



Brancu & Associates, PLLC

Leadership + Strategy with Purpose

DISCOVER YOUR ROUTE TO GREATER IMPACT

STRATEGIC LEADERSHIP PATHWAY™

A curated small group cohort program for leaders pursuing growth, agency, and strategy



WHY THIS PROGRAM?

Research has repeatedly shown that women have the same leadership capability, skills, and potential as men.

Yet, when they step into their first leadership opportunity, many women either do not receive nor seek sufficient access to leadership development.

This then becomes compounded over the course of their leadership career which often leads women to leave leadership altogether.

We have pulled together our combined 20-year experiences, tools, knowledge, and research on gender biases and gaps, across our work with hundreds of leaders and teams to create the *Strategic Leadership Pathway Program*, an accessible small group cohort leadership development program designed for women and non-binary leaders.

WE CONSIDER LEADERSHIP DEVELOPMENT...

- to be a lifelong process
- to be unique to the individual
- benefits from many types of learning experiences
- is a critical part of developing a strong organization

WE BRING:

- ① Expertise in the application of **psychology and change management principles** to help leaders and teams achieve success
- ② 20+ yrs experience in **healthcare, research & innovation centers, government, and academic** industries
- ③ 20+ yrs experience managing **high-stress, high-stakes** situations
- ④ CEO with 10+ of **leadership experience** in large organizations
- ⑤ Tools that are **data-driven, research-supported, and vetted** specifically for our client's needs.

OUR MODEL

STRATEGIC LEADERSHIP PATHWAY

Our proprietary model is based on current research plus direct experience working with hundreds of leaders and their teams.

The model focuses on helping leaders build successive skills along 5 stages of growth across a strategic developmental path.

Strategic Leadership Pathway™



HOW THESE 5 STAGES HELP LEADERS

1 Facing Uncertainty

Can I succeed? The goal of this phase is to achieve a feeling of groundedness by beginning a journey of leadership growth within a structured community of like-minded leaders.

2 Developing Identity

Who am I as leader? How do I want to show up? Develop your personal leadership identity by pinpointing your natural leadership strengths and contextualizing them in your current role.

3 Mapping a Strategy

Create and peer-refine an actionable personalized leadership development plan, with embedded accountability to help you review, improve, and stick to your plan.

4 Navigating Complexity

Understand your success within the context of a system: how groups operate, recognize why and how dynamics are playing out, and be able to choose how to operate within them.

5 Moving with Impact

Learn how to more effectively manage your energy by knowing when, how, and what to delegate, negotiate, and advocate and move more strategically to execute greater impact.

WHAT'S INCLUDED



Individual Assessments

- with results about how to strategically apply and leverage your strengths as a leader



Curated Small Cohorts

- (4-6) of talented like-minded leaders outside your network experiencing similar challenges.



Team simulations

- to practice new skills in a safe environment
- Real-world examples and strategies based on our work with hundreds of leaders



Learning Sessions

- 60-90-minute small group sessions
- 12 sessions total



Customized Leadership Plan

- tailored to your unique needs and goals



(Optional) Free consultation to executive sponsors

- for any sponsor wanting to take gender diversity to the next level



Office Hours

- adding opportunities to learn, share, and receive peer consultation



Accountability

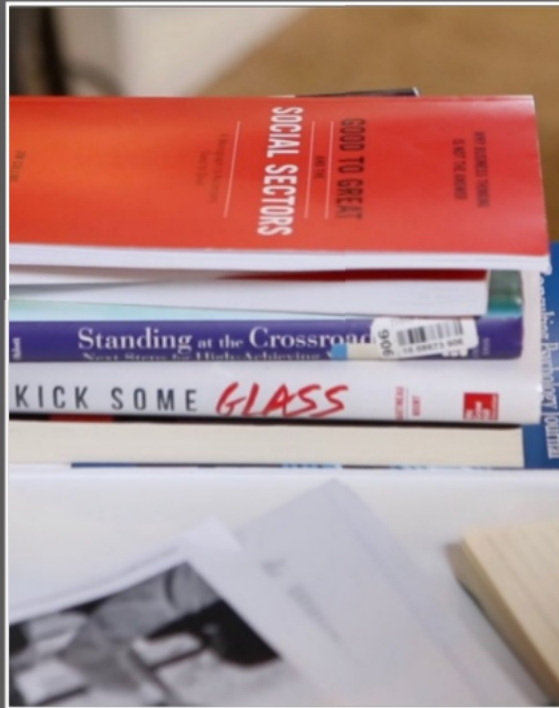
- weekly assignments
- accountability partners



