

Carolinas Chapter of the National Diversity Council presents

Charlotte



• S Y M P O S I U M •

March 4th, 2014

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Welcome from the National Diversity Council

Dennis Kennedy

Founder & CEO, National Diversity Council



We are excited to welcome you to our 2014 Charlotte Women in Leadership Symposium hosted by the National Diversity Council. This great event offers an opportunity for you to observe, learn, network, and hear different perspectives from a diverse mix of executives who have made the climb up the “corporate ladder.”

The theme for today’s symposium is “Politics of Power: Communication, Empowerment, and Influence”. You will gather a wealth of knowledge, experience, and expertise from experts within each subject. They will speak on each topic and guide table discussions where participants can address the personal and professional challenges they face, enabling a faster, more effective ascension in their respective organizations.

I encourage you to take the initiative to meet new colleagues, talk openly about today’s topics and exchange ideas. It is my hope that your experience today is rewarding and allows you to gain some insight to reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Women in Leadership Symposium and the National Diversity Council. I would like to thank all of our corporate sponsors, program participants, and volunteers. Without each of you, this event would not be a success.

Sincerely,

Dennis Kennedy

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Event Description and Topic Outlines



Women in Leadership Symposiums (WILS) are designed to empower women to increase their skills, reflect on their strategies and goals, as well as gain professional connections and tools to bring those goals to life. The 2014 Charlotte WILS will be highly collaborative and interactive, with topics focusing on Communication, Influence and Empowerment. The format will be a series of brief presentations focusing on those topics which will then be discussed in small groups and brought back to the larger group. We will engage each participant through this interactive process. You will have the opportunity to express your own knowledge and needs, as well as learn from your table, the audience, and the experts. The goal of this event is to provide useful knowledge, strategies, and tools to empower our participants to achieve their own goals.

COMMUNICATION

- Power dynamics and communication
- Ways gender and power tend to interact
- Having difficult conversations in the workplace

INFLUENCE

- Creating a personal brand of integrity: Pride, quality, professionalism, and consistency in your work
- Increasing your influence: Identifying influencers in your organization and building you network
- Using influence to get the job done: Understanding how successful leaders use influence

EMPOWERMENT

- What is empowerment?
- How do you get it and what keeps women from getting more power?
- How performance, impact and mindset determine leadership success?
- Three things you can do to feel empowered and successful today.



Agenda

7:30 a.m. - 8:00 a.m.

REGISTRATION

8:00 a.m. - 8:30 a.m.

CONTINENTAL BREAKFAST

8:30 a.m. - 8:45 a.m.

WELCOME - 1ST INTRODUCTION

8:45 a.m. - 9:00 a.m.

COMMUNICATION - 1ST SPREKER

Dr. Loril M. Gossett - *Associate professor of Communication Studies and Organizational Science at UNCC Charlotte*

9:00 a.m. - 9:15 a.m.

DISCUSSION AT TABLES

9:15 a.m. - 9:30 a.m.

TALK BACK FROM TABLES

9:30 a.m. - 9:45 a.m.

WRAP UP FROM SPRAKER

9:45 a.m. - 9:55 a.m.

BREAK

9:55 a.m. -10:00 a.m.

2ND INTRODUCTION

10:00 a.m. - 10:15 a.m.

INFLUENCE - 2ND SPRAKER

Ivy Chin - *SVP eCommerce Belk & Omni channel Digital*

10:15 a.m. - 10:30 a.m.

DISCUSSION AT TABLES

10:30 a.m. - 10:45 a.m.

TALK BACK FROM TABLES

10:45 a.m. - 10:55 a.m.

WRAP UP FROM SPRAKER

10:55 a.m. - 11:00 a.m.

3RD INTRODUCTION

11:00 a.m. - 11:15 a.m.

EMPOWERMENT - 3RD SPEAKER

11:15 a.m. - 11:30 a.m.

DISCUSSION AT TABLES

Denise Cooper - *Chief Reinvention Strategist at Coach HR and Professional Speaker*

11:30 a.m. - 11:45 a.m.

TALK BACK FROM TABLES

11:45 a.m. - 12:00 p.m.

