



Empower Potential

*Early-career investment
for long-term
performance and
retention*

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What it is

The Empower Potential (EP) program is a 12-month program for women early in their careers (0-3 years experience in the workforce). The program immerses these women in experiential learning, coaching, community, and mentorship, providing female talent with the career development tools they need to be successful within your organization long-term.

EP is a multi-phase talent development program that addresses each participant as a "whole-person" — connecting principles of professional skill development, well-being, self-awareness, and coaching together into one experience. The program curriculum is specifically designed based on what research proves to be the unique professional advancement and wellness challenges that women face in the workplace at this stage. The development and coaching curriculum is focused on areas such as:

- growth mindset
- emotional intelligence
- strengths assessment
- work-life integration
- building a network
- values-based time management
- effective communication
- visualization for goal achievement & self-efficacy
- personal branding

Why it works

Utilizing a proven coaching methodology and 360-degree assessments to identify areas of strength, areas for improvement, overall well-being, and how participants are perceived by others, EP facilitators work to transform participants into engaged, confident, and loyal employees within their organizations.

As a result, program participants are able to clearly identify holistic developmental goals that will enable them to envision their career trajectory within their organization and successfully embody a professional identity.

How it works

1

Consult

Before working with employees, we get to know your organization and its goals for the program. We then customize the topics of group coaching sessions, assessments, and measured outcomes for each cohort (minimum 10 participants) based on your organization's needs.

2

Digital Workshops

The program requires completion of four quarterly digital workshops, all of which are viewable via desktop and mobile. Each workshop covers purposefully curated learning and development topics crucial to a young professional's long-term success. EP workshop topics are as follows:

1. Strategies for work-life integration
2. Real-life application of values-based time management
3. Effective, professional communication and networking
4. Assessing and utilizing personal/professional strengths

3

Virtual Group Coaching

After each digital workshop, we reinforce the transfer of learning into impact through virtual group coaching sessions, reviewing workshop topics and applied learning assignments, and empowering participants to put their learning into practice by creating healthy professional habits early in their careers. This coaching process encourages community, camaraderie, and network expansion, while ultimately empowering young female talent to be personally and professionally successful.

4

Mobile Mentorship & Community Build Out

Mettacool has partnered with Building Brave to ensure long-term commitment, accountability, and lasting results for program participants. We provide your organization with value-added facilitation and consulting services designed to help implement a successful virtual mentorship program and a dedicated peer community space exclusively for early-career employees. This mobile platform encourages program participants to "continue the conversation" throughout the program's duration and long after.

5

Outcome Review

Upon program completion, we engage with key talent leaders for an outcome review, which includes briefing, a group report, and coaching observations. This aids in identification of high-potential employees ready to take on more complex roles. Additionally, in this meeting the outcomes of the program are reviewed, such as: retention, career trajectory and employee performance.

See it work for your organization

In a recent national survey of over 400 employees spanning three generations (Baby Boomers, Generation X, and Millennials), 70% of the respondents indicated that career training and development opportunities influenced their decision to stay at their job.

1 Strengthen Pipeline of Valuable Female Talent

The program helps employers identify valuable female talent and prepares current talent for future advancement. We do this by taking a holistic approach to development, helping those early in their careers to feel confident and prepared for more complex roles within the organization, while creating powerful community between participants that increases engagement.

2 Create Meaningful Cross-Company Connections Among Promising Talent

The program creates the opportunity for young professionals to regularly connect, collaborate, and grow together at the personal, group, and organizational levels. Not only do participants expand their horizontal network, but they gain easier access to mentorship and sponsorship within an organization's vertical hierarchy.

3 Build Efficiency, Proficiency, and Loyalty

Research shows that well-trained, confident, and engaged employees do better work for their organizations in the long run, increasing your organization's potential for increased sales and output. Additionally, studies have shown that providing the "benefit" of early-career training leads to improved retention over time, by demonstrating your organization's willingness to **invest** in its employees' personal and professional success.