



Change Your World **A Professional Skills Training Programme For Businesswomen and their Associations**



To empower a woman is to empower her family, her friends and her community. Women share. They share their earnings, they share their time and they share their stories. It is in the spirit of this sharing, and her experiences in over 50 countries, that Diane has created this programme to **help businesswomen change their world**. Regardless of background, culture or geographic location, businesswomen share common challenges. This programme is full of practical tips and techniques to tackle these challenges one at a time. Whether you are currently in business, or are an aspiring entrepreneur, this workshop will put you on a practical and action-oriented path to **"Change Your World"**.

Change Your World Workshop Outline

Change Your World for Businesswomen

1. **Personal Development**
 Setting Personal Life Goals
 Building Confidence
 Balancing Life and Work
 Managing Time
2. **Building Your Profile**
 Strategic Networking
 Establishing Credibility
 Promoting your Message
 Successful Public Speaking
 Using the Media
3. **Entrepreneurship**
 Starting with a Good Idea
 Marketing Basics
 Financing your Business
 Planning Fundamentals
 Basic Regulations
 Going Global
4. **Effective Marketing**
 Market Research
 Identifying Opportunities
 Marketing Material
 Your Web Presence
 Relationship Marketing
 Partnering
5. **Managing People**
 Motivating the Team
 Negotiation Tactics
 Workplace Diversity
 Cultural Considerations
 Working from Home
 Mentoring Young Women



Participant Comments

"I have learned a lot from this training and am definitely a more professional woman than I was before." - Lesotho

"Your workshop involved us in such a way that, very soon, each one of us started to feel like members of a group rather than strangers meeting for the first time." – Sultanate of Oman

"This training has impacted my life and planted such a strong sense of confidence, perhaps at a time when I was looking at my career and wondering what I could do to keep going. I felt energized, dusted myself off and built relationships that would not have happened without the strategies on connecting." - South Africa

Facilitator

Diane Girard is the founder and president of Global Links Network, a Canadian based company specializing in global business facilitation.



With over 25 years experience in the international marketplace, Diane has been involved in a variety of projects in over 50 countries. She has provided training and mentoring to businesswomen in many parts of the world.

Workshop Details

The format of this 2-day workshop includes Presentations, Roundtable Discussions, Exercises and Case Studies. A further 1-day "Train-the-Trainer" Programme is available to empower your organization to deliver these workshops.

To set up a **Change Your World** Training Programme, please contact Diane Girard, dgirard@ican.net.