

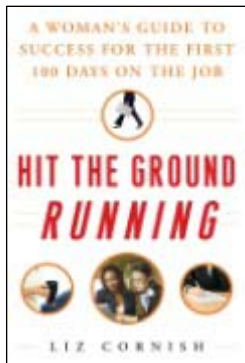
Hit the Ground Running

Developed by Liz Cornish

Contents

Overview of Hit the Ground Running	p. 2
I. Pre-Planning	p. 3
II. Preparation	p. 4
III. Pre-Workshop Preparation	p. 5
IV. Day of Workshop Preparation	p. 6
V. Workshop Follow-Up	p. 7
VI. Resource Kit List	p. 8
Certified Program Facilitator Information	p. 9
Sample Budget 1	p. 10
Sample Budget 2	p. 11 & 12
Sample Budget 3	p. 13
Meeting Planning Checklist	p. 14, 15 & 16
Sample List of Possible Audio-Visual Needs	p. 17
Sample Meeting Notice	p. 18
Sample Press Release	p. 19
Things to Consider When Co-Sponsoring the Event	p. 20

Presenter Qualifications: presenter must be an approved Certified Program Facilitator.



Hit the Ground Running: a Woman's Guide for the First 100 Days on the Job

This workshop is based on cutting edge research and the book: **Hit the Ground Running: a Woman's Guide to Success for the First 100 Days on the Job** by Liz Cornish, Founding Partner of FHD (First 100 Days) Consulting.

The program focuses on tackling new leadership challenges. Whether a workshop participant is taking over a new team, launching a project, receiving a promotion or contemplating a new career, there will be ideas and tools that will help her maximize that transition.

This interactive workshop will lead participants to:

- Discover the seven choices that highly successful women make to accelerate their careers
- Proactively manage a leadership transition
- Develop strategies for applying concepts to their own careers

Note to local FWI contact:

You will need a computer and projector for the PowerPoint presentation and a flip chart for group activities.



PROGRAM IN A BOX: *Hit the Ground Running*

I. Pre-Planning

Timeline: 3 to 6 months prior to date

NOTE: If you are selling the workshop to a for-profit organization, please contact the FWI Association Office for specific instructions.

- A. Review materials on website about programs - www.fwi.org/programs/workshops
- A. Determine purpose for workshop
 - > Member recruitment
 - > Visibility in community
- B. Identify market and/or target audience
- C. Determine type of program (*Hit the Ground Running* is designed for 4 hours)
 - > If part of District Conference – when (before, during or after)
 - > Stand alone morning workshop followed by lunch
 - > Stand alone lunch followed by afternoon workshop
 - > Stand alone afternoon workshop followed by reception
 - > Stand alone evening workshop including a meal
- D. Decide if sponsorships are desired
 - > If yes, develop contact list
 - > Create solicitation letter (example included)
- E. Create budget (example included)



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II. Preparation

Timeline: within 3 months of date

- A. Make list of potential dates
- B. Contact Certified Program Facilitator to determine availability
 - > See Members Only section on website – go to Downloads, scroll down to Foundation, click on Certified Program Facilitator Directory
 - > Remember you may have to contact more than one CPF to meet date requirements
- C. Make meeting room arrangements
 - > Room set-up
 - > Food and refreshments
 - > Audio-visual requirements
- D. Inform Association Headquarters of workshop date
 - > Call 866-236-2007 or e-mail ann@fwi.org
- E. Develop mailing list
- F. Produce marketing materials (example included)
- G. Send invitations **Timeline: suggest 4 weeks prior to date**
- H. Develop press release (example included)
 - > Contact newspapers to find out their timelines for submitting press releases

III. Pre-Workshop Preparation **Timeline: within 3 weeks of date**

- A. Obtain registrations and fees
 - > Suggest closing reservations up to 15 days before date of workshop

- B. Confirm arrangements with meeting location and CPF **Timeline: 2 - 3 weeks prior to date**

- C. Notify FWI Association Office of the number of participants and order workshop materials **Timeline: 15 days prior to date**

- D. Prepare participant name tags **Timeline: 5 days prior to date**

- E. Prepare registration sign-in list
 - > If did not get guests contact information during registration, can get here for future follow-up

- F. Contact CPF to finalize travel arrangements

- G. Contact site liaison to review details
 - > Room arrangement
 - > Meals



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IV. Day of the Workshop Preparation

