

## Eligibility & Application

Women from multiple disciplines within the sports industry who meet the criteria listed below are encouraged to apply for one of the 35 available slots in the 2015 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](http://WISE-Institute.org). All submissions are confidential and will be reviewed by a WISE committee.

For more information, visit [WISE-Institute.org](http://WISE-Institute.org).



Credit: Laura DeCapua

## Rodin Scholarship

Coca-Cola has joined WISE to establish the Rodin Scholarship for the professional development of female small business owners. Up to five recipients will earn a partial scholarship of \$4,000 to attend the WISE Executive Leadership Institute. The scholarship was inspired by WISE founder Sue Rodin, who has helped change the landscape for women in the business of sports.

In addition to the program's eligibility requirements, scholarship applicants must be employed by a WBENC certificate organization that has been in business for a minimum of three years.

## 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](http://WISEworks.org).



244 Fifth Avenue, Suite 2087  
New York, NY 10001 • 212.726.8282  
[info@WISEworks.org](mailto:info@WISEworks.org) • [WISEworks.org](http://WISEworks.org)



in partnership with 

November 8-13, 2015

## WISE Executive Leadership Institute

WISE is now accepting applications for 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. The 2014 inaugural class included executives from industry-leading organizations such as Coca-Cola, ESPN, MLB, NBA and Octagon, as well as major league teams.

“The WISE Executive Leadership Institute provides women executives in the sports industry an opportunity to enhance their leadership and business acumen, develop meaningful relationships and expand their network and take something back to impact their organizations.”

— Tonya Cornileus, VP Learning & Organization Development, ESPN

## Program Rationale

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](http://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

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 WISE Executive Leadership Institute will convene **November 8–13, 2015** on the Dartmouth campus in Hanover, New Hampshire. Attendance is mandatory for the entire program period. A maximum of 35 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](http://WISE-Institute.org).



Credit: Laura DeCapua