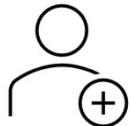


Rock your performance review -  
workshops



Business unit leadership accelerator



## CASE STUDY - \$160BN HEALTHCARE & INSURANCE COMPANY

### CHALLENGE

Highly technical employees, doctors and clinicians, who were identified as global top talent did not see the value of personal branding and networking skills in their career path to C-Suite. The enterprise learning team reached out to Desa Global Leadership for support to create buy-in and equip them with actionable tools.

### ACTION

Desa Global Leadership (“DGL”) collaborated closely with the enterprise learning team to customize content to be most relevant to the leadership cohort. Through pre-assessments and interviews with executive leaders, DGL was able to further understand operational and organizational challenges.

DGL provided a series of live interactive workshops for the global cohort, creating opportunities for them to strengthen the peer community and practice their skills in real time.

### RESULTS



**98%** of participants would recommend training to a colleague



**70%** increase in participants competency in networking and personal branding



**70%** increase in leadership cohort's confidence in networking and personal branding



The best & most valuable workshop I have ever attended on leadership... I found the content to be engaging, pragmatic and I appreciated the chance to engage with my peers through this virtual leadership program.

– Vice President, Clinical Operations & Network Management





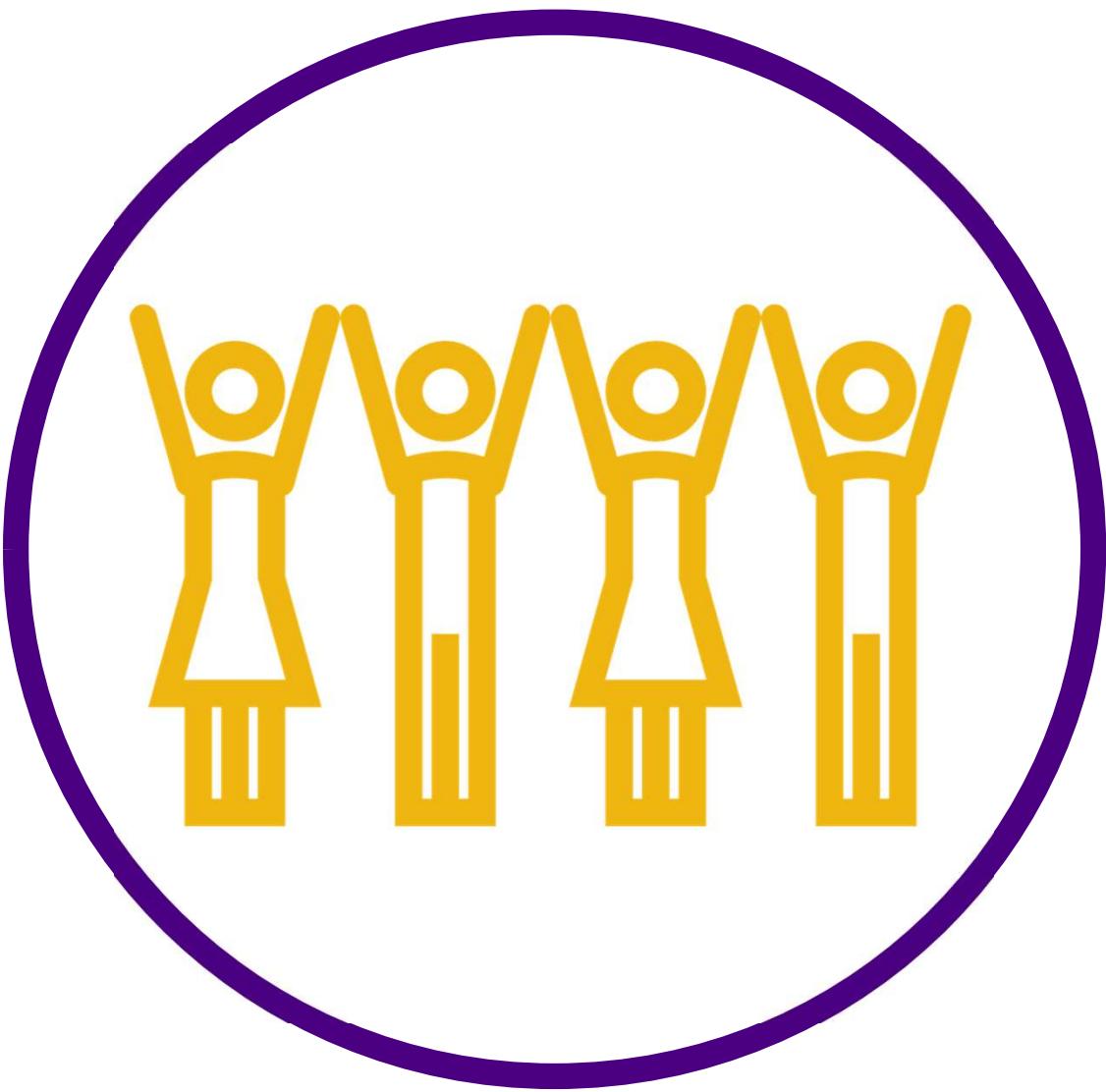






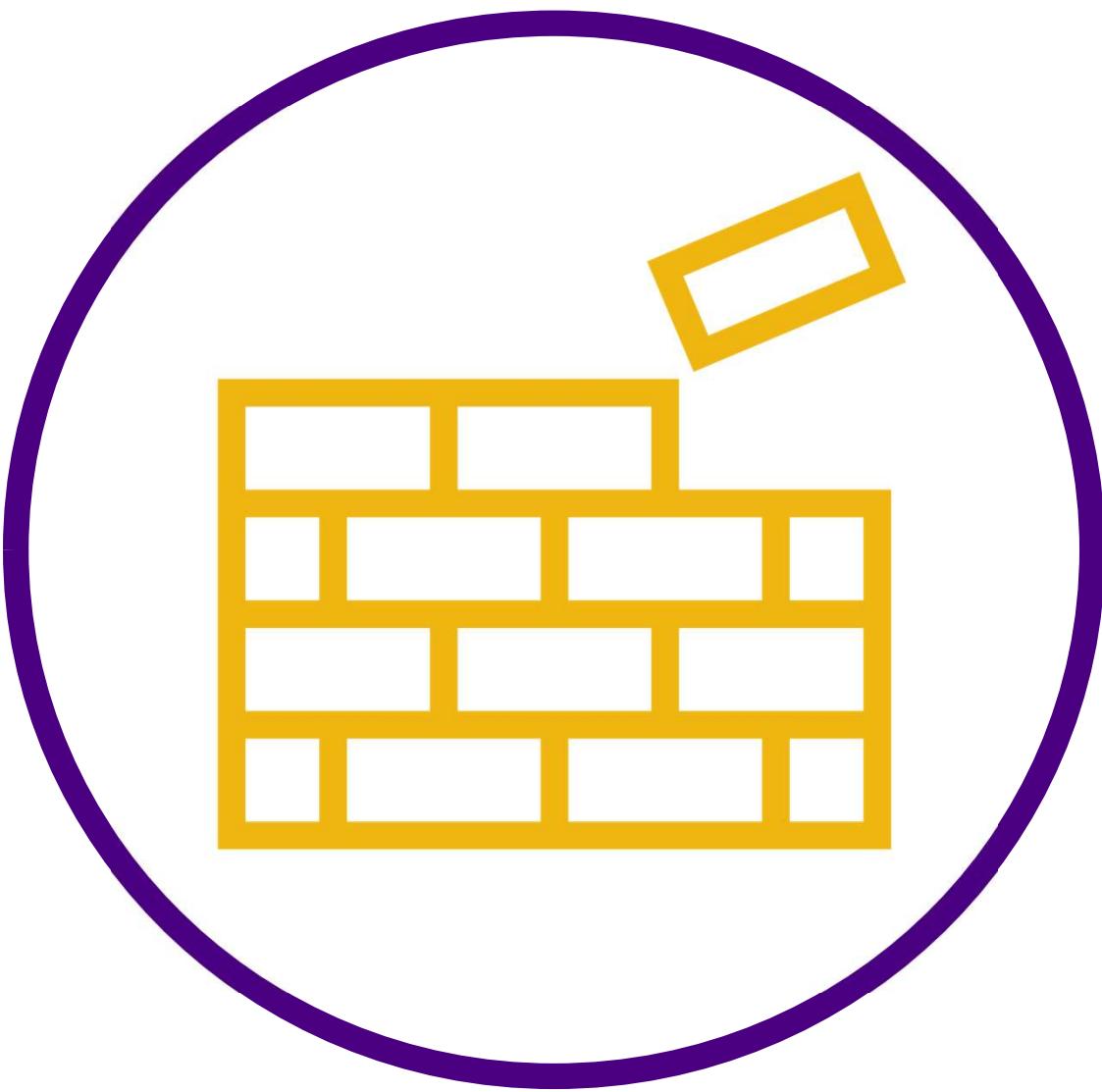










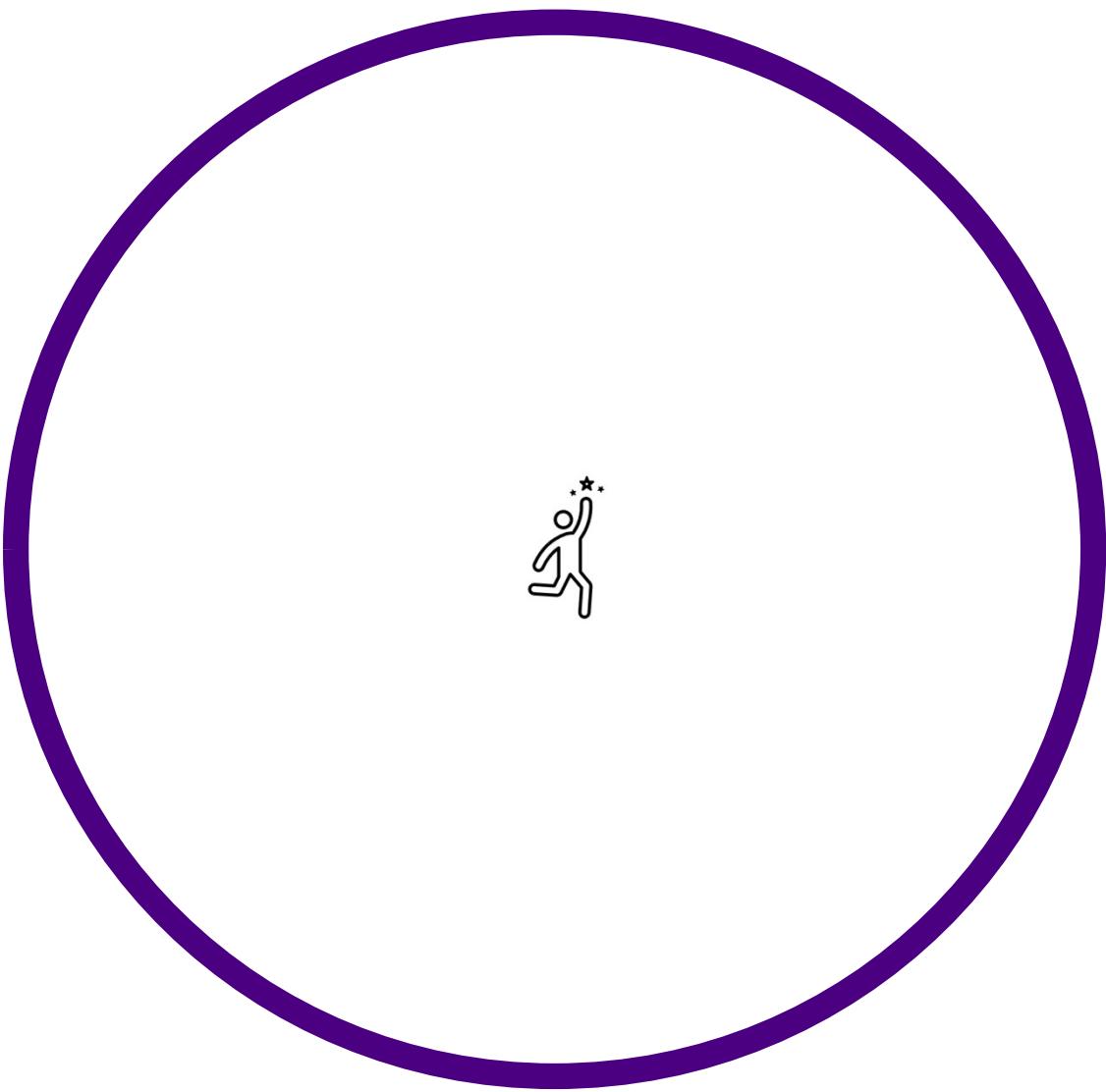


















A 1% increase in gender diversity has proven to result in a minimum 3% increase in sales revenues.

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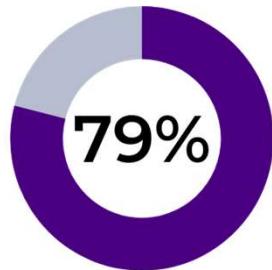
**76%**

of women in the workforce feel there is no gender equality in the workplace

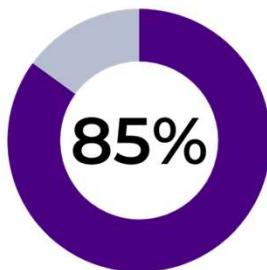


*\*Source: Diversity Best Practices*

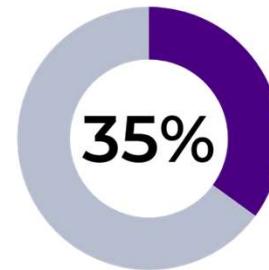
# DIVERSITY DRIVES BETTER OUTCOMES



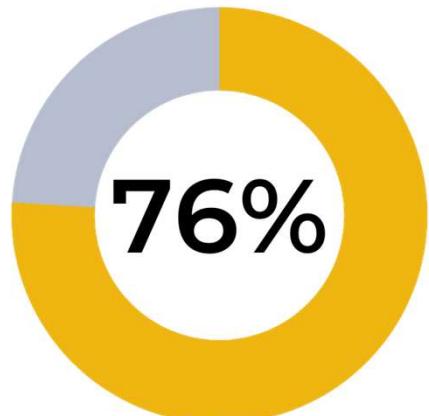
Executives who believe diversity initiatives have a positive effect on company culture



Large global corporations that believe diversity is crucial to fostering innovation in the workplace



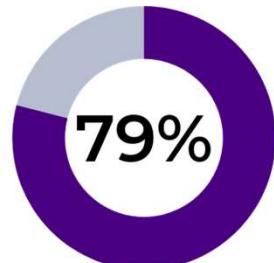
Diverse companies more likely to have financial returns above their respective national industry medians



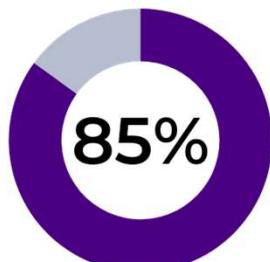
Executives who believe a diverse workplace improves their company's ability to capture and retain a diverse client base

\*Source: McKinsey and Company, *Why Diversity Matters*, January 2015

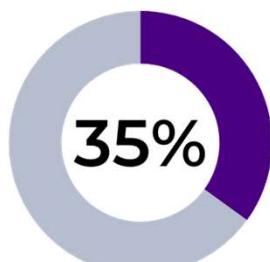
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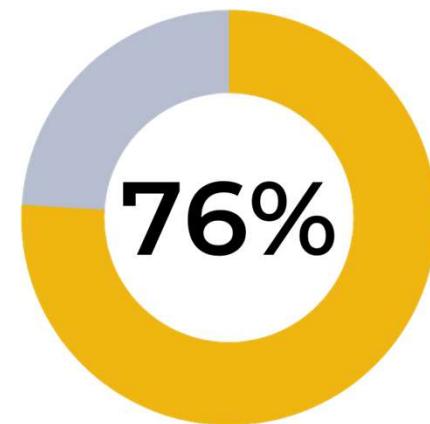
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# Workshop C

## Leveraging Sponsorship to Drive your Career Forward

**Learning Objective:** To empower professionals to create advocates and leverage sponsors in order to get to the next level of leadership. To gain clarity on benefits of a Sponsorship relationship and how to create/sustain momentum over time.

**Expected Outcomes:**

- Discover the difference between Sponsorship vs Mentorship vs Coaching
- Learn step-by-step process for defining your objectives and creating strategic action plans in order to spark Sponsorships that thrive over time
- Explore tactics to successfully earn credibility, build trust with your Sponsor and set up the relationship for success
- Discover how to select, engage and sustain Sponsors
- Walk away with a guide of topics and key questions to address during a cycle of sponsorship meetings



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