- A. Meet with CPF prior to workshop to finalize any details
- B. Meet with site liaison to finalize any details
- C. Have display of FWI materials at registration desk
 - > New member packets
 - > Recent FWI materials or publications
 - > Any local group collateral pieces



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V. Workshop Follow-Up

Timeline: up to 2 weeks following date

- A. Send evaluations and payment for participant materials to FWI Association Office
 - > Unused materials can be returned

- B. Write appropriate thank you notes
 - > CPF
 - > Sponsors
 - > Guests

- C. Contact non-member attendees for FWI Membership



VI. Resource Kit List

The Resource Kit contains:

- > Explanation of what a Certified Program Facilitator (CPF) is and a list of things to consider when inviting a CPF to facilitate your workshop
- > Three sample budget formats
- > Meeting planning checklist
- > A list of audio-visual considerations when planning your workshop
- > Two sample workshop notices/invitations
- > A sample press release
- > A list of things to consider when co-sponsoring an event with another organization



Certified Program Facilitator (CPF) Information:

The FWI Foundation initiated its Certified Program Facilitator (CPF) program a number of years ago in response to members' requests for more affordable seminars. The CPF program is for women who, because of their professional experience and presentation skills, as well as their involvement as FWI leaders, are qualified to lead FWI Foundation signature programs such as *Dynamic Delivery*, and the Paragon Circle series of programs, *Thriving in 24/7*, *Getting What You're Worth*; *Nice Girls Don't Get the Corner Office*; *Her Place at the Table*, *Positive Risk*, *See Jane Lead*, and *Hit the Ground Running*.

For the list of approved CPFs sign in to the Members Only section on the FWI Website. Under 5. Exclusive Member Benefits, click on List of Certified Program Facilitators.

Things to remember about CPFs:

- They are dedicated members of FWI
- They are volunteers
- They have real jobs and real families
- Do not expect them to pay anything out of their pocket or have their employer pick-up any of the expenses
- Do not assume they are willing to stay at someone's house. Be courteous and ask
- Ask if they have any special diet needs or other accommodations



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Sample Budget 1:

EXPENSES:

CPF travel, lodging and meals	\$_____
Program Materials	\$_____
Meeting room	\$_____
Marketing	\$_____
Audio-Visual equipment	\$_____
Flipchart	\$_____
Other materials	\$_____
Food and refreshments	\$_____
Other	\$_____
TOTAL EXPENSES	\$_____

INCOME:

Registration (____ # of participants @ \$____)	\$_____
Sponsorships	
Member Organization	\$_____
Other	\$_____
TOTAL INCOME	\$_____
NET INCOME/EXPENSE	\$_____



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Sample Budget 2 (also available as an Excel spreadsheet):

Budget for *See Jane Lead*

Expenses:

Program Materials

enter # needed

Cost per handbook \$49

Total Workbook Expense

\$0

CPF Expenses

Travel
Lodging
Meals
Misc

Total CPF Expense

\$0

Meeting Room Expenses

Cost of room
Audio/Visual Expense
Flip chart/s
Misc

Total Room/Equipment Expense

\$0

Meal and/or Beverage Expenses

enter # of participants

enter total cost of meal/beverage exp per participant

Total Meal/Beverage Expense

\$0

Marketing Expenses

Cost of paper for flyer
Cost of flyer preparation
Estimated postage expenses
Misc

Total Marketing Expenses

\$0

Other Expenses



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	Thank you gift for CPF	
	Door prizes for participants	
	Misc	
Total Other/Misc Expenses		<u>\$0</u>
	TOTAL EXPENSES	\$0
Income:		
Registration		
	enter # of attendees	
	enter Registration Amount	
Total Income from Registration		\$0
Sponsorships		
	Sponsor 1	
	Sponsor 2	
	Sponsor 3	
	Sponsor 4	
Total Sponsorships		\$0
Other Income		
	Misc	
	Misc	
Total Other Income		<u>\$0</u>
	TOTAL INCOME	\$0
NET INCOME/EXPENSE FOR PROGRAM		\$0



PROGRAM IN A BOX: *Hit the Ground Running*

Sample Budget 3 (courtesy of the San Diego County Group and the Golden West District)