WRAP UP FROM SPRAKER

12:00 p.m.

THANKS AND EVENT WRAP UP

12:10 p.m. - 1:00 p.m.

SPACE RESERVED FOR NETWORKING



STILL FISHING FOR THAT RIGHT EMPLOYEE?



For more information, contact Tonya Anderson at tonya.anderson@diversityfirstjobs.com



Panelists



DR. LORIL M. GOSSETT

Loril M. Gossett (Ph.D. in organizational communication, Colorado at Boulder) is an Associate Professor of Communication Studies and Organizational Science at the University of North Carolina at Charlotte. Her theoretical interests are focused on issues of identification, member voice, and managerial control strategies within organizational settings.

In her work she examines the ways that non-standard work relationships (contingent labor, volunteers, part-time employees, virtual workers, etc.) impact our understanding of what it means to be or communicate as organizational members. Her most recent book *Volunteering and Communication: Studies from multiple contexts* was published in 2013. She is currently working on a book focused on volunteer work in international settings. Her research has also been published in such forums as *Communication Monographs*, *Management Communication Quarterly*, *Communication Yearbook*, and *Public Performance and Management Review*. Dr. Gossett can be contacted at lgosset1@unc.edu.



Panelists



IVY CHIN

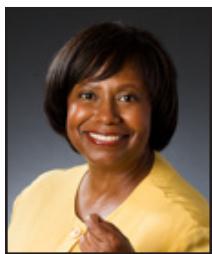
*Senior Vice President of eCommerce
Belk*



Ivy Chin joined Belk, largest privately owned department store, as Senior Vice President of eCommerce November 2009 overseeing its online merchandising, marketing, creative, and operations. Chin was previously Vice President, Strategic and Multimedia Operations for QVC, Inc. responsible for business technology and operations of QVC.com, ranked #7 in Internet Retailer Top 500, where she began her online career 17 years ago. During her tenure at QVC, the Web site grew from a few orders at start up to passing billion dollars in annual sales. Again at Belk, she quietly turned the eCommerce business around with 108% growth rate last year by focusing on building, coaching, empowering, and motivating a team of great talents. Chin received Drexel University's Alumni Circle of Distinction Award, was named Computerworld magazine's "Premier 100 IT Leaders for 2010", and also by Retail Online Integration as "Top Women In Cross-Channel Retail 2011". Belk was recognized by Internet Retailer as Fastest Growing e-Retailer both 2011 and 2012. Ivy Chin is on the Board for Classroom Central, a local non-profit organization providing free school supplies to schools in the Charlotte area.



Panelists



DENISE COOPER

*Executive Coach
Coach HR LLC*

Denise Cooper worked over 25 years as a HR executive and now is a business owner, executive coach and a professional speaker. She is the Chief Reinvention Strategist and founder of Coach HR LLC. Coach HR works with executives who have tried everything to change their situation and still their business or career is stuck in an unfulfilling rut. She is a change specialist helping companies and individuals understand how to become indispensable in a “plug and play” economy.

Denise worked for Fortune 500 companies such as Monsanto and The Gap as well as the Arkansas State AFL-CIO. What separates her services from the competition is Denise is a living example of her coaching. From reinventing her career to revamping an HR department's cost structure to save \$15 million over four years to adding \$2 million in revenue to the business, Denise has successfully challenged the status quo thinking in HR and business.

Denise received her MBA from Washington University and in 2008 received her Business Coach certification from North Carolina State University. An expert coach on an NBC affiliate WCNC's Your Career Today and WGIV 1370 am Law 360 segments and featured in the book Thoughts from the Top: Interviews with HR Executives, numerous articles including Assessing Values in the Workplace, Talent Magazine, The Happiness Factor Promotional Consultant Magazine and Finding Balance for Small Business Owners Mecklenburg Times.

Denise is a proud member of the sandwich generation taking care of parents and children while working to keep it all in balance.

Client list includes: Scripps Network Interactive, Charlotte Housing Authority, Wells Fargo/Wachovia, Partners Healthcare/Brigham and Women's Hospital, North Carolina Kidney Foundation, Harris Bank (Chicago), and Walgreens.



Notes





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