

Education & Development through Group Experience

EDGE Women's Mentoring Experience

An Innovative 9 month Leadership Development
Program for Mid-Career Women Leaders



**Pittsburgh
Technology
Council**

#FindYourEDGE

As mid-career female leaders, we often feel alone. The reality is that many of us struggle with the same challenges, but we solve them in isolation. We need a vehicle through which to share best practices across companies and industries, and learn together in our collective experience.

Powered by PEERS.

EDGE is the first women's mentoring experience of its kind targeting mid-career professionals.

With a 9 month agenda co-created by the participants themselves, EDGE ensures that the leadership content is exactly what they need – this year – in their career.

The EDGE Mentoring Experience uses an innovative virtual and in-person model that is powered by EDGE Leadership Solutions own PEER Technology®. Tested by Fortune 500 companies, EDGE is not an “out-of-the-box” program, but is instead a “living” experience that is tailored to the needs identified by each cohort. This allows our participants to be intentional about their choices to grow both professionally and personally and develop as a distinctive woman leader.

Every EDGE cohort is as unique as each individual – it's never the same twice!



We cannot change what we are not aware of, and once we are aware, we cannot help but change.”

- *Sheryl Sandberg*





EDGE provided me with the opportunity to identify my personal brand and understand what I need to do to continuously develop that brand and live by it every single day. It drives everything I do at work (and helped me realize that if I've done it correctly, it should drive the things I'm doing outside of work, too).

I leverage the network that I've built through EDGE daily, and never imagined that truly genuine connections with my peers could impact my career and my personal life in such an intense way.

I am forever grateful for the experience that EDGE helped our group create."

*- Callista McNair
Supervisor - Human Resources, E&P,
CONSOL Energy*



Thousands of candles can be lit from a single flame and the life of that flame will never be shortened.

When we choose to share them, our successes and challenges become best practices for other cohort members.

In EDGE we contribute as much as we receive."

- Christy Uffelman, BCC, MHCS

Look beyond the Glass Ceiling!

The concept of the glass ceiling is outdated.

If it were true, then we would all be on the other side.

We aren't.

Today's women leaders must navigate instead through a labyrinth of barriers, stereotypes and cultural biases. These biases are not just present in our organizations, but in our personal lives and our own mindsets too.

In that way, the EDGE Mentoring Experience is not just professional leadership development – it's personal.

PEER Technology® founder and leadership coach Christy Uffelman states, "our process leverages the power of knowledge transfer across peers.

Together we grow the person to grow the leader."

The 2015 whitepaper, Women Leaders Across The Generations, found that "women leaders from all three generations (Baby Boomer, Gen-X and Millennial) shared experiences of ageism, racism and sexism in the workplace." The study found that the successful leaders were not only those who "recognized the messages they were receiving" but who made "conscious choices" to focus on what they uniquely could offer in their position to their organization, and to the world.

Our study identified key similarities of women leaders across the generations:

- **A Learning Mindset** – being able to conceptualize ideas and willingness to learn from others
- **Resiliency** – a spirit of flexibility, elasticity – a suppleness that allows for quick recovery
- **Respect for Differences** – an intentional, purposeful decision to embrace diversity
- **Stewardship** – an ethic that embodies the responsible planning and management of resources

These findings align with similar studies, such as the resilience, energy and empathy drivers shown in Calipar's Women Leaders Research Paper published at Princeton in 2014.



Five stars. The PEER Technology® cohort model has afforded me the opportunity to be part of a group of individuals who know me on an intimate level: who I am professionally and personally, where I stand in my career and life, and where I want to go.

I now have 17 other women looking out for me and making things happen around me. They are introducing me to people at community events, providing suggestions for development, and opening doors I couldn't open on my own.

This connection with my professional peers is invaluable."

- *Carsen Nesbitt Ruperto,*
Associate Attorney,
Cohen & Grigsby, P.C.
ATHENA ACT, Co-Founder



Measuring the Impact of EDGE

EDGE, powered by PEER Technology®, was tested within Fortune 500 companies including CONSOL Energy. However, the only way to truly judge a leadership program is by the results and impact it brings to its participants and their organization. The first EDGE Cohort Experience launched at CONSOL in 2013 in their gas division, and these metrics represent those same EDGE graduates after 2 years.



93%

Retention

80%

Promotion Rate

Program Value

My EDGE Experience was valuable to my development.

72.7%

Strongly Agreed

27.3%

Agree

How satisfied were you with EDGE in comparison to other training initiatives you have experienced?

81%

Very Satisfied

12%

Satisfied

**The Program Value metric is combined from two CONSOL EDGE PEER Technology® cohort programs that launched in 2013 and 2014 respectively. This data represents EDGE programs presented to two separate divisions within CONSOL with a combined response rate of 72% of the co-ed cohort participants.*

Why should your company sponsor an EDGE member?