Income Item	Amount	Assumptions	
Workshop Fees	\$7,950	\$159 @ 50 Paying Attendees + 6 Comps	2 ProCourier, 3 Celebrating Ldrshp, 1 Fac.
Opportunity Drawing	\$400	40 @ \$10	
Logo Item Sales	NA		Web Link, 2 Comps, Recognition on Invit.
ProCourier	\$2,000	Event Sponsor	Recognition on Invitations, Infomercial, Name & Logo on PowerPoint
Income	\$10,350		

Expense Item	Amount	Assumptions	
Four Points Sheraton			B \$10.75, L \$17.00, R \$10.65 X 126% =
Food	\$2,744	56 @ \$49	48.38 (\$49)
Bartender	\$75		
Room	\$150	Includes Pitchers of Ice Water All Day	Lunch in Separate Room*
10' Screen	\$65		Podium/Judy-Sound
Cordless Lavlier	\$125		
Podium/Mic	\$75		
Riser	\$0		
Event Materials	\$2,750	55 @ \$50 (Less Paragon Circle - 3?)	Mailers 79 FWI - SD
Invitation Stock/Env	\$250	1,500	390 OC
Facilitator - Hotel/Meals	\$250		72 IE
Facilitator - Travel	\$400		73 BF - SD
Misc Materials	\$100	1,000	65 IE
Printing	\$200		54 OC/LA
Postage	\$555	1,500	155 CBA
Website Promo Costs	\$100		66 NAWBO - SD
Plaques - Cele. Ldrshp	\$150		91 ProCourier
Direct Costs	\$5,245	Divide By 56 = \$93.66	180 SD Business Journal
			70 SD Super Bowl Vendors
Total Event Cost	\$7,989	\$142.66	140 OC Network Group
			1,427 Total
Projected Profit	\$2,361	* \$150 approved by District Board for International to fax Group & District Presidents, Surrounding States.	\$500 Deposit - Hotel - Done Julie Cripe - Expenses Check-In Time/Basic Program Schedule



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Sample Meeting Planning Checklist:

MEETING PLANNING CHECKLIST		
	Who is Responsible	By When
1. Agenda or Format _____ Consider needs of potential attendees _____ Develop agenda format _____ Copies of agenda/format to group _____ Contact people on the agenda/format _____ Other	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____
2. Publicity/Promotion/Notifying _____ Develop Prospect List _____ Develop invitation notice _____ Mail invitation/notice with agenda _____ Include directions to meeting place _____ Phone calls _____ News releases _____ Personal contacts _____ Other	_____ _____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____ _____
3. Pre-Meeting Responsibilities _____ Leadership assignments _____ Rehearsal of the meeting/program _____ "Hosting" roles _____ Testing equipment _____ Other	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____
4. Space/Room Check List _____ Size and shape of space _____ Electrical outlets _____ Mike outlets _____ Acoustics _____ Thermostat _____ Parking facilities _____ Location _____ Room set up arrangement _____ Telephone access _____ Exhibit space _____ Emotional impact (color, aesthetics) _____ Other	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____



PROGRAM IN A BOX: *Hit the Ground Running*

Sample Meeting Planning Checklist (Cont'd)

<p>8. Immediately Prior to the Meeting Check:</p> <p>_____ Seating arrangements</p> <p>_____ Extra chairs</p> <p>_____ PA system</p> <p>_____ A/V</p> <p>_____ Materials available</p> <p>_____ Registration setup</p> <p>_____ Name tags/tent cards</p> <p>_____ Refreshments</p> <p>_____ Thermostat</p> <p>_____ Other</p>	<p>NOTES</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>9. At the Meeting</p> <p>_____ Meeting, greeting, seating</p> <p>_____ Greeting latecomers</p> <p>_____ Handing out materials</p> <p>_____ Operation of equipment</p> <p>_____ Announcements</p> <p>_____ Other</p>	<p>NOTES</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>10. End of Meeting - and After</p> <p>_____ Collect unused materials</p> <p>_____ Return equipment</p> <p>_____ Clean up</p> <p>_____ Thank helpers</p> <p>_____ Mail follow-up materials</p> <p>_____ Remind people of follow-up assignments (phone/write)</p> <p>_____ Send follow-up publicity as appropriate</p> <p>_____ Evaluate meeting effectiveness</p> <p>_____ Debrief committee</p> <p>_____ Pay bills</p> <p>_____ Other</p>	<p>NOTES</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>



