



WiSA Women Returners Programme Course Content

The WiSA Women Returners Programme is made up of different training opportunities, all of which will be delivered online during the month of March. All participants are expected to attend the introductory and closing sessions. However, you can pick and choose which of the following workshops you want to get involved in.

Please note that all sessions are subject to date and time changes.

Mentoring, delivered by Growbiz

A mentor from the aquaculture industry will talk you through their career, the sector, and why you might like to work in it.

Starts 9th March; more details to follow upon sign up.

Coaching workshops, delivered by Positive Performance

These workshops are a series, so you will be expected to attend all four.

Where are you now? Building confidence

It's often reported that women's self-confidence plummets during a career break. The self-doubt that women can experience when they consider returning to the workplace can shake their self-esteem and confidence. During this workshop, we will look at:

- Limiting beliefs
- Un-resourceful behaviour patterns
- Recognising unique strengths
- Self-efficacy

Tuesday 9th March, 10.00 – 12.30



Putting your best foot forward during an interview

A job interview gives a chance to shine. What is said and done will either move the interviewee to the next round of consideration for employment or knock them out of the competition. Building on from the first session, in this half-day workshop we will look at:

- How to shine physically and mentally
- Building instant rapport
- Active and deep listening
- Leaving a lasting impression

Tuesday 16th March, 10.00 – 12.30

Online/virtual communication excellence

Virtual communication is not the same as communication in person. There are different challenges, and additional skills are required in order for it to be effective. It's unnatural for communication to take place with the barrier of distance and technology between communicators. However, needs must in the current climate. In this half-day workshop, we will build from the first two sessions and learn how to radiate while speaking online with:

- Setting up the technology/environment/camera/lighting to best effect
- How to use your voice
- Body language and facial engagement

Monday 22nd March, 12.30 – 15.00



How to engage, pitch and present

What makes a good pitch? If you're like most people, you'd give a two-part answer to this question; a well-designed set of slides and effective delivery of those slides. While that answer is technically correct, it understates the impact that a great presentation and or pitch can have. In this final session, and using all skills learned to date, each attendee will be asked to present a five-minute pitch. This session will also include:

- How to design presentation slides
- Skills recognised and learnt
- Using the voice and body language to attract attention
- Tuning into the audience with all senses
- Closing on a high

Tuesday 30th March, 12.30 – 15.00

Online training workshops, delivered by Skillfluence

Marketing and self-promotion – a virtual guide to networking

Covid-19 has shifted the way that we network. Virtual conferences, meetings and events are the new norm. If you are looking to network for job opportunities, collaborations, or to future-proof your career; discover the etiquette, strategy and approach to maximise your time virtually and measure and test the outputs of your efforts.

Stage 1: Set yourself up for success, get the top 10 virtual tech tools and quick set-up guide.

Stage 2: Active networking. Discover online strategies for network growth.

- Set up a main social media platform for network expansion and have an all-star profile and bio using a scaffolding template.
- Learn strategies to expand your online network in under 15 minutes per day and become visible.
- Measure and test your progress to ensure time spent on social media is paying dividends.

Stage 3: Harnessing your network. Use simple, proven scripts to introduce yourself and follow up.

- Consciously design your network by identifying a gold list of people who will make the greatest difference in your network.



- Learn how to introduce yourself and follow up on opportunities using simple, easy-to-follow scripts whilst maintaining integrity.
- Integrate tech tools to start conversations, maintain momentum, and capitalise on opportunities.

Thursday 25th March, 09.30 – 11.00

Personal branding – your unique edge

There are two parts to this session and participants should attend both.

In an overcrowded job market, how can you stand out? Discover your unique talents and natural capabilities so that you can work more ‘in flow’ than ever before and understand how you best work in a team setting. Learn how to own your value, powerfully package your unique edge, and present your personal marketing strategy.

Foundation: Your Peak Performance

- Reflect on the last 12 months in your career and pinpoint your motivational drivers and peak performance qualities.

Natural Talents & Teamwork

- Take your Talent Dynamics Profile to understand where you can add most value and get the most done.
- Debrief your Talent Dynamics Profile to understand how you best work in a team and the types of role you might be suited to.
- Integrate your unique skills and talents with your Mission.
- Distinguish your ideal lifestyle from your necessities and make concrete plans for earning enough to survive an economic downturn if required.



Your Unique Edge

- Discover your unique edge and distil it into a two-word personal brand. (15-minute preliminary training exercise PDF).
- Articulate this into a professional positioning statement to attract opportunities.
- Identifying your niche, difference and brand.
- How to articulate your brand as an elevator pitch.

Tuesday 16th March, 13.30 – 14.30 and Tuesday 23rd March, 09.30 – 10.30

Building your resilience

Life and work can knock us down. How do we get back up? This workshop focuses on resilience, what it is, and how we can use tools to increase it in our daily life. We'll explore strategies and approaches to overcome difficulties, maintain balance, and keep motivated. Take time to think about how to overcome current challenges and leave equipped with a toolkit for facing future challenges and obstacles with courage and confidence.

Monday 29th March, 11.00 – 12.30

Registration

Now you've read through all the course content, you can now register for your preferred sessions!

[Click here to register for each session via Eventbrite](#)