

“BECOME YOUR BEST SELF,  
LIVE A MEANINGFUL LIFE,  
ENJOY AN IMPACTFUL CAREER,  
AND EMPOWER OTHER WOMEN TO DO THE SAME.

BECOME A GAME-CHANGER.”

-Dr. Dawn E. Chanland  
Program Director

MBA Director & Professor of Management, McColl School of Business,  
Queens University of Charlotte

CREW CHARLOTTE PRESENTS

THE  
*Authentic*  
LEADERSHIP  
PROGRAM

SEPTEMBER 2024—MARCH 2025





CREW Charlotte is honored to bring this unique leadership program to the Queen City. This powerful program will guide you on your journey through self-discovery, arming you with the tools to achieve your full authentic leadership potential. Using Gallup's CliftonStrengths 34™, Conflict-Handling, Coaching, Leadership and other self-assessments, this program teaches you how to understand and use your strengths to develop your own authentic leadership style.

Development is possible at all stages of our lives and careers. Authentic leadership is built from transparency and honesty. Come discover your authentic style, refine your personal and professional vision, and cultivate your full leadership potential.

*“Before you can be anything, you have to be yourself.  
That’s the hardest thing to find.”*

E.L. KONIGSBURG

## Here’s what you’ll experience in CREW’s Authentic Leadership Program.

### How to:

Empower, teach, and build lifetime relationships

Gain clarity of self as a leader and person

Grow your confidence to pursue and advocate for opportunities

Recognize and develop your strengths to positively impact the community

Significantly broaden your toolkit to achieve success in your career and personal life

Engage with current and past participants of the Authentic Leadership Program through our Alumni Network events and outreach activities



CREW Charlotte's 2019 Authentic Leadership Class

## AUTHENTIC LEADERSHIP PROGRAM FOCUS

### Clarity of Authentic Self

- Pinpoint and unleash your unique personal strengths
- Identify your life's purpose and integrate it into everything you do to create a meaningful life
- Craft your ideal job and map how to make it reality
- Clarify the impact you want to create in your community

### Manage Conflict and Negotiation

- Understand best practices and develop confidence in all your negotiations
- Strengthen your ability to advocate for yourself and others
- Master the art of giving caring, candid feedback
- Tackle difficult conversations with clarity and empathy

### Coach and Mentor

- Dramatically enhance your ability to coach and mentor others
- Build a mentoring network and personal board of advisors
- Cultivate relationships that nurture your developmental aims
- Grow your peer coaching techniques and broaden your peer network

### Navigate Workplace Challenges and Opportunities

- Identify and navigate unconscious bias and microaggressions
- Overcome the myth of the confidence gap and develop your own strong, female voice
- Better manage the unique life and work challenges women face
- Recognize the opportunities and challenges of diversity

### Leadership Ability and Knowledge

- Heighten your leadership ability and management skills
- Build high-performing, smart teams
- Increase collaboration and effectiveness for your teams
- Develop executive presence and persuasion skills for increased influence

### Personal Change, Courage, and Resilience

- Leverage intentional change theory for personal growth
- Create a personal change and learning agenda
- Harness and increase your personal courage
- Develop resilience strategies for facing adversity

## OUTCOMES

### Group and Peer Coaching

Allows you a space to solve your unique challenges and bond in a meaningful ways and empower other women.

### Letter to Self

Part of kicking off the program and will be mailed to you to reflect upon at program's end.

### Authentic Leadership Philosophy

The creation of your own authentic leadership philosophy will help you lean in at work and signal your strengths and intentions as a leader.

## ACTIVITIES

Book club with group discussions

Mentor/mentee program

Upon graduation, a robust alumni network with alumni specific events





CREW Charlotte's 2022 Authentic Leadership Class

## PROGRAM SCHEDULE

### Cohort Meet and Greet

Thursday, August 15 **4:30 pm - 6:00 pm**

### TWO-DAY OPENING SESSION: September 5-6, 2024\*

Thursday, September 5, 2024 **1:00 pm - 9:00 pm**

Class dinner

Friday, September 6, 2024 **8:30 am - 6:00 pm**

Living Authentically Through Leveraging Your Strengths,  
Transformation Throughout the Program, and Building the Cohort

Thursday, October 10, 2024 **8:30 am - 6:00 pm**

Coaching & Mentoring Others & Growing Through Your Personal Board of Advisors

Wednesday, October 16, 2024 **6:30 pm**

Test your problem solving skills in an escape room while building strong bonds with  
classmates

Thursday, November 7, 2024 **8:30 am - 6:00 pm**

Leading an Authentic, Meaningful and Impactful Life and Career

Thursday, December 5, 2024 **8:30 am - 6:00 pm**

Building Smart Teams & Leading With Best Everyday Management Practices

Thursday, January 9, 2025 **8:30 am - 6:00 pm**

Heighten Your Ability to Manage Conflict & Negotiate For Yourself & Others

Thursday, February 6, 2025 **8:30 am - 6:00 pm**

Become an Exceptional Female Leader

Friday, February 21, 2025 **5:30 pm - 7:30 pm**

Enjoy wine, nibbles and craft time with classmates as you create a vision board

### TWO-DAY CLOSING SESSION: March 6-7, 2025 **8:30 am - 6:00 pm\***

Experiencing Personal Change and Bouncing Back From Adversity  
Making an Impact in the Community

**1/2 Day Graduation Celebration**

## TUITION

The tuition is \$2,500 and covers all costs for materials, meals and parking. CREW Charlotte members' tuition is \$2,000 (20% discount). Tuition for participants who work for a non-profit organization or for the government is \$1,875 (a 25% discount). Tuition must be paid using a personal or corporate check. Credit cards may be used, but will incur a convenience fee.

