

# WOMENTUM

ADVANCING WOMEN IN HEALTHCARE LEADERSHIP



**Women make up 80% of the health workforce, yet leadership positions in the health sectors are disproportionately held by men.**

**This virtual workshop series is ideal for leaders and high potential candidates in health and wellness sectors who are committed to advancing women in leadership roles.**

**This is not your average women's empowerment event.** This is a skill based workshop series that will equip you with powerful and meaningful knowledge, skills, and tools to advance your own career and contribute meaningfully to the momentum of organizational and societal change. Together, we will work to ensure women's full and effective participation at all levels.

Amy Oliver has advised and coached over 130 business owners and leaders in the healthcare and social sectors. She holds an MBA with a dual concentration in health administration and organizational leadership, she is a pharmacist, a Certified Leadership Coach, and a globally certified Project Management Professional. She is passionate about advancing women in healthcare leadership and eliminating gender discrimination.

## INCLUDES:

THE CASE FOR GENDER EQUITY

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GENDER BIAS AND AWARENESS

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NETWORKING AND SOCIAL CAPITAL

\*

LEAD LIKE A WOMAN

\*

EXECUTIVE PRESENCE

\*

WOMEN'S ENTREPRENEURSHIP

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NEGOTIATIONS

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WORK FAMILY NARRATIVE

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ORGANIZATIONAL STRATEGIES

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SPHERE OF INFLUENCE

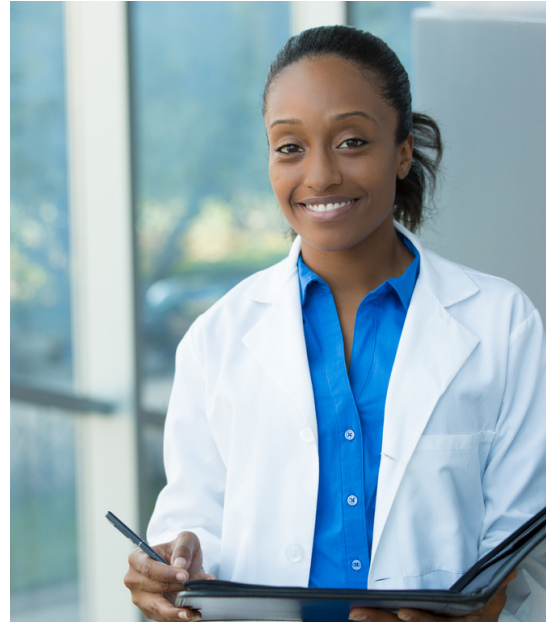
# WOMENTUM

## WORKSHOP DESCRIPTIONS

*Amy Oliver + co*

### THE CASE FOR GENDER EQUITY

Join us as we lay out the mounting evidence supporting how gender balance contributes to increased productivity, innovation, and overall organizational results. Securing and delivering on women's rights is a human rights issue. We explore the United Nations sustainable development goal of gender equality as a precondition for the full enjoyment of human rights by women.



### GENDER BIAS AND AWARENESS

The evidence shows many women may not recognize that they have been on the receiving end of bias and discrimination. Develop the ability to understand self-bias and its impact on women's efforts to achieve gender parity. Explore strategies to act on and correct gender bias and unconscious discriminatory practices deeply rooted in organizational and societal norms. Learn to identify and communicate why gender neutral approaches may actively discriminate against women as well as the impacts of intersectionality.





## NETWORKING AND SOCIAL CAPITAL

Social capital is an important factor for the advancement of professionals. Together, we explore homosocial aspects of organizational norms and additional barriers to effective networking for women. We present individual and organizational strategies to help women build and leverage external networks in their leadership development. Learn to create an action plan to support formal and informal networking for women and support a culture that empowers and motivates women leaders.

## LEAD LIKE A WOMAN

"Women take care and men take charge". Stereotypes impact the leadership aspirations of girls starting at a young age and follow them into the workforce. When investors, clients, suppliers, and employers view women with a gender stereotype lens, women have to work harder than men to achieve the same outcomes. Women often consider themselves less likely to achieve status or power and often underrate their own leadership competencies. This workshop encourages women to embrace their natural leadership styles, develop self-efficacy, and the confidence to perform.





## EXECUTIVE PRESENCE

This workshop will explore barriers to women such as imposter syndrome and the importance of having your voice heard. We suggest strategies to own your space and develop a confident executive presence. While these are strategies for individual women to overcome barriers to leadership, it is important to emphasize these strategies are bridging solutions. Change at an individual level must happen in the present moment to influence the notions of what 'normal' is in the broader context while also supporting the individual women.

## WOMEN'S ENTREPRENEURSHIP

Women entrepreneurs face many challenges. Leave this workshop understanding the top causal barriers to women's entrepreneurship as well as associated mitigation strategies. Explore the need to shift societal mindsets to become more accepting of women business owners and the need to increase the availability of training and skill development and access to networks for women entrepreneurs.



## NEGOTIATIONS

Negotiations that encompass the belief that the winner should take all are not in line with the collaborative nature of women. Women face discrimination and penalties for nonconformance to gender stereotypes in negotiations. The good news is evidence shows when women develop confidence and activate strategies to overcome stereotypes in negotiations, they can, in fact, outperform men. We detail examples of why gendered negotiation strategies are critical including but not limited to reducing the gender pay gap.



## WORK FAMILY NARRATIVE

This workshop dives into the barriers posed by professional time commitments and cultures of overwork and the challenges women face finding balance with domestic responsibilities continuously framed as women's issues. Many women are dual-centric and identify with both family and work. We explore areas for improvement in work-family policies and the need to reduce the stigmatization and penalties associated with their use.

## ORGANIZATIONAL STRATEGIES

We discuss the ways organizations can develop awareness of gendered aspects, practices, policies, and cultural factors that support or inhibit gender equity. Understand the complex links between societal and individual influences and the ways organizations can accomplish structural and sustainable change such as the need for meaningful and sustainable diversity policies and reporting at all levels of an organization.



## SPHERE OF INFLUENCE

Individuals and organizations of all sizes have the opportunity to impact the broader social context through equal representation, influence and advocacy, sharing of best practices, and profiling of success stories related to gender diversity. This workshop explores specific strategies to influence the advancement and progress of women in leadership, in healthcare and beyond.

*apply now*

[WWW.AMYOLIVER.CA/WORKSHOPS](http://WWW.AMYOLIVER.CA/WORKSHOPS)

# ABOUT US

## AMY OLIVER

MBA, BSCPH, RPH, PMP, CLC

Amy Oliver is an experienced healthcare executive and president of Amy Oliver + Co, offering trusted advisory services and professional coaching to practice owners, leaders, and organizations in healthcare and wellness industries. She is passionate about advancing women in healthcare leadership and entrepreneurship.

Amy has advised and coached over 130 healthcare leaders to drive high performance within the healthcare, social services, and academia sectors.

Amy holds an MBA with a dual concentration in Organizational Leadership and Health Administration. She is a licensed pharmacist, a Certified Leadership Coach, and a globally certified Project Management Professional. Amy holds certificates in Emotional Intelligence and Advanced Strategic Management and Leadership.

Amy has won multiple health sector and leadership awards and most recently has been selected as a member of the prestigious 2020 Governor General Canadian Leadership Conference.

Amy is a success-driven and proven executive with a passion to assist practitioners, health organizations, and leadership teams in the areas of entrepreneurship, operations, strategy development, project planning, leadership and engagement, and diversity and inclusion.



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