

create a  
women's  
leadership program  
for impact

PATSY T. MINK  
CENTER FOR  
BUSINESS &  
LEADERSHIP  
WOMEN'S BUSINESS CENTER

eliminating racism  
empowering women  
**ywca**  
O'ahu



*our mission*

Since 2013, our mission has been to equip Hawai'i's women to become successful entrepreneurs and leaders by providing one-on-one business counseling, innovative workshops and unique, specialized programs in a nurturing environment.

*brittany montiflano*

SENIOR MANAGER

Patsy T. Mink Center  
for Business + Leadership



# objectives

- Develop a program that equips the women leaders in your community with the management and leadership skills they need to become inspirational leaders that others want to follow.
- Leverage your board connections to create impactful, relevant programming.

## 01 CHALLENGES

## 02 GROWTH THROUGH WOMEN'S LEADERSHIP

## 03 IMPACT

## 04 SETTING IT UP

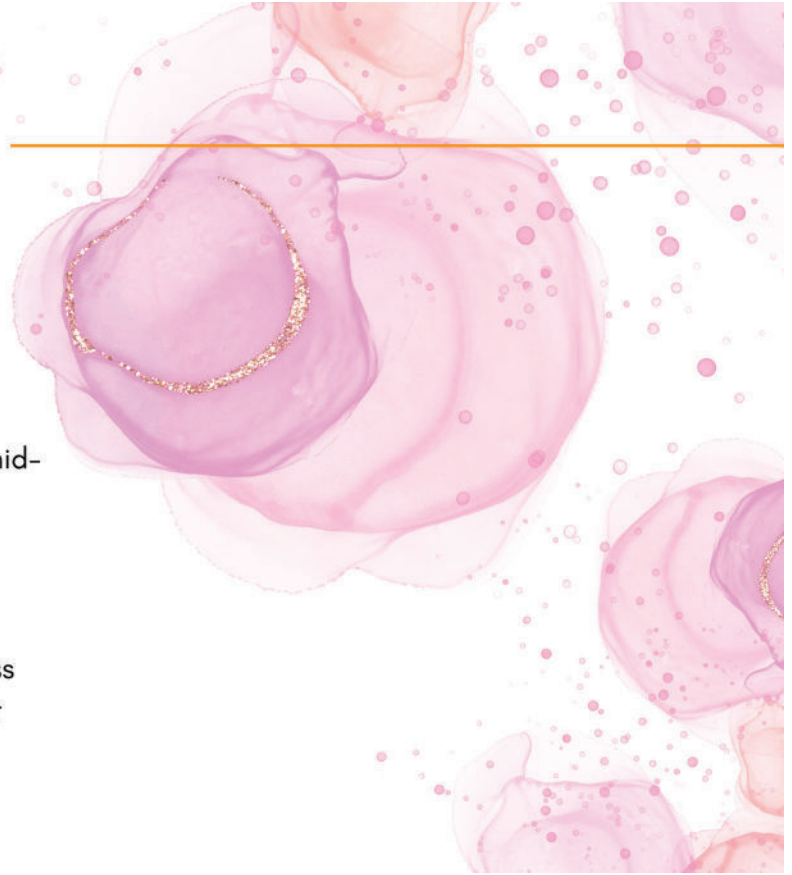
- GARNERING SUPPORT:  
BOARD ENGAGEMENT
- COMMUNITY ASSESSMENT
- PLANNING TIMELINE
- PROGRAM OUTLINE  
FOR PILOT

## 01

# challenges

# challenges

- Grant match (In-Kind and Revenue)
  - Small businesses unable to pay for programming (MCBL focus on start-up to mid-level businesses)
  - Resource competition
- Underutilized board
  - Passion for leadership
- Corporate sponsorship interest in small business versus leadership for professional development opportunities



**02**

growth through  
women's leadership



# *patsy t. mink* LEADERSHIP ALLIANCE

Developing our next generation of women leaders seeking a unique opportunity to build a valuable network, engage directly with community leaders, develop critical leadership skills, and collaborate in service to fast-track their contributions to our society in meaningful ways.

