

MBA Women International Launches Leadership Academy with Executive Presence

In an effort to help women develop Executive Presence and advance their careers or business, MBA Women International will launch a Leadership Academy in January.

Seattle, WA (prHWY.com) December 28, 2012 - Are you making a resolution this year to advance your career? If you are a woman in business, a recent survey shows that being perceived as a leader is key to getting promoted. Forbes reported that a study of 4,000 senior executives shows being perceived as a leader is essential to getting ahead. According to the survey, this "Executive Presence" counts for 26% of what it takes to advance in business. Many people have trouble describing Executive Presence, yet they know it when they see it. Developing the presence of a leader can be particularly daunting for women.

In an effort to help women develop executive presence and advance their careers, MBA Women International is pleased to announce a Leadership Academy launching in January. The first three-month course, entitled Executive Presence, will help drive participants into the leadership pipeline, the C-suite, and boards of directors.

"We realize that women are extremely frustrated by the lack of traction that many have in their careers based on the corporate cultures that they are not equipped to deal with effectively," says Gail Romero, CEO of MBA Women International. The Executive Presence program provides tangible steps for women to develop their executive presence to gain momentum in their careers and within corporations."

This intensive, customizable course spanning 56 hours includes:

- * A self assessment to identify areas on which to focus, such as gravitas, credibility, authenticity, confidence, and trust
- * Tactical lessons which address voice, carriage, wardrobe, and language skills
- * Behaviors to be identified, evaluated, and practiced to augment others' positive perceptions
- * Individual coaching offered in six 90-minute video-Skype sessions, combined with a series of self-development activities to be completed between sessions

The program instructor is Jennifer K. Crittenden, former CFO, speaker, and author of *The Discreet Guide for Executive Women*. She has a BA in Linguistics, an MBA in Finance, and nearly 25 years experience in corporate America working for pharmaceutical and biotech companies in the U.S., U.K., and Europe, rising from financial analyst to CFO. Crittenden also has a teaching certificate from the University of Cambridge. She writes and speaks frequently on topics related to gender, communication, and language in the workplace. You can learn more at the website, *The Discreet Guide for Executive Women*.

"Much of what is written about Executive Presence is non-specific. We are pleased to offer a course that breaks it down into teachable behaviors, informed observations, and tactical exercises, so that the participants can significantly increase their credibility and authority. I look forward to assisting them in that passage," says Crittenden.

"We are delighted that our inaugural offering is from a renowned expert with global experience and insight to direct this first group of women. Jennifer brings unique experience to the program," adds Romero. "Our first

cohort will be selected from our corporate partners. We also have reserved 30 slots for self-selection by women who feel strongly that they are on the right track to gain leadership roles. We are determined to keep the costs down for those women who desire to gain the executive skills but have not yet attained high salaries. The class will be affordable at \$2,000 for members which includes the necessary materials."

About MBA Women International

MBA Women International is the fastest growing network of professional women. The 30-year old organization is dedicated to advancing business women as corporate leaders, executives, and entrepreneurs. It has networks spanning more than 50 nations, including 20 professional, and 78 collegiate chapters. MBA Women International is dedicated to helping women become leaders; helping corporate leaders understand that gender-and-pay parity are key components of their commitment to building a robust leadership pipeline. Visit

<http://www.mbawomen.org>

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