



AMPLIFY FOR CORPORATE LEADERS

AMPLIFY is a government-approved national visibility training program for executive women leaders or those on their way to these key positions. The PowHERhouse approach to building strong women who lead is grounded in the spirit of inclusivity for all, and reflects twenty years of accumulated strategies and practice.

Our proven, fully integrated leader development process weaves together three critical components necessary to build whole and impactful leaders:

1. A twelve-month cumulative path to harness, leverage and amplify everything she is ready for. AMPLIFY is an accelerated growth program for leaders which utilizes all that PowHERhouse has to offer, including: a dedicated communications team, ongoing health and wholeness sustainability practices, a greatness grid of local-to-global high-calibre connections, valuable cross-sector relationships, and inspirational mentors.
2. Running parallel to this path, each leader is invited to participate in our peer-to-peer, collective educational experience known as First Steps (initial 90 days) followed by The Leader Path (annually) where leaders consistently step further into their full potential on an ongoing annual basis using a dedicated progressive performance and accountability practice.
3. The final component offers ongoing intentional relationship-building, and personal development opportunities which are both energizing and inspirational. Each week, we meet for a wisdom circle following [GATHER for HER](#) where a diverse cross-section of intentional leaders convene to explore truthful conversations about what is most needed now to lead in a healthy, sustainable way.

AMPLIFY gives a woman the opportunity to fully realize her unique potential by giving her a voice. Using our independent media platform, we amplify the women who are committed to modeling a higher level of living and leading to inspire hope and possibility in those watching. We know, If SHE can SEE it, SHE can BE it.

Program Details:

- Twelve-month leadership path
- Customized amplification visibility strategy
- One-on-one assertiveness, confidence, performance, and accountability coaching for impact
- Personalized coaching for clear, concise, and confident communications
- Real-time situational leadership strategies to practice influential decision-making by modelling deliberate, and courageous action to mobilize teams
- Health and wholeness sustainability practices
- Peer mentorship and relationship-building opportunities
- Managing shifting priorities and transitions with a legacy focus, maintaining a consistent and progressive long game vision.



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IMPACT & STORY COACHING | PEER MENTORSHIP
HEALTH AND WHOLENESS SUSTAINABILITY PRACTICES | AMPLIFICATION STRATEGY

We AMPLIFY how you LEAD.

The decisions we make now impact our future. Together, we craft a streamlined strategy that supports your full potential. Our focus is helping you stay true to that strategy - *daily* - as you step further into all of who you are and what it means to lead in today's changing landscape.

We AMPLIFY your MESSAGE.

Words carry impact. We help women to develop, strengthen, and bring their voice to the table, the podium, and the page. This immersive, fully integrated path empowers women to understand their own leadership narrative, and teaches them to SEE it through the powerful MIRROR of media and digital storytelling. Recognition and validation reinforce belief in ourselves and all that is possible.

We AMPLIFY your IMPACT.

Commitment to action builds belonging and fulfilment. We know there is an impact you are here to make within your organization and in your life. We hold a big, bold vision for you and your organization, and we are here to walk beside you as you create your legacy as a leader. Using a seven-generation approach, we work together to identify, communicate, and scale the solutions you are leading for this generation and the next.





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We are here to support the incredible leader you are and **AMPLIFY** the impact you are here to make.



Meet Tina Overbury - Story & Communications Coach

Tina supports leaders to make a difference by bringing their compelling and authentic narrative to the surface for tangible connection. To Tina, communication is a spiritual practice of both deep listening and transparent and accessible speaking. She specializes in core communication drawing on more than thirty years of working with story structure in: theatre, film, poetry, short and long-form editorial, marketing and sales copy, and public relations.



Meet Charlene SanJenko - Impact Coach

A former two-term municipal politician, competitive athlete + performance coach, Indigenous Impact Producer, media visionary, and community economic development enthusiast, Charlene is able to see the End Game. She walks beside AMPLIFY clients and holds them to the highest vision of themselves, step-by-step through a growth plan, synthesizing the energy necessary to enjoy the greatest leverage, clarity, traction, and fulfillment for individual leaders, their communities, and the collective whole.

"Working with PowHERhouse through the AMPLIFY program was a game changer for me. Charlene helped me to think about my leadership in an entirely different light and challenged me to articulate my personal value proposition in a more creative and authentic way. AMPLIFY has raised my profile as a leader in the community and I am so grateful to powHERhouse for shining a light on my leadership voice."



~ Kathryn Pollack,
Chief Strategy Officer, Praxis Consulting and
Vice Chair, Conexus Credit Union

WE SEE YOU and work closely with you to ensure you and your potential are fully amplified with cross-country, cross-sector visibility, locally, nationally, and globally.

We are a house of leaders ready for global impact.

One by one, we lead together for HER.



Contact: AMPLIFY Director Tina Overbury, TinaO@powherhouse.com