



## September/October 2018 Newsletter Update

Thank you to Baker Tilly for hosting the August 21, 2018 FEI Diversity event presented by Women’s Leadership Coaching!



### Webinar Summary

The featured topic was How to Sponsor Others with Selena Rezvani, Vice President of Consulting and Research - Be Leaderly, Jo Miller, CEO – Be Leaderly, Namrata Yadav, SVP - Head of Inclusion Strategy and Diversity & Inclusion Learning, Anna Ettin, VP – Diversity & Inclusion Consultant, and Monica Brunache, Project Manager – AVP.

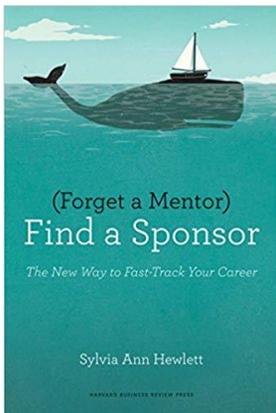
Sponsorship is an outcome, not a goal. You can’t ask for sponsorship, you earn it. Always remember to pay it forward – sponsor others.

The 4 C’s for Attracting Sponsors:

1. Coachability
2. Candor
3. Consistency
4. Courage

To view the presentation materials please use this link: <https://feinew.org/page-8689/6634492>

### \*Recommended Reading Selections



**Forget a Mentor, Find a Sponsor: The New Way to Fast Track Your Career**  
Author: Sylvia Ann Hewlett

Who’s pulling for you? Who’s got your back? Who’s putting your hat in the ring? Odds are this person is not a mentor but a *sponsor*. Mentors can build your self-esteem and provide a sounding board—but they’re not your ticket to the top.

If you’re interested in fast-tracking your career, what you need is a sponsor—a senior-level champion who believes in your potential and is willing to advocate for you as you pursue that next raise or promotion.

Whether you’re looking to lead a company or drive a community campaign, *Forget a Mentor, Find a Sponsor* will help you forge the relationships that truly have the power to deliver you to your destination.

[Click here](#) to read the complete book summary and review all purchase options.

## \*Recommended Reading Selections – Continued

### *The Relationship You Need To Get Right*

Authors: Sylvia Ann Hewlett, Melinda Marshall, and Laura Sherbin

[Click here](#) to read this collaborative article on the Harvard Business Review Website.

\*Additional articles are available with our webinar subscription to Women's Leadership Coaching:

<http://www.beleaderly.com>

---

## Upcoming Diversity Group Events

1. **Tuesday, October 30, 2018 | The Art of the Ask | 11:45 AM – 1:15 PM**  
**Women's Leadership Coaching Webinar | Hosted by Schenck**  
**200 E. Washington Street 100 | Appleton | WI | 54912**

### Summary

Whether negotiations are everyday matters, or a bigger, more structured deals, making the most of these conversations is imperative. Learn to identify your own default negotiating style, prep for a negotiation informationally and psychologically, maneuver through the negotiation with poise, and close the deal. [Click here](#) to register!

**Guest Speaker:** Selena Rezvani, VP of Consulting and Research, Be Leaderly.

2. **Tuesday, December 4, 2018 | 7 Steps to Becoming a Thought Leader | 11:45 AM – 1:15 PM**  
**Women's Leadership Coaching Webinar | Hosted by Wipfli**  
**2901 E. Enterprise Ave. | Suite 500 | Appleton | WI | 54913**

### Summary

Thought leaders are not just executives any more. You can become one too. In this webinar, learn how to identify your niche, express your expertise in ways that fit your personal style, and become a sought-after expert. You'll walk away with a practical plan to share your passion and build your personal brand at the same time. [Click here](#) to register!

**Guest Speaker(s): To be announced**

### What is the FEI Diversity Group?

FEI National continues to encourage local chapters to focus on diversity within our membership. Women executives face a unique set of challenges in balancing their careers and personal lives. This special interest group is focused on exploiting the talents of individuals and creating opportunities to improve personally and professionally. As a result, we hope to increase membership in our chapter and create additional ways for our female members to be engaged in the FEI experience.

### Diversity Group events are open to the following individuals:

- Members of FEI NE Wisconsin Chapter
- Managers and executives within an FEI Member's Company
- Representatives of our strategic partner companies
- Prospective chapter members
- Guests of any of the above
- **While some event topics are geared toward women, men are welcome and encouraged to attend and participate**



Jill Bean  
Diversity Group Chair  
[jill.bean@foth.com](mailto:jill.bean@foth.com)