



KEY WOMEN'S LEADERSHIP FORUM: A PORT IN THE STORM

A pending acquisition can be challenging for any executive, as business models and players change. A good support system and sound advice can be invaluable to get through a transition. Learn how a female marketing executive leveraged the **Key Women's Leadership Forum** to craft a strategy to get through a difficult time (and secure a promotion) once the dust settled at her organization.

OVERVIEW

Situation

When Amy, a female Sr. VP of Marketing, needed a plan to get through her company's impending acquisition, she relied on the expertise and encouragement of the **Key Women's Leadership Forum**. Changes in the leadership team, coupled with an overall revenue downturn, made for a difficult work environment.

Approach

The **Key Women's Leadership Forum** helped Amy design a strategic approach to the unsettling situation. Using materials from Key Associates' proven process, the group helped her to better define her priorities, and provided insightful advice on how to navigate the new political landscape at her company.

Results

With the Forum as a sounding board for Amy's professional frustration, she was able to get feedback from accomplished women from various backgrounds, and consider numerous options for a successful outcome. In the end, Amy weathered the storm at her organization, and was promoted to head a subsidiary for the company.

Our Mission

We inspire, challenge and support executive women to be their professional and personal best through peer forums, executive coaching and leadership development.

SITUATION

The Storm Looms Overhead: A Period of Uncertainty

Amy was a 20-year veteran at a publicly-traded, entrepreneurially-minded entertainment company, and one of two female executives on a male dominated executive team. She and her marketing team had passion for their work and highly-specialized skills for the niche that they served. When the market for their services suffered a downturn, the organization started to lose revenue and the board opted to sell to a foreign-owned company in an adjacent market. The leadership team was revamped and Amy was asked to downsize her team that she valued so highly.

The changes made for a grueling work environment, with miscommunication on the executive team and layoffs as a regular occurrence. In the midst of the chaos, one of Amy's male peers was using the uncertainty to his political advantage, and attempting to discredit her. Her job was intact, but her confidence had been shaken and her team was in disarray with their morale at an all-time low. Amy was frustrated at work, and did not have work/life alignment that made her feel purposeful and satisfied. As she looked to the future of her career, she considered her options. She could stay to weather the storm at the company that she had been loyal to for over two decades, or leave to pursue something new and make a fresh start.

“...A great way to get to know other women in leadership roles and form close relationships fast. The program includes valuable tools, real life discussions, and group problem solving. I would highly recommend the Key Women’s Leadership Forum!”

Kathy Killingsworth, Senior Director, Concerto Governance, Compliance & Risk, Concerto Cloud – Tribridge

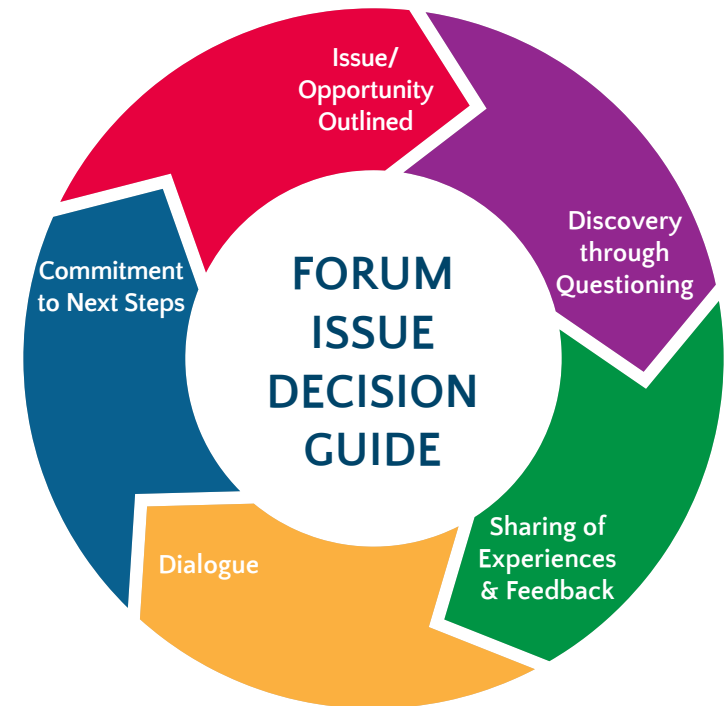
APPROACH

Forum Group Explores Challenges at a Deep Level

When Amy initially presented her issue to her Forum, they immediately jumped in to offer their support and share their wisdom to help her design her strategy. Her group consisted of women from various industries and different roles – among them a Chief Operating Officer, a Sales Executive, a Human Resources VP and a Partner in an Accounting firm. All of the women in the group had a wealth of business knowledge and a strict commitment to the confidentiality code of ethics agreed to by all the forum participants.

Amy outlined her issue using Key Associates' (KA) proven proprietary **Forum Issue Decision Guide** and the forum participants used this process to structure their feedback to Amy. They asked her to think about the numerous facets of job satisfaction, so that she could make a considered decision about her future career path.

KA's methods guided the group to look at Amy's issue at a deep level, and to use decision criteria that are unique to female executives who balance the rigorous demands of both work and home.



RESULTS

Refreshed Approach Pays Off with C-Level Position

As a result of the deep exploration of Amy's situation, her **Key Women's Leadership Forum** used the information they uncovered to encourage her to remain in her role as SVP of Marketing. They discovered that despite the temporary challenges she faced, her current position fit the majority of her criteria for career satisfaction. There was a lot to be salvaged, and the group worked together to help her design a different approach to her situation. To weather the storm, Amy designed a plan for her own success that consisted of:

1. Creating detailed decision maps to better navigate the revamped executive team
2. Setting boundaries and expectations with the various players on the leadership team to foster more effective communication
3. Designing succinct messaging to communicate corporate changes to her marketing team and rebuild morale
4. Changing her outlook to emphasize the long-term positive aspects of her work, rather than focus on the immediate challenges of the acquisition

These positive changes and refreshed approach got Amy through several tough quarters at her company. Her willingness to adjust and to drive her team in challenging circumstances were ultimately rewarded. Amy was recently promoted to head the subsidiary.

Key Women's Leadership Forum Benefits:

- Grow in all aspects of your life and career
- Get feedback on issues that are pressing to you
- Take time to reflect on where you are and where you want to be
- Broaden your perspective on what really matters to you
- Build your network and connect you to other business leaders and resources

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