and business partners. This course will help women business leaders learn how to read body language cues and use them to exude both strength and warmth. It considers the role and impact of gender stereotypes in nonverbal communication and explains how facial expressions, hand gestures, body movements, and eye contact can be used in various business situations like negotiations. The course also addresses cross-cultural body language and explores the role of body language in virtual communication.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Communication for Women in Business

The course will provide a general overview for effective communication at work. Learners will review tips and strategies for communicating with small and large groups, being heard in meetings, projecting confidence, and more—especially as these concepts apply to women. This course also considers communication in the context of public speaking, and discusses the importance of understanding the audience, preparing for a presentation, using visual aids appropriately, and more. Learners will be able to identify criticisms of, and biases toward, women speakers, and the course introduces strategies for how to counteract them.

**Learner Satisfaction: 100%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

# Current Issues Facing Women in Business

This general awareness course will assess the representation of women in various domains, including sports, politics, education, STEM fields, pink-collar jobs, and managerial positions. We will also review challenges that many working women face, as well as strategies for addressing those challenges both as an individual and from an organizational perspective. The course concludes with a brief review of milestones in the history of women in the workplace and an assessment of some ways that better representation of women can benefit businesses.

**Learner Satisfaction: 98%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Leadership and Management for Women in Business

Leaders are people who can change the thoughts, attitudes, and behaviors of the people around them. Successful organizations must have leaders who take them in the right direction. While not all leaders are managers or even occupy positions of authority, managers are often leaders for the employees who report to them. While companies with more women in leadership positions tend to see benefits to their bottom line, gender stereotypes and biases can make it difficult for women to become recognized as leaders and to advance into managerial or executive positions at work. This course reviews various qualities of leaders and styles of leadership and management. It also reviews common managerial challenges and introduces techniques, strategies, and best practices to overcome those obstacles.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Negotiation for Women in Business

This course defines negotiation and reviews the importance of advocating for yourself and your interests. Because negotiation tends to be characterized in a stereotypically masculine way, this course considers some of the challenges that women tend to face when negotiating. The course reviews key negotiation concepts such as BATNA and ZOPA as well as common negotiation mistakes and the five stages of the negotiation process. The course-takers will also engage in negotiation scenarios for opportunities to prepare for common situations they may encounter.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Networking and Mentorship for Women in Business

Making meaningful connections can be critical to professional success. Although many find networking to be difficult, it is a learned skill that can improve with technique and practice. This course introduces techniques and strategies for networking, finding mentors, and attracting sponsors, as well as common anxieties and obstacles that people face when trying to expand their professional connections. It highlights the ways that networking can be both particularly difficult and especially important for women in business.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Work-Life Balance for Women in Business

Everyone finds that their life is unbalanced from time to time. If left unaddressed, that lack of balance can cause stress, decreased productivity, and even health problems. Stereotypes and expectations about what matters to women can exacerbate work-life balance challenges. This course explores the importance of prioritizing things that matter to you, both at work and at home, and introduces techniques that can help individuals and organizations make work-life balance possible.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Women in Business suite.

### **Body Language for Women in Business**

*"This was a great reminder of many things I had already learned, and also provided new information about how body language affects us in business settings."*

### **Communication for Women in Business**

*"I enjoyed the mix of video and exercises. I really like the women you have selected to provide thoughtful insights about communicating."*

### **Current Issues Facing Women in Business**

*"I wish every women would complete this training. AMAZING! I'm now able to name some situations I've been exposed to as well as understand some strategies that can be effective when dealing with these problems. I am much more confident."*

### **Leadership and Management for Women in Business**

*"Great class! Exactly what I was looking for!"*

### **Negotiation for Women in Business**

*"I was pleased to learn information about how to negotiate effectively, and what barriers there may be to women when negotiating in the business sphere. I could see these things in my own attitudes toward negotiation."*

### **Work-Life Balance for Women in Business**

*"I really learned more information about the benefits of work-life balance, and how rarely we as Americans do what we need to do to achieve it. I do not have a lot of formal training about networking, and I found this to be very helpful."*