## CLASS SIZE

The class is capped at 30 participants. Up to 15 spaces are reserved for CREW Charlotte members.

## ACCEPTANCE NOTIFICATION AND TUITION DEPOSITS

Candidates will be notified by June 2024, if accepted into the class. Full payment and a commitment form is due by July 1, 2024.

## CRITERIA FOR ACCEPTANCE

Applications will be evaluated on demonstrated or potential leadership, community involvement, and individual achievement in the candidate's professional, community, and organizational background.

## PROGRAM ELIGIBILITY

The program is open to women or those identifying as women, in the Charlotte region and to members of any CREW Chapter in North Carolina or South Carolina. Applicants do not have to be CREW members to participate. We hope to cultivate a diverse group of female professionals across various industries. Men are not eligible for this program.

## ATTENDANCE POLICY

Since the dates have been published in advance and there are limited spaces available, we have developed a strict attendance policy. **\*ALL PARTICIPANTS MUST ATTEND THE OPENING SESSION IN SEPTEMBER AND THE CLOSING SESSION IN MARCH** and may miss no more than one of the other sessions. The inability to attend the opening session will require withdrawal from the class with a tuition refund only if the spot is able to be filled. The inability to attend the final March session will cause the participant to be ineligible for graduation with no tuition refund. If more than one of the other sessions is missed, the participant must withdraw from the program and will receive no tuition refund.

## LOCATION

The program location for next year is currently to be determined, but most likely will be between (or in) SouthPark and Uptown Charlotte.

## REGISTRATION DATES

Registration is now open and applications are due by Friday, May 10, 2024.

## Introducing Dr. Dawn Chanland, our Program Director.

Dr. Dawn E. Chanland is the MBA Director Professor of Management & Organizational Behavior in the McColl School of Business. Dawn has 30 years of business, consulting, coaching and academic experience and 14 teaching and research awards since the beginning of her academic career. Most recently, she received a 2023 *Charlotte Business Journal* Charlotte Women in Business Award, CREW Charlotte's 2022 Women's Career Advancement Award, and Queens University's 2020-2021 Hunter Hamilton Love of Teaching Award.

Dawn's areas of expertise include women's leadership, mentoring and coaching, negotiation, conflict management, organization development and change, and other areas within the management field. She is a frequent public speaker to corporate, government and non-profit groups in the foregoing areas. In addition to her many peer-reviewed leading academic publications on these and other topics, Dawn's research and ideas have been featured in a number of popular press outlets, including but not limited to the *Wall Street Journal* ("How to Be a Smart Protégé" & "When Mentoring Goes Bad"), *New York Times*, *Los Angeles Times*, *Forbes*, *AOL*, *CareerBuilder*, and *MSN*. Dawn has also published in top academic journals such as *Academy of Management Annals*, *Journal of Management*, *Journal of Organizational Behavior*, *Journal of Vocational Behavior*, and *Career Development International*, among others.

Dawn actively consults to and conducts leadership development initiatives for numerous for- and non-profit organizations and government agencies on strategic and human resources initiatives. Her services are varied but mostly center on employee engagement, strategic planning, staffing analyses, leadership development initiatives, executive coaching, and mentoring programs. Some of her more recent engagements involved Union County, JELD-WEN, Atrium Health, Duke Energy, Mueller, Brighthouse Financial, and Midrex Corporation. She is committed to community involvement and volunteers in a number of capacities to support Charlotte and the greater region. Examples of Dawn's community involvement include the 2020 Women on Corporate Boards initiative, Bank of America and Vital Voices' Global Ambassador Program, and as a board member with the Jewish Community Center between 2019 and 2022.

Prior to pursuing her doctoral studies, she was a financial recruiter ("headhunter") with a national executive search company called KForce. In addition, early in her career, she was an Assistant Branch Manager with Transamerica Financial Services, charged with oversight of a roughly \$50M portfolio of mortgage, personal and automobile loans.

She enjoys time playing soccer and other outdoor activities, reading, traveling, and time with her daughter Olivia and wife Danielle.







CREW Charlotte's 2017 Authentic Leadership Class

HERE'S WHAT PAST PROGRAM PARTICIPANTS HAVE SAID  
ABOUT CREW'S AUTHENTIC LEADERSHIP PROGRAM.

*There were so many things I learned about my strengths that have stayed with me. I truly think about my strengths every day. One of the most valuable things I took away was the ability to identify when my strengths were in or out of balance.*

*Whenever I doubt my ability to lead, I will remind myself that I am leading in my own style, and that leading with my authentic self is the way that I am meant to lead.*

*There are so many things that I viewed as negative personality traits in myself that I felt were going to stand in my way. Reframing these characteristics as strengths had never occurred to me, and I felt like it fundamentally changed the way I see myself.*

*"I feel enriched by many of the women in this program. I look forward to being able to call on them both professionally and personally. This was one of the program's top benefits for me.*

*I don't even know that I can put into words the value of the personal connections I made throughout the program. Simply being in a room with these women, and learning that we are all strong yet vulnerable, confident yet questioning ourselves, established yet uncertain, and ready to open ourselves up to continued growth made me feel less alone in the world.*

*When you assemble a group of affirming people in the same room that want to lift you up and not trample over you on the way to the top, and you are open to change and/or possibility, then transformation can occur! This course, designed for women, allows women to give themselves permission to put themselves first!*

*I loved it—every minute of it. I love that I met such an awesome group of women, and that we will never lose touch. I loved learning so much more about myself.*



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## CONTACT

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For additional information, please contact  
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or visit us on the web at [crewcharlotte.org](http://crewcharlotte.org).



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