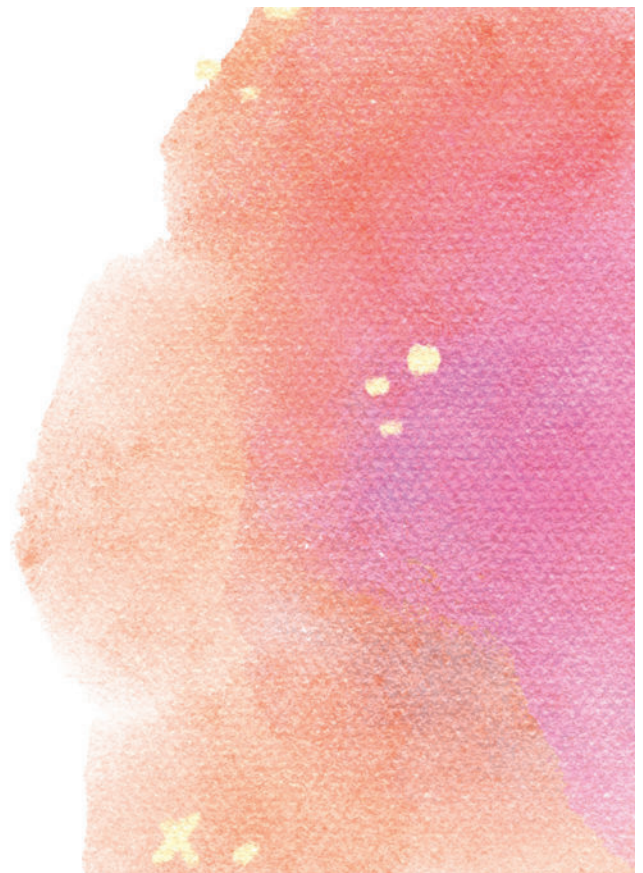


## WHY DO WE NEED TO DEVELOP MORE WOMEN LEADERS?

The **Patsy T. Mink Leadership Alliance** was born out of the recognition of the need to prepare our community's women leaders for on-going success.

It is our hope that through this leadership journey, the Mink Leadership Alliance participants will:

- value their own natural talents
- become their own best advocates
- build their influence
- galvanize change
- create a network of support



# The goal

To select a **diverse** cohort of individuals to participate in our Mink Leadership Alliance, including different:

- Industries - For Profit & Non-Profit
- Corporate & Entrepreneur
- Age, Ethnicity, Years of Service, Education, Experience

**EQUAL ACCESS, TRANSPARENCY  
AND DIVERSITY ARE CRITICAL!**



## WHAT WOMEN NEED TO DO TO ADVANCE

**INVEST IN  
NETWORKS**

**BE  
RESILIENT**

**UNDERSTAND  
RISK/REWARD  
CORRELATION**

**LEARN TO  
NEGOTIATE**

**COMMUNICATE  
INFLUENCE**

**EMBRACE  
SELF  
PROMOTION**

# CURRICULUM DESIGN

- StrengthsFinder
- Strategic Planning
- Diversity, Equity, and Inclusion
- Financial Business Acumen
- Wahine Forum Conference



- Tactical Skills: Public Speaking & Reading the Room
- Community & Civic Impact
- View from the C-Suite
- Intrapreneurial Thinking
- The Power of Persuasion
- Mental Health & Balance



## COHORT 9

# Timeline

- March 1 - Application Portal Opens
  - Advisory Board to assist with outreach
- April 25, 2024 Applicant Information Session
  - Led by Mink Leder Alumnae
- May 31, 2024 Application closes
- June 17 - 18, 2024 Applicant Interviews (Advisory Board)
- June 26 - Cohort 9 Selection with Leadership Committee
- July 3 - Cohort 9 Selection Update
- August - May - Cohort 9 Program

