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# Your CAREER, Your LIFE

Assess your priorities  
Reach your goals  
Expand your influence in the workplace



## TWO SESSIONS:

Wednesday, Dec. 2 and  
Wednesday, Dec. 16, 2009  
8:30 a.m. to noon

**SBDC**  
Small Business Development Center  
UNIVERSITY OF WISCONSIN-LA CROSSE

# Your CAREER, Your LIFE

These sessions will consider the “big picture” of the working lives of women while also providing practical strategies to align long-term goals with day-to-day life.

## DEC. 2 SESSION

### Women’s Strengths and Challenges in Today’s Workplace

These sessions will consider the “big picture” of the working lives of women while also providing practical strategies to align long-term goals with day-to-day life.

- Expand your understanding of the kinds of strengths women bring the workplace, as well as the challenges women face.
- Learn examples of women who have developed authentic approaches to career advancement on their own terms.
- Learn to reframe the value of your skills, communication style, and experiences in your workplace in light of this knowledge so you can apply your strengths to advance your career
- Learn proactive strategies to address gender-based inequities in the workplace by examining common workplace situations.

### Expanding Effectiveness and Influence

Advancing in your career, making a career transition, or improving effectiveness and balance, all take time. They also require strategic thinking and sometimes social support. Through a reflective inventory of how you spend our time and energy, your skill sets, and your opportunity niches right now, you will learn how to:

- Take stock of your own perceptions of your effectiveness in work, personal life, and community.
- Identify skill sets and work with others to understand the transferability of your skills to new career opportunities.
- Examine workplace situations that offer both challenge and opportunity, and learn how to apply your strengths to those situations.
- Begin setting career goals that align your values and long-term vision with your day-to-day life.

## DEC. 16 SESSION

### Work-Life Balance

It is possible, though often difficult, to feel energized by the challenges, triumphs, and high energy lifestyle of devotion to career and balance them with personal commitments such as caring for your family. This session will provide examples, findings from research, and stories that demonstrate both what individual women and families can do to improve work-life balance, and what employers and social policy can do to help. More specifically, you will learn:

- Work-life balance strategies by thinking long-term and integrating workplace management skills with home management skills.
- What women can achieve to help them manage the balancing act (Is there a flexible schedule in your future? An on-site child care center? A paid leave?) if they ask, and especially if they ask together.

### Mentoring and Finding Mentoring

At every stage of career development, research shows women benefit from both mentoring and being mentored. During this session, you will:

- Reflect on mentoring in your career and life journey so far.
- Identify strategies to improve your opportunities to expand mentoring relationships that help you meet your own goals.
- Identify and learn the skills of mentoring others.

### Stages of Effectiveness and Career Development

Envision the possibilities for women’s career paths in today’s world and tomorrow. During this session, you will:

- Consider patterns of life stage career development for women in today’s generation and tomorrow.
- Outline a medium-term plan for your own career goals.
- Collectively strategize about making the path easier and more fun for the coming generations.

## Jodi VANDEBERG-DAVES

Workshop Facilitator



Jodi Vandenberg-Daves is a Professor of Women's Studies at the University of Wisconsin-La Crosse. Jodi has taught, researched and written about women in the workplace for the past 15 years. She is a well-respected and recognized leader at UW-La Crosse. She helped reshape campus policy and culture to help women balance their personal and professional lives.

Jodi's expertise in professional development and education for women includes development of courses dealing with women and leadership as well as women's history. Jodi is also the director of two federal grants focused on professional development for women.

Jodi has chaired the UW-La Crosse Advisory Council on women's issues, which monitors the status of women on campus. She has also led a task force which successfully developed a new university policy making available part-time faculty positions, and has been an invited speaker on women and leadership.

Jodi's recent research involved women throughout the region to uncover more about how employers currently facilitate the work-life balance and what they could do to improve. Her research is the first of its kind to identify best practices among local employers serving working mothers.

Jodi received the YWCA Tribute to Outstanding Women in recognition of her dedication to education and community service.

## Why ATTEND?

Why are the practical strategies learned during this workshop valuable to both companies and employees?

### Companies with women leaders see higher profits.

"Companies with the highest representation of women on their top management teams experienced better financial performance than companies with the lowest women's representation."

*Source: The Bottom Line: Connecting Corporate Performance and Gender Diversity, Catalyst, 2004.*

### Retaining women makes good business sense.

According to *Catalyst*, "an accepted number for the cost of a professional or manager leaving a company is a minimum of one year's worth of salary and benefits, or at least 100% of the employee's salary and benefits. This formula measures the combined cost of termination, replacement, vacancy, and learning curve productivity loss."

*Source: Turnover and Retention, Catalyst, 2009.*

### Work-life balance affects the retention of female employees.

When asked what factors contributed most to their job satisfaction, working women in the Coulee Region placed two factors at the top: work-life balance, and opportunities for creativity and challenge in the workplace.

*Source: Here's What Women Really Want, Jodi Vandenberg-Daves and Betsy Morgan, River Valley Business Review, December 2008.*

### Work-life balance ranks second!

Nationally, the ability to balance work and home life ranked second among all employees in decisions about whether to stay or leave an organization. The quality of an employee's supervisor or manager ranked first.

*Source: Paul R. Bernthal and Richard S. Wellins, Ph.D., Retaining Talent: A Benchmark Study, Development Dimensions International.*

## General INFORMATION

**Two sessions:** Wednesday, Dec. 2, and Wednesday, Dec. 16, 2009 | 8:30 a.m. to noon

**Location:** Cleary Alumni & Friends Center | UW-La Crosse Campus

**Free Parking:** Convenient parking is available at Cleary Alumni & Friends Center. A free parking permit will be mailed to you in advance of each session.

**Fees:** \$149 per person. The fee includes instruction, materials and refreshments.

**How to Register:** Please complete the form within this brochure and return to the Small Business Development Center via mail or fax. You can also register by calling 608.783.8783 or online at [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).

**Cancellation Policy:** Registrations may be cancelled five (5) business days prior to the start of the program without penalty. Substitutions can be made at any time. No-shows or cancellations made after the program are subject to the full fee. To cancel your registration, please call 608.785.8783.



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## Registration FORM

Yes, sign me up for **Your CAREER, Your LIFE.**  
The cost is \$149 per person.

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employer/organization \_\_\_\_\_

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### Return this form along with payment:

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Or register with your credit card information:

By phone: **608.785.8783**

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