



# WEST

Advancing Women in the  
Enterprise of Science & Technology

## Exciting Upcoming Events. Mark your calendar...

Apr 3	Apr 10	May 29	Jun 4	June 11	June 18	July
<i>Fireside Chat with Betsy Myers</i>	<i>Fireside Chat with John Butman</i>	<i>Using Mindfulness to Stay Sane in a Stressful World</i>	<i>Work FOR Your Goals Instead of AGAINST Them</i>	<i>Negotiating Pay &amp; Benefits: A Script</i>	<i>Your Personal Brand – The Key to Career Management</i>	<i>Effective Networking</i>

### A FIRESIDE CHAT WITH BETSY MYERS

**April 3, 2014**

Join us for a Fireside Chat with Betsy Myers about her book Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You. The evening will start with networking and continue on with a conversation with the author followed by a question and answer session. The discussion will be moderated by Debbie Dean, Vice President at Dassault Systèmes.

### A FIRESIDE CHAT WITH JOHN BUTMAN

**April 10, 2014**

Come listen to John Butman, author of BREAKING OUT: How to Build Influence in a World of Competing Ideas. How do you go public with an idea? How do you plant the idea inside people's heads, influence how they think and behave, start a movement, change some aspect of the world? You become an "idea entrepreneur." John will reveal the methods of successful idea entrepreneurs such as Cesar Millan, "The Dog Whisperer", Blake Mycoskie, founder of TOMS, and Sheryl Sandberg, and show how they can be applied by anyone within their discipline, organization, or community. This discussion will be moderated by Alison (Ali) Farquhar, Principal of GTL Coaching & Consulting.

### USING MINDFULNESS TO STAY SANE IN A STRESSFUL WORLD

**May 29, 2014**

In a hectic, volatile, complex, and uncertain world, being mindful is a challenge. Rather than experiencing the present, we tend either to dwell in the past, ruminating about the things we should have done, or in the future, worrying whether we will achieve the goals we think are necessary for our success and happiness. Meanwhile, in the present, we are endlessly stimulated by electronic devices, always-on social media, and a limitless supply of distractions that keep us from our priorities. Mindfulness may be just the remedy you've been looking for. Come and take a pause from the busyness and stress of your everyday lives; learn about the benefits of finding some calm within; and practice some mindfulness techniques that you can take home with you as your own personal antidote to stress. This workshop will be lead by Alison (Ali) Farquhar, Principal of GTL Coaching & Consulting.

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## **TRAIN YOUR BRAIN TO WORK FOR YOUR GOALS INSTEAD OF AGAINST THEM**

**June 4, 2014**

With all of the excellent tips and tactics you have learned in seminars (like these!) and read on the web, you likely *know* what you need to do to have a great career and life: *Ask for what I want. Network. Figure out my brand. Make time for myself. Exercise more. Say 'NO.'* And yet, many of us still feel stuck. The reason is that we are not logical beings, but rather, human ones. Our minds are complicated, emotional, associative places that produce staggering works of genius and also staggering amounts of self-sabotage. In this seminar, you will learn how to use your most precious asset, your brain, to work **FOR** your goals instead of **AGAINST** them. You will understand the neurological processes underlying your daily decisions, stressors, and thoughts, and how to leverage them in more constructive ways. You will leave with a set of “exercises” to train your brain to be a lean, mean, dream-getting machine. This workshop will be led by Samantha Sutton of Life Solutions.

## **NEGOTIATING PAY & BENEFITS: A SCRIPT**

**June 11, 2014**

A gender salary gap still exists in the U.S. – in fact, some studies report that for every dollar earned by men, women earn 77 cents. One contributing factor to this gap is that women do not negotiate with the same frequency as men. A common concern women have for negotiating pay and benefits is what to say. What do I say to start the negotiation? What do I say to promote my accomplishments without bragging? What do I say if the manager says no? I wish I could follow a script. Here one is. During this session you will learn and practice some of the key phrases that start and progress the negotiation process. You will also learn how to phrase your accomplishments in a professional yet compelling manner that opens budget. Finally, you will get some insights into what management is thinking during the process. This workshop will be led by Katie Donovan of Equal Pay Negotiations.

## **YOUR PERSONAL BRAND THE KEY TO CAREER MANAGEMENT**

**June 18, 2014**

Is there a secret to why some people have successful careers and others don't? With so much buzz about personal branding, do you find yourself confused about what it really is? This workshop will demystify the process. Participants will learn what personal branding is (and isn't) and why it's important, gain clarity on their values, passions, talents and interests, understand how your personal brand differentiates you, and appreciate how to leverage your brand to successfully manage your career. The workshop will be led by Susan Peppercorn of Positive Workplace Partners.

**Upcoming WEST Events:** <http://www.westorg.org/upcoming-events>

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