



# PATHBUILDERS® CONSULTING

## CASE STUDY: CUSTOM PROFESSIONAL DEVELOPMENT SERIES

### BUSINESS NEEDS

An Alpharetta-based \$1.1 billion fleet management company, wanted to demonstrate their ongoing commitment to the women of their organization. The senior leadership team sought to: Create a strong internal network among female employees; inspire women to take charge of planning their careers; and increase the credibility of women broadly within the organization.

### PATHBUILDERS' SOLUTION

Pathbuilders designed and delivered a custom professional development series for the top 10 percent of the organization's female leaders. Over an eight month period, participants from two US offices came together for interactive educational seminars with speakers, network-building, and rich discussion. To reinforce the learnings, Pathbuilders engaged the participants in interactive exercises during the session as well as assigning between-session homework assignments.

### PROGRAM CURRICULUM

Know Yourself, Know Your Company	StrengthsFinder® Assessment, Preparing for Development, Cultural Awareness, and Women of Influence Panel
Defining Your Image & Corporate Persona	Personal Brand, Professional Image, and Presence "Zappers"
Career Planning & Job Enrichment	Evaluating Opportunities, Career Mapping, and Career Resources
Internal Marketing Workshop	Situational Awareness, Self-Awareness, Unique Value Proposition, and Communication Plan