03

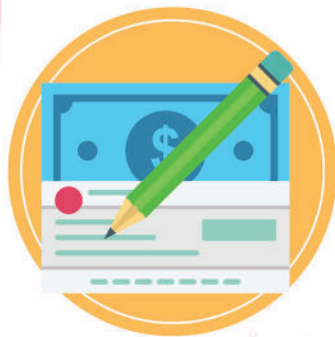
# impact

## The impact



**150**  
MINK LEADER  
ALUMNAE

**\$600,000**  
REVENUE GENERATED  
(SINCE 2016)



**4**  
PROGRAMS  
DEVELOPED



LEADERSHIP SERIES



WAHINE RISING



MINK MENTORSHIP

04

# setting it up



## garnering board support

- Leadership Committee
  - Engagement based on skillsets (through facilitation and general program support)
  - Local leadership trends (small business and corporate)
  - Curriculum Development
    - Topics and takeaways
  - Outreach Support
    - Program candidates and corporate sponsorship
    - Facilitators (or facilitation)
  - Meets every other month to support 3 program needs





# community assessment

- Identify list of potential sponsors and individuals who will provide honest feedback on potential program.
- Questionnaire
  - Provide a brief description of proposed program including potential topics and benefits
  - What would they be willing to pay?
    - Estimate ranges based on potential program costs
  - Feedback on program and topics
  - Would they have a potential candidate for the program?

## [COHORT 9]

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### planning timeline

- August 2024 - Cohort 10 Planning
  - Session Schedule and Facilitators
  - Reserve Space
  - Set Curriculum Planning Meeting
    - Review Session Topics and Takeaways for relevancy
    - Facilitator Review
- October 2024 - Leadership Committee Curriculum Review
  - Facilitator Outreach
  - Finalize schedule and reserve space
    - Opportunity for third party in-kind space
- January 2024
  - Finalize application and program marketing materials



## COHORT 9 SCHEDULE



| Date                | Time           | Location                | Session Topic   |
|---------------------|----------------|-------------------------|---|
| Thursday, 8/22/2024 | 10:00a - 4:00p | Kokokahi                | Orientation, Debrief & Team Building                      |
| Thursday, 9/5/2024  | 5:30p - 7:30p  | Courtyard               | Cohort 9 Kick-Off   |
| Tuesday, 10/1/2024  | 9:00a - 3:00p  | MCBL                    | StrengthsFinder   |
| Friday, 10/11/2024  | 8:00a - 4:00p  | Hilton Hawaiian Village | Wahine Forum & Special Breakout Session                   |
| Thursday, 10/24/24  | 9:00a - 3:00p  | MCBL                    | Strategic Planning  |
| Tuesday, 11/5/24    | 9:00a - 3:00p  | MCBL                    | Diversity, Equity, and Inclusion                          |
| Tuesday, 11/19/24   | 9:00a - 12:30p | MCBL                    | Walk With Me - Be Today's Leader                          |
| Tuesday, 11/19/24   | 1:00p - 5:30p  | YWCA Laniakea           | Community Service Project: Bella Project Prom Dress Drive |
| Wednesday, 12/4/24  | 5:00p - 7:30p  | YWCA Laniakea           | Wahine Leadership Series + Holiday Pau Hana               |

PROGRAM

*outline*

## *agenda*

- 9:00am - Welcome + Announcements
- 9:05am - High Five
- 9:25am - Exploration Session
- 9:50am - Break
- 10:00am - Facilitated Session
- 12:00pm - Lunch
- 12:45pm - Debrief Session
- 1:45pm - Community Service Project
- 2:20pm - Closing & Announcements

PROGRAM

*outline*

# Tracking

**\$600,000**

REVENUE GENERATED  
(SINCE 2016)



- Program Revenue
  - Program Fees
- In-Kind Revenue
  - Facilitators
  - Third Party Facilities

Additional tracking metrics

- Professional Development and engagement for alumnae (including volunteer hours)

# Q&A