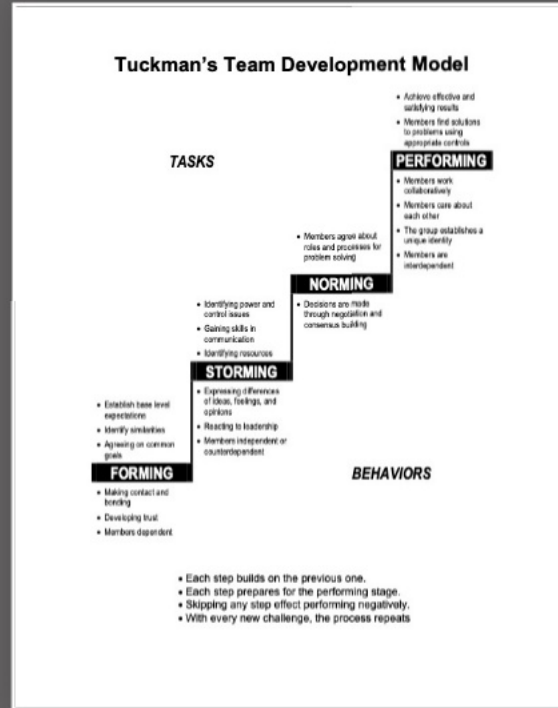
Leadership Development Plans include:

- 1 Personalized consistent tracking tools
- 2 Data-informed goal setting tools
- 3 Embedded accountability during and between sessions

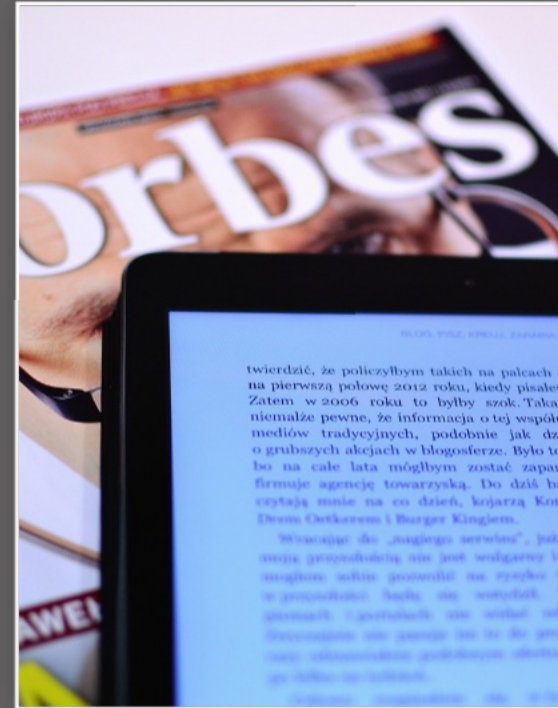
Additional resources are routinely provided based on client goals, including:



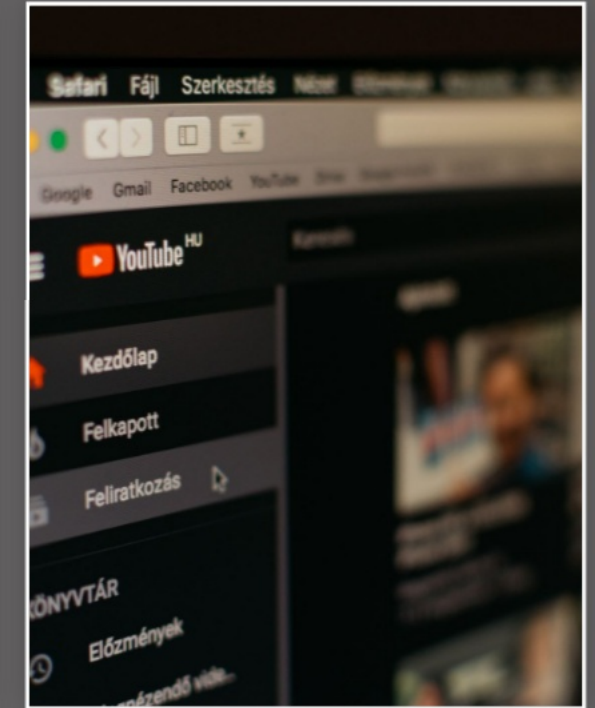
Best practice recommendations



Frameworks



Articles



Videos

Outcomes

Leaders who work with us are better able to:



Create more inclusive teams



Adapt and proactively anticipate future challenges



Improve employee engagement and retention



Manage, adjust, and grow through major economic and societal disruptions



Improve communication effectiveness



Make strategic, intentional decisions that are aligned with their strengths and values



Create more positive, healthy work cultures

DIFFERENTIATORS

How our program compares

The Strategic Leadership Pathway Program

- ✓ Small, curated cohorts
- ✓ Developmental, dynamic, flexible model to help leaders build strategic skills and navigate future challenges
- ✓ Designed for women, by women
- ✓ Designated time for group coaching and office hours
- ✓ 2:5 facilitator to participant ratio

VS

Other Leadership Development Programs

- ✗ Large cohorts, not curated
- ✗ One-size-fits-all structures that do not always fit women's needs, or those who work in team-based organizations
- ✗ Use outdated static, didactic, competency-based, leadership models
- ✗ Less time, feedback, and guidance from expert coaches and consultants



Contact Us



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ABOUT BRANCU & ASSOCIATES

- Established 2018
- Social entrepreneurship
 - 2021 Corporate Philanthropy Award, Triangle Business Journal, for supporting professional and economic development for under-served and under-resourced women.
- Specialties:
 - Academic, healthcare, innovation industries
 - Women in leadership
 - Team dynamics & development
- Historically Underutilized Business (HUB) certified, woman-owned

MIRA BRANCU, PHD

Program Director



- Expertise in applying **psychological principles** to leadership & organizational change
 - Executive coach and advisor to 150+ executive leaders
 - Team development and strategic planning consultant to 500+ team members
- 20+ years experience in **learning & innovation** industries
 - Duke, UCLA, VCU, public & private K-12
 - Centers of Excellence in the Dept. of Veterans Affairs
 - Community public health
 - Private equity manufacturing & tech start-ups
- 10+ years experience in **management and leadership** roles
 - 2020 Early Career Woman Psychologist in Management Award
 - Deputy Director of \$10M Center w/ 60+ employees
 - National special projects: VA MH Centers of Excellence (~\$180M).
- 10+ years in **research**
 - Associate Professor, Duke University
 - Associate Editor, Consulting Psychology Journal
- Thought Leadership
 - 2022 Top 50 Women Leaders of the Research Triangle
 - Psychology Today blog series
 - Millennials Guide to Workplace Politics book

MADRIANNE WONG

Program Content Strategist and Facilitator



Madrienne previously worked in mental health, research, and program management within the Department of Veterans Affairs. She is now a certified transformational coach and supports Brancu & Associates with content strategy, development, and facilitation for our Strategic Leadership Pathway Program.

She uses the connectivity and creativity she cultivated during her travels to design, create, and facilitate bespoke retreats to help her clients experience a taste of their dreams.
