



## **Dynamic Choices for Women**

*Keys to Retaining and Attracting Women Through  
Personal and Professional Fulfillment*



## WHAT WOULD IT LOOK LIKE

If your organization's women had an increased ability to...

- Manage Boundaries
- Make Clear Requests
- Take Full Responsibility for Their Choices
- Connect with Self and Others
- Communicate Authentically

## TRANSFORM YOUR ORGANIZATION

Although business for the last century traditionally has been modeled on, and tends to cater to, male cultural norms, women bring unique views and approaches to values, performance, on-the-job behavior, career development, managing relationships, and relating to the workplace. Many women have felt they needed to assimilate to this male-dominated culture in order to be successful, and as such, have given up core parts of their identity. Their turnover rates tend to be higher and job satisfaction lower.

The **Dynamic Choices for Women** curriculum is designed to support women in finding professional and personal fulfillment while working in more traditional environments. This research-based curriculum is the perfect solution for organizations looking to attract and retain women.

## OUR INTENTION

Our intention is to support women at every stage in their careers in making informed choices, while offering options, alternatives, and coaching to achieve wholeness in their lives as professional women. This curriculum is focused on planting the seed for women at all levels of an organization to gain clarity and power in relation to their values and choices.

*This course is designed to leave participants with a deep sense of connection with themselves, with each other, and with a clear picture of how to achieve wholeness in their careers in your organization.*

## THE INSTRUCTORS

### Leslie Traub

As President of Cook Ross, Inc., Leslie Traub brings more than 20 years of experience in diversity, inclusion and change management consulting, facilitation, training, and development to Cook Ross Inc. She has highly developed skills in facilitation, instructional design, organization change, social science research, and personal development.



For the past several years, Leslie has had a particular focus on supporting women in their organizational life, and making choices that are consistent with their values, leading to personal and professional fulfillment. In addition to her focus on supporting women, Leslie has focused on creating inclusive organizational cultures where all employees are able to contribute fully to their workplace and experience their full value.

Leslie is a fellow in Change Management from Johns Hopkins University, and holds a Masters in Biostatistics and Epidemiology from Tulane University, a B.A. in economics and history from Wheaton College in Massachusetts, and a Certificate in Training and Development from the University of Maryland.

### Kimberly Salameh

Kimberly Salameh joined the Cook Ross, Inc. team in May 2006, bringing 20 years of experience in professional coaching, training, facilitation, project and account management, and human resources. Kimberly has worked within the Information Technology, Professional Services, Government and Financial Services sectors. Recently, she partnered in the design and delivery of **Dynamic Choices for Women**.



In addition to her association with Cook Ross, Kimberly manages her training and professional coaching practice, Dynamic Life Solutions. She focuses on partnering with all levels of management to develop future leaders, enhance communication and team effectiveness, and to increase employee satisfaction in alignment with corporate strategy. Kimberly also facilitates women's empowerment groups committed to building awareness and connections by honoring their values and personal commitments.

Kimberly has spent 15 years engaging in her passion for personal development and transformational programs. She is a Certified Coach, on the leadership team for Northern Virginia Chapter of eWomen Network, a member of the National Speakers Association, International Coaching Federation and the Institute for Professional Empowerment Coaching.

## CLIENT TESTIMONIALS

*“I wanted to share with you how wonderful this workshop was – we had open and honest communication about our struggles as women in business, developed five-year career plans and were coached on how to communicate to ensure that we all have fulfilling careers. The facilitators were fantastic and I felt like the session was transforming for all involved. I have worked in multiple roles...and I think this workshop would benefit women of all levels and functions in the firm. I truly believe that communications and retention rates would both improve greatly. I would really like to be involved in this program if internal resources are needed in the future.”*

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*“The program was able to help me clarify my short-term and long-term goals, and even though I didn't walk away knowing all the answers in regards to my future, the program facilitated my thinking process. Employees who have a clearer and well-thought-out focus are more productive and ultimately, happier because they are able to solidify their long-term career/life goals and make conscientious decisions towards those ends. I believe I gained that clarity from the seminar and appreciated the time I took (and my company promoted I take) for self-exploration - it was well-worth it!”*

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*“I wanted to write and let you know how valuable this program was to me. It was really nice to have a whole day set aside to address these issues. The event was also scheduled well; I attended on a Friday and then had the weekend to continue thinking about the interactions and conversations that took place. I went back into the office on Monday with a new perspective. It was also timely and beneficial, in that I was in the midst of preparing my self-assessment and thinking about my year-end review, and I now had all of this newly acquired insight available to me. I feel that some of the conclusions I arrived at that day will be extremely useful to me going forward, and that, overall, I thought that the program was powerful in its introspection; it identified and addressed issues that I should spend more time and energy reflecting on...Thank you for making the program available; I hope that it continues to be offered.”*

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*“Thank you so much for the opportunity to participate in the career-life goal management session yesterday. It was the best training I've been to...and it offered so much for me. I hope I was able to obtain everything that was discussed and provided. I actively participated, something I normally do not do, and was able to get out so much already. I would highly recommend the course to anyone.”*

## THE CURRICULUM

The curriculum includes pre-work, a one-day workshop, one-on-one coaching sessions, and group follow up.

The specifics:

1. A ratio of one facilitator to ten participants, for maximum effect.
2. A workshop environment which is highly experiential, values-based and interactive.
3. Participants will enjoy a conspicuous absence of PowerPoint presentations!
4. Women from the sponsoring organization who feel like they have been successful are invited to speak openly about their challenges and their path to success.
5. Participants will receive follow-up twice over 60 days to support them in their actions. The follow-up includes one individual coaching session and one group follow-up session.

## OUR COMMITMENT

At the end of the course:

- Participants will have had an engaging and reflective experience that will leave them with greater clarity on their short and long term goals – both personal and professional.
- Your company's work/life programs will be positioned as valued options for multiple professional paths.
- Participants will have clearly defined actionable plans based on existing work/life options and programs inside the firm.
- The company will receive clear and actionable feedback on how better to support these participants, and issues and trends that are surfacing in this group.

## PRICING

Includes:

- One day course delivery for 15-20 participants
- One professional coaching session for each participant
- Group follow up session
- All course materials, including values assessment
- Peer support
- Organizational feedback

## PROVEN RESULTS:

*Greater than **20%** of participants said that while they were considering leaving their firm, they have decided to stay after participating in the **Dynamic Choices for Women** course.*

***100%** of **Dynamic Choices for Women** course participants said that they would refer the program to a peer.*

## ABOUT US

Cook Ross, Inc. is a national leader in diversity, inclusion, and cultural competency consulting and training services. Our targeted approach provides unique possibilities for stronger business performance and inclusive workplaces. We collaborate to create a deeper understanding of the issues, resulting in improved recruitment and retention outcomes, higher levels of client fulfillment, and more effective communication among colleagues.

**Leslie Traub**  
President & CEO  
traub@cookross.com

**Kimberly Salameh**  
Dynamic Choices Co-Creator  
kimberly@dynamiclifesolutions.com

**Michael DeJan Amilcar**  
VP, Business Development  
michaela@cookross.com

**Cook Ross, Inc.**  
1515 Noyes Drive  
Silver Spring, MD 20910  
(301) 565-4035

*For more information on the **Dynamic Choices for Women** curriculum please contact us at (301) 565-4035 or by email*