

# Empowering Women in Leadership: The Executive MBA Advantage

Friday, July 19, 2024

This interactive and engaging event is designed to help you unlock your leadership potential and advance your career! Join us for a deep dive into the Executive MBA experience and participate in interactive sessions and discussions that will provide you with an understanding of the program's benefits and its impact on your leadership journey.

*Please note: this event is open to all regardless of sex, gender, or gender identity.*

Friday, July 19

12:30 p.m. – 12:45 p.m.

## Check-in

**Location:** Rizzo Center / 150 Dubose Home Ln, Chapel Hill, NC

1:00 p.m. – 1:15 p.m.

## Welcome & Program Kick-off

### Welcome from:

*Sarah Perez, Associate Dean, MBA Programs: Admissions & Program Management*  
*Kara Adams, Director of Working Professional MBA Admissions & Recruitment*

1:15 p.m. – 2:30 p.m.

## Self-Advocacy in the Workplace

### Presenters:

*Camille Mason, Associate Director, Career Coaching*  
*Zoe Riddell, Associate Director, Career Coaching*

This interactive session will explore how to develop effective negotiation skills, enhance self-empowerment and respect through assertive communication, and build strong professional alliances. You'll leave with practical strategies you can use whether you're negotiating a salary, seeking a promotion, or navigating difficult conversations.

2:30 p.m. – 2:45 p.m.

## Break

2:45 p.m. – 3:00 p.m.

## Remarks from the Dean

**Speaker:** *Mary Margaret Frank, Dean of UNC Kenan-Flagler Business School*

3:00 p.m. – 4:00 p.m.

## Strategic Cost Analysis and Performance Management

**Mock Class Session:** *Eva Labro, Michael W. Haley Distinguished Professor of Accounting*

Experience the collaborative and energetic environment of our Executive MBA classroom in this mock class, where you will engage with real-world cost measurement techniques to drive decision-making. Join fellow professionals to explore how cost structure impacts companies financial performance.

4:00 p.m. – 4:15 p.m.

## Break

4:15 p.m. – 5:15 p.m.

## Panel Discussion with MBA Alumni and Corporate Representatives

**Facilitated by:** *Sandra Chandler, Senior Associate Director, Employer Engagement*

Continue the conversation around leveraging strong professional alliances. This session will bring in voices of alumnae from our Executive MBA programs along with the local employer community to share their insights and the important role networks play in career success.

5:15 p.m. – 5:30 p.m.

## Program Wrap-up

5:30 p.m. – 7:00 p.m.

## Networking Happy Hour with Executive MBA students

**Location:** Schaffer-Kenan Lounge at the Rizzo Center