Sample list of possible audio-visual needs:

Materials and Audio-Visual Requirements

- Tables and chairs for all participants (“U” shaped arrangement)
- One table in front of the room for the CPF presenter
- One table in the rear of the room for materials
- One easel with flipchart and markers
- Laptop, projector and screen. (You may use a blank wall up front if available. CPF may have laptop)



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Sample Meeting Notice:

SEE JANE LEAD: Every Woman's Guide to Discovering Her Leader Within

FINANCIAL WOMEN INTERNATIONAL GROUP NAME HERE

CORDIALLY INVITES YOU TO ATTEND A WORKSHOP CREATED TO HELP WOMEN OVERCOME THE SELF-SABOTAGING BEHAVIORS THAT PREVENT THEM FROM REALIZING THEIR FULL POTENTIAL.

This program is developed from Dr. Lois P. Frankel's latest book, *See Jane Lead: 99 Ways for Women to Take Charge at Work*. Dr. Frankel is a best-selling author and is internationally recognized as an expert in the field of work place behavior.

This workshop translates the timely ideas from Dr. Frankel's book into an interactive learning experience in which participants will:

- Learn why they are hesitant to step forward when leadership is clearly needed.
- Gain insight into what makes today the ideal time for women leaders.
- Identify the key leadership skills they already possess that today's followers want in their leaders.
- Build on existing skills to enable them to step confidently into their leadership zone.

During this program, you will explore the most effective strategies to unleash your natural leadership skills and achieve success.

By attending this program, you will:

- Gain a clear understanding of vision, strategy, and tactics.
- Learn how to turn your gut instincts into calculated risks.
- Determine how to influence others with or without authority.
- Shift from managing to coaching and team building.
- Gain insight into emotional intelligence
- Identify specific actions to ensure women in the future become effective leaders.

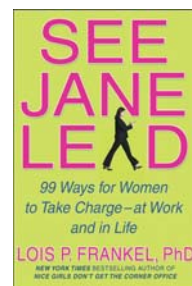
See Jane Lead will inspire you to take action in the key areas related to leadership.

When:

Where:

Registration Cost:

RSVP:



Included in the registration you will receive a copy of



Sample Press Release:

FOR IMMEDIATE RELEASE

(Date)

FOR FURTHER INFORMATION

Jane Jones, Assistant Vice President

First Bank, Washington, DC

(202) 555-1212, ext. 12

ABC Group of Financial Women International Sponsors

See Jane Lead: Every Woman's Guide to Discovering Her Leader Within

(Your City, State) – *Insert the name of your CPF* will present an exciting interactive workshop that incorporates real-life stories, plenty of practice and provides tools that can be used when you return to the office, lead your next meeting, or accept your next assignment. The workshop is sponsored by the ABC Group of Financial Women International (FWI), scheduled for 7:00 p.m. on Thursday, December 5, 2005, at the Omni Shoreham Hotel in Washington, DC.

More than 50 financial services professionals are expected to attend the meeting, which is open to the public.

Give a brief bio of the CPF emphasizing her skills and abilities to present this program

Participants in this workshop will have the tools they need to (list any that may be of particular interest to your market or target audience):

- Achieve greater professional and personal rewards from your career
- Explore the reality that women are natural born leaders
- Build on your existing skills, talents, and strengths
- Take charge and model the way for others to do the same.

Founded in 1921 as the National Association of Bank Women, Financial Women International is one of the largest and oldest individual membership organizations dedicated women in the banking and financial services industry. FWI's vision is focused on helping women become effective leaders to successfully move their companies forward. For more information, please visit www.fwi.org.



Things to consider when co-sponsoring an event:

Things to think about include:

1. What is the fit of the organization with FWI
2. How will income and expenses be allocated
3. Who will be responsible for what
4. Who gets 'top billing' on the notices

Some potential co-sponsor sources (all may not be in your local area) include:

- Bank Association
- Chamber of Commerce
- Women's Entrepreneurs Organization
- American Business Women's Association
- American Society of Training and Development
- Society for Human Resource Management
- Business associations
- Business clubs for local college/university
- SCORE (sponsored by the Small Business Administration)
- American Association of University Women
- National Association of Professional Mortgage Women
- Executive Women's Golf Association