

The Practice of Coaching Peer Circle

**Thursday, Sep 15 - Friday, Sep 16
9AM - 1PM Both Days**



Attendance Justification Toolkit

Thinking of attending [The Practice of Coaching Peer Circle?](#) If you need to convince your leadership team, keep reading.

Looking for a compelling pitch for your supervisor or manager so you can expense The Practice of Coaching Peer Circle as professional development. Here are some general tips to consider that will help justify your expense:

What's in it for your employer?

When proposing attendance, focus on specific benefits/value that you will bring back to your organization as a return on investment. What are your organization's greatest challenges at the moment? Is there something you could learn in the Peer Circle that might help them overcome current challenges? Think creatively - that's what innovation is all about.

OFFER TO GIVE BACK

Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your office. The sessions that you will be attending offer practical and actionable advice that all employees can learn from - this is stuff you can't read about. Highlight this as an opportunity for the whole team to grow. Your attendance can be useful and productive for the whole team.

SHOW THEM THE PLAN

Give your supervisor enough notice to consider the decision (they might have to gain approval from their own manager too). Be proactive and demonstrate that you have already taken into consideration the hours you will be away from the office and your plan to handle any workflow while attending. Simply acknowledging responsibility for this can go a long way to convincing a supervisor.

INSPIRE

Our speakers are set to share their stories and lessons learned along the way. Sessions are specifically designed to be candid and an opportunity to ask questions. Is there a challenge at work you are dealing with? This is a fantastic opportunity to gain some insight.

LEARN

Those participating in these sessions will walk away with new tools and skills. Companies can benefit from your new insightful advice, practical solutions or creative approaches.

NETWORK

Connecting and expanding your network is a huge benefit for your employer. Attending is a great way to introduce their brand to a new audience. Maybe there is talk of a new hire, or project in the works, who knows who you will meet – they could become an asset to your company – that's part of the fun.

SHARE

The Practice of Coaching Peer Circle is all about celebrating and supporting women who are advancing technology and entrepreneurship. Bringing together attendees from diverse backgrounds, passions, and pursuits creates an ideal environment for sharing and confronting our fears. Together, we will empower and inspire our community through mentorship- something all organizations recognize the importance of.

Sample letter to your employer

If your leader or organization prefers a written request for your professional development, we have taken the liberty of creating a letter template on the next page that you just need to fill in! Remember, this template is a simple starting point – customize it, add to it, switch things around as you see fit. You know best what approach to take with your organization.

Dear,

A [Chic Geek](#) program, The Practice of Coaching Peer Circle is a 6-week leadership and coaching development program to support emerging women leaders in technology. Featuring 2-day virtual training from the renowned Roy Group, participants will forge deep relationships with their peers and learn to lead through compassionate question asking during the program.

This program will grow the number of women who self-identify as role-models in technology. When we have more role-models, it creates a positive ripple effect that inspires other women to continue growing their careers in technology too. Presented by Chic Geek and TD Bank, we're committed to building gender diversity in technology by retaining the amazing talent we already have.

I'll be amongst other engaged professionals supporting and celebrating women in technology with the focus on mentorship in Canada's Technology landscape. I know that embracing diversity and innovation is a goal for our organization and something I personally really value about our team. I also am eager to learn from the coaching sessions and return to the office with new approaches and ideas that can help our whole team. I truly believe this program offers networking opportunities that could really benefit our organization and also strengthen existing relationships we already have in our community.

Program Dates

Roy Group Coaching Training Day 1	Thursday, September 15	9AM - 1PM MT
Roy Group Coaching Training Day 2	Friday, September 16	9AM - 1PM MT
Peer Circle Cohort Kickoff	Friday, September 23	12PM - 1PM MT
Intentional Practice 1	Friday, September 30	12PM - 1PM MT
Intentional Practice 2	Friday, October 7	12PM - 1PM MT
Intentional Practice 3	Friday, October 14	12PM - 1PM MT
Intentional Practice 4	Friday, October 21	12PM - 1PM MT

I am most looking forward to attending the following sessions to strengthen my professional development:

-
-
-

The following are key themes that I hope to gain insight on, which I believe can help our organization:

-
-

The opportunity for me to enhance my knowledge in coaching women in technology while representing our company culture benefits both my personal and professional growth as well as our whole company. Additionally, establishing connections with other experts and thought leaders makes my attendance at The Practice of Coaching Peer Circle a wise investment. I will work to make sure we get the full value of this event. I would be happy to provide a report and present to the team my key takeaways from the conference with your approval.

Thank you for considering supporting my attendance at this important professional conference.

About the Roy Group Training

[Roy Group](#) is a renowned leadership expert that has facilitated successful entrepreneurs and high level tech leaders across Canada on how to better their coaching skills. Organizations that have leveraged the Roy Group's unique coaching training include: The A100, Venture Mentoring Service of Alberta, Minerva BC, Edmonton Economic Development Corporation, and more.

The Impact

Currently, there's not enough women in technology and the women we do have are leaving. Chic Geek is here to change that.

- **It's estimated that 1 million women are leaving technology roles** and if we could reduce attrition by just one-quarter, it would keep 220,000 women in science, engineering and technology roles.¹
- **Attrition spikes among women ages 35-40 as 52% of mid-career technical women leave their companies.** This is called the Fight-or-Flight Moment and research shows that women are twice as likely to leave as their male counterparts.²
- **Why are women leaving? Isolation.** When a woman is the only woman on a team or at a site, it makes it difficult to find support or sponsorship.³ This is why peer cohorts are critical to helping women build thriving careers in technology.
- **A study by LeanIn.Org and McKinsey & Company found that for engineers, 40% of women in senior and technical roles are “only’s,”** which are defined as the only woman on their team or in the room. When women are “only’s” they are 1.5x more likely to consider leaving a profession because biases are more pronounced.⁴

We know that for women, “If she can see it, she can be it.” The importance of women role-models and leaders is paramount to our participation in the space. The Practice of Coaching Peer Circle equips women in technology with the tools to be mentors and the confidence to courageously raise their hands as role-models. This program supports more women to be role-models in technology, creating a ripple effect for positive change that will inspire and retain other women in technology.