

POWER UP

Content
Catalogue
2024



Change Management

In today's day and age, change is inevitable. With constantly evolving technology, increasingly interconnected teams, and progressively ambitious organizational goals, it's no wonder that 70% of organizational change initiatives fail. Change catalysts and strategies are key in successful business evolution, but how we respond to change is equally important. This course will delve into the importance of change management and provide you with the skills, techniques, and processes to deliver effective change within the workplace.

Learning Outcomes

- Provide effective support and motivation to individuals and teams experiencing change
- Create a sustainable change management plan with proven frameworks and strategies
- How to select and effectively utilize key metrics for evaluating change



This course is led by PowerToFly's DEIB Impact Manager Zara Chaudary. With an extensive background in HR, operations, and programming within the non-profit, education, and tech sectors, Zara is passionate about educating and empowering individuals to show up as their full selves.

Leading in a Remote Environment

Has remote work changed how you manage and lead? Remote work brings increased productivity, more flexibility, and greater access to top talent around the world. While the pros of the virtual office are clear, there are some key challenges that come along with it, like communication and collaboration, feelings of isolation, and technical difficulties. It's the job of leaders to navigate and overcome these obstacles and build resilient, high-performing remote teams. In this mini-course, we're going to equip you with the tools and strategies you need to adapt your leadership style to navigate the challenges and opportunities of remote leadership with confidence.

Learning Outcomes

- Be equipped with best practices to successfully manage a remote team
- Be able to build a culture of trust and belonging in a virtual environment
- Understand how to select the right digital tools to improve communication and collaboration



Sienna Brown is the Head of Growth at PowerToFly. Her mission is to build a new wave of leadership focused on inclusion and intention in the workplace so that every individual has an equal opportunity to reach their full potential. Her thought leadership around topics related to inclusive leadership has been highlighted by NPR, CNN, TEDx, Insider, USA Today and more.

Emotional Intelligence for Leaders

Emotional intelligence is one of the most sought-after people skills in the workplace — beating out technical and business knowledge. Emotional intelligence (EQ) is the ability to recognize and manage your emotions, as well as the emotions of others. Leaders with high EQs are able to stay calm under pressure, resolve conflict effectively, and build stronger relationships. This leads to higher employee engagement, better decision making, and an overall happier workforce. In this course, you'll learn how to develop your emotional intelligence and leverage it to become a more effective leader.

Learning Outcomes

- Understand emotional intelligence and why it's increasingly important for leadership
- Use emotional intelligence to