

Session #1 – REFOCUS- Shifting Your Mindset

Calm Your Inner Critic – Powering Through Imposter Syndrome - Wende Knapp, Sr. Employment Counsel, PROCORE

The over-eager inner critic! No matter where we are in our careers, we all have one. Telling us (quietly or at max volume) that we're not qualified for that next step in our career, that our success is based on luck or other outside forces, or*worser* that we're a fraud. Imposter syndrome affects women leaders at every stage of their professional growth – regardless of what level of success achieved. This session will tackle this topic head-on and give you tangible tools to own your success and take charge to calm that inner critic.

Community Over Competition – A Panel Moderated by Alexis Arnold, 13WHAM Anchor Reporter

This panel will tackle the importance of women lifting up other woman in the workplace, what that looks like, and strategies to be a supporter. Panelists will also share stories of their successes and failures and about understanding that what may work for one woman may not work for another. Focusing on “community” allows for a space to support one another and help every woman rise!

1. **Alyssa Belasco**, Executive Director, New York Kitchen
2. **Talethea Best**, Sr. Vice President of People & Culture, YMCA of Greater Rochester
3. **Stephanie Paredes**, Assistant Director Multicultural Programs, Rochester Institute of Technology
4. **Nikisha Ridgeway**, Chief Operating Officer, Starbridge
5. **Natalie Sinisgalli-Kettavong**, President/Owner/Operator, NS Photography

Session: #2 - REDESIGN – Building Your Professional Playbook

Keynote Address – A Roc Woman Leader - Jill Knittel, President, JK Executives

Refresh Your Own Brand - Andrea Holland, Executive Communications Coach & Consultant Holland Communications

What impression are you making when people meet you - in person, online and through others...and is that impression paying off? Let's look at the details of your professional brand and how you can use it to grow business, elevate your connections and get ahead at work. You'll take your first steps in this workshop towards building the star-status reputation you deserve.

EXERCISE: Networking in a New World - Norma Holland, Director of Public Relations & Engagement, Office of Equity & Inclusion, University of Rochester

The pandemic may have accelerated the shift to remote working, but it hasn't diminished the need for authentic human connection. It has, however, made it much harder for us to network. How do we make new or keep our connections in this new world of work?

Session #3 - RENEW – Tackling Your Health and Wealth Wellbeing

Find Your Financial Flow - Erica Cummings, Founder/Financial Advisor, The Harmony Financial Wellness Group at RBC Wealth Management

Financial wellness is a journey. Like any other element of your life, how money makes you feel, how you interact with it and how you see it fitting into your life are as important as how much of it you have. We tend to call this relationship “money mindset” — and it’s central to how money works in your life. Finding your financial flow means setting yourself up for financial success regardless of your current financial status. Here, you’ll walk away with concrete, everyday tools to improve your financial literacy, increase your confidence, and take steps towards building or growing your financial future.

Power of Mental Resilience - Maryellen Dance, LMHC, Owner, Pittsford Therapy

Resilience is the power to adapt. The pandemic required unrelenting flexibility, exhausting levels of pivoting, new opportunities, gains, losses, and incredible demands on mental and emotional energy. Many of us find ourselves on different paths from where we started. This session is designed to pause, evaluate, and make intentional, purpose-driven decisions for the future.

EXERCISE: Practicing Mindfulness & Yoga Anywhere - Natalie Grigg, Department Chair of Deft Services Department, Woods Oviatt Gilman LLP

Mental well-being is directly linked to productivity. This interactive session will share some simple and quick mindfulness and yoga exercises to help you re-charge.

***Stay back and enjoy a cocktail hour following the event until 6:30pm**

If you wish to sponsor this event to get special pricing and front row seats – click [here](#).

QUESTIONS? Email: Gena.Stein@GreaterRochesterChamber.com

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