- **Development and Retention**

The EDGE Experience engages your mid-career leaders to gain self-awareness and confidence to develop intentional behaviors that EDGE and support their leadership brand and direction. Now, more than ever, our front line and mid-career leaders need a broad knowledge of the practical business acumen skills that will expand their leadership capacity **just in time** with when you need them to **step UP** and **step IN** to your executive pipeline.

- **Networking and Innovation**

When you sponsor your high-potential women leaders to participate in EDGE, they gain access to talented peers across companies and industries. This generates new insights, ideas, and processes as well as opens the door to potential industry partnerships. Every organization can become “locked” into their own culture and mindset. The high degree of interaction in an EDGE cohort can unlock these stale mindsets and open doors to new innovation.

The EDGE Experience is not “over-packed” with content as our design invites cohort members into reflection, conversation and connection with one another.

In addition, EDGE participants have the opportunity to network and learn best practices not from outside “experts” or consultants, but from active community leaders and industry executives - including yours - (see below). This allows them to tune into and learn from the pulse of business within your city and community.

- **Engagement**

The elements of PEER Technology® move beyond classroom learning to skill acquisition through practice and application. Research shows that high potential leaders need a discovery approach to learning instead of the traditional university lecture format. EDGE participants bring their real life challenges to each session and tackle them with peer-to-peer coaching, 1:1 phone coaching sessions with EDGE executive coaches and facilitated dialogues with regional leaders as Guest Mentors.

The EDGE members themselves co-create the program agenda in order to get the knowledge they need NOW! This “real-time” learning helps to drive their engagement and provides them with the tools and best practices to, in turn, drive engagement in their teams.

Guest Mentors: Get Your Organization Involved!

In addition to nominating a front-line leader to participate in the EDGE cohort, your company can also choose to host a session and showcase your organization to top female talent.

- Offers your executives meaningful mentoring opportunities with a minimal time commitment.
- Provides our mid-career women regional visibility and credibility building opportunities to apply their branding skills.
- Affords executives insight and feedback into the perspective of “front-line” women leaders.

How We Work Together

Leveraging both virtual and in-person sessions over the course of 9 months, participants will hone their EDGE by gaining greater expertise and immediate practical application in areas that include:

- **Executive Presence & Personal Branding**

- Build a strategic network both inside and outside your organization.
- Brand attributes, including creating your personal elevator speech and bio.
- Create a powerful social media presence that reflects your brand.

- **Coaching & Critical Thinking Skills**

- Develop your direct reports and hold them accountable.
- “Self-coach” and promote collaboration and teamwork with your peers.

- **Influential Leadership**

- Understand how to influence peers and manage up.
- Identify and engage mentors and advocates.



Month 1

In Person Sessions
Launch Retreat:
One ½-day sessions



Month 2

In Person Sessions
Immersion Session:
Two consecutive full-day sessions



Month 3 through 5

Virtual Sessions
Online Cohort Experience
2 hrs/month



Month 6

In Person Sessions
Midpoint Session:
Two consecutive full-day sessions



Month 7 through 8

Virtual Sessions
Online Cohort Experience
2 hrs/month



Month 9

In Person Sessions
Graduation:
Two consecutive ½-day sessions

PEER COACHING
EXECUTIVE COACHING



Prepare to Get REAL!

Reflect. Engage. Apply. Learn.



Prepare

- Complete the EDGE Pre-program Assessments
- Option to upgrade to a 360° Assessment
- Attend the EDGE Launch Retreat



Reflect

- Understand what drives your personal Leadership Core
- Clarify and Refine your Personal Brand
- Identify how to have Influence and Impact



Engage

- Co-create your cohort's EDGE agenda to meet your unique development needs
- No "Death-by-PowerPoint" – active, engaging, dynamic content



Apply

- Develop your Coaching and Critical Thinking Skills through application
- Build your Network with peers and established leaders
- Interact with cohort Company Executives and Regional Leaders



Learn

- Best-in-class Leadership Development based on key competencies
- Engage with Guest Mentors – not consultants or academics but real corporate leaders
- Share best practices through Peer Learning – across companies and industries

About Your EDGE Coach

Christy Uffelman, BCC, MHCS
Group Coaching, Facilitation and
Speaking Experience

Christy Uffelman has facilitated peer learning and coached executives for more than a decade, helping them align talent strategy with business strategy. Christy's expertise and passion are centered in organizational knowledge transfer, women's leadership development and Millennial/Gen Y initiatives – helping organizations engage and develop their emerging talent pipeline.

On the cusp of the millennial generation herself, Christy brings credibility and passion to organizations that want to better understand and leverage their young talent.



The middle is often messy.

Our careers are taking off at the exact time that our personal lives are in flux with the challenges of marriage, parenthood, volunteering in the community, and caring for elderly parents.

Our health suffers. Our confidence falters.

PEER Technology® leverages the collective experiences of mid-career leaders to ignite and inspire each individual to own her career path.

We may be unfinished, but we are enough."

- Christy Uffelman, BCC, MHCS

About Christy

PEER Technology® Founder, Christy Uffelman, is a sought-after national speaker in the field of Millennial/Gen Y development and Women's Leadership. Her experience developing Mid-career leaders across the country and her work to ignite and inspire women in male-dominated industries provided a platform for speaking in various venues and generated several research projects including Women Leaders Across The Generations and EDGE's Millennial Engagement Groups.

Christy's creativity in designing PEER Technology® led to the honors of being the ATHENA Young Professional Awardee and the YWCA Young Leader of the Year in 2012 and a Woman of Distinction in 2014. PEER Technology® is benchmarked by Fortune 500 companies and is being used in Onboarding programs, Hi-Potential programs, Diversity programs, and Technical Rotational programs. Christy also received the inaugural Spirit of Enterprise Young Professional of the Year award from Junior Achievement and was identified by Pittsburgh Magazine and PUMP as a 40 Under 40 Honoree for being an individual whose creativity, vision and passion enrich the Pittsburgh region.

Business/Organizational Leadership Experience

Christy joined Mascaro Construction Company in 2007 as an internal organization development strategist for workforce planning and integrated talent management and was promoted to a Vice President within the first two years. At Mascaro, Christy worked alongside the CEO to engage the organization in the launch of multiple successful mentoring and coaching programs focused on developing current executives and emerging leaders. The organization's innovative talent management initiatives were admired regionally and nationally, both inside and outside the construction industry.

Before Mascaro, Christy owned the executive coaching firm Red Zebra Consulting. With both Red Zebra and Mascaro, Christy shared her expertise and passion for developing emotional intelligence with executives and their teams, challenging them to be intentional in their leadership choices and strategic in their corporate talent management.

Christy's Education, Training, and Service

Christy gives back to her community by serving as the Chair of 2020 Women on Boards, a national nonprofit committed to increasing the percentage of female talent on Fortune 1000 boards of directors. Through 2020 WOB, Christy helps to build the skills of C-Suite women in preparation of for-profit board service. Christy is also a member of the Executive Team of the Women's Leadership Council with the United Way.

A TED Speaker and NPR Millennial resource, Christy graduated from Duquesne University with a B.A. in both Psychology and Corporate Communication.

Christy is a board certified Ontological Coach™ from Newfield Coaching School. She is also a certified Master Human Capital Strategist from the Human Capital Institute and holds a BCC distinction from the Center for Credentialing and Education.



I can honestly say that my EDGE cohort experience was the launch of a major shift in my personal and professional success.

PEER Technology® changed how I viewed my career and my relationships both at work and at home.

There is not a day that goes by that I do not leverage lessons learned from EDGE. In fact, I valued the process so much that I partnered with EDGE to start a non-profit organization to bring together professionals in my field - as peers - hinging upon the foundation of the PEER Technology® cohort experience.

In my 6 years of working in Fortune 500 Talent Management, I have yet to see anything that delivers this kind of impact."

- *Michelle Buczkowski*
Talent Manager Professional
Founder, GRID Pittsburgh



About Us

EDGE Leadership Solutions is a boutique learning and development organization focused on helping their clients align talent strategy with business strategy. Headquartered in Pittsburgh, Pennsylvania, the EDGE Leadership Solutions Team is dedicated and focused on developing custom, outcome-based solutions that solve our clients' most important problems.

We Work With Your Leaders To:

- Develop clear and concise ways to communicate and listen to stakeholders
- Expand the critical thinking skills of your emerging and mid-level leaders
- Guide those going through transitions (promotions, new managers, etc.) to increase their leadership capacity and emotional intelligence skills
- Identify and bridge credibility gaps so leaders can advance more effectively and efficiently

Our Approach

Our work is personal and purposeful. It is grounded in a sense of contribution and connection – to inspire choice and change in our partner organizations, cohorts and individual leaders.

EDGE is led by competent coaches and consultants who are intensely focused on our clients' well-being and effectiveness, while keeping an eye on business strategy and success. We represent the diversity of the three main generations in the workforce today, and we understand (and get excited about) the challenges that leaders face to adapt to the differences in each generation as well as the changing business climate.

We believe that change happens when we concentrate on what is going right, not just on the problems. At the heart of our work are strategies that individuals and organizations can use to build the confidence and competence to respond effectively to these complex challenges.



Find Your EDGE

To speak with our team about the EDGE Mentoring Experience, register by phone, or learn more about our customized internal EDGE options for your organization, please visit us at www.pghtech.org.

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