

Women's Initiatives: Impactful & Powerful Programs

To be powerful and relevant Women's Initiatives must measure results that deliver a beneficial return on investment to the company while aligning with organizational strategy. According to the Center for Creative Leadership, most women's programs fail to close this measurement loop and as a result, companies are left to make assumptions about efficacy of developmental programs based on anecdotes, reactions, or hunches. This unique program closes this loop through systematic evaluations and organizational measurements.

Prior to program delivery we conduct thorough key interviews that:

- Establish and align program metrics to organizational objectives to include:
 - net present value of additional business gained over one year
 - net present value of improved leadership capability over one
 - net present value of improved team skills over one year
 - total financial return of the program via business development

Women leaders that complete our program have a better knowledge base from which to make decisions and manage relationships, both of which are critical elements to leadership and business development success. Our program is designed to elevate the personal, professional and business development skills of women leaders. Delivery is structured around women professionals in any business sector and can be customized based on specific client's needs.

Program Outline:

- I. Interviews with up to 4 professionals to collect data & establish goals
- II. Development of 4 separate sessions at 2 hours each includes:
 - A. Delivery of 2 Business Development Sessions that address:
 - Gaining and retaining clients
 - Presentation and networking skills for business development
 - B. Delivery of 2 Leadership Development Sessions that address:
 - Building your authentic leadership image
 - Managing communications, conflict and emotions
 - Individual conflict mode instruments are utilized
- V. Summary session of 1 hour with both Fordwich & Orbacz to address:
 - BD and leadership development summary
 - Q & A
 - Review of metrics and action plan for year ahead
 - Guidance for personal career planning

Additional individual coaching is available; most clients select a number of individuals to continue with one-on-one coaching which includes 360 degree assessments and personal guidance in attaining professional goals.

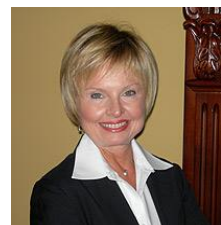
Strelmark, LLC, a strategic relationship marketing firm, and Orbacz Strategy Group, LLC, a leadership development firm, partner to deliver this powerful program to make women leaders more competitive in the global marketplace. Both executives delivering the programs have extensive global experience including heading global business development at KPMG and leading large workgroups at FedEx. Combined with entrepreneurial success these female leaders serve as role models to younger women and as lead generators for other established women.



Hilary Fordwich is a nationally renowned business development expert who has delivered hundreds of successful programs for clients across all industries. Prior to launching her own practice she led the global business development for international consulting firm KPMG. With a career spanning more than 25 years and traversing the globe, Hilary is a nationally respected expert in business development, strategic relationship building, and client relationship management for professionals in all industries. With her expertise in building external client relationships Hilary is considered a powerhouse for prospecting and capturing new business.

Ms. Fordwich graduated Magna Cum Laude from the University of Virginia at Mary Washington College and sits on numerous boards and executive committees. She is a much sought after keynote speaker on the topic of business development.

Debra Orbacz is a leadership development expert who has designed successful programs for organizations across all sectors. Prior to launching her own practice she had an award-winning 26 year career with FedEx where she held numerous positions. She was responsible for thousands of employees during her tenure as a managing director, and now combines her leadership experience in a world-class organization with the latest theory and research to design and deliver impactful, results-driven programs for clients. Her firm develops individuals, workgroups, and organizations at all levels from the emerging leader to the c suite.



Ms. Orbacz holds a Bachelor's Degree in Business (Summa Cum Laude) from Shenandoah University's Byrd School of Business. She graduated from Georgetown University's Executive Leadership Program and is certified by the Center for Creative Leadership in advanced assessments. Ms. Orbacz sits on numerous boards and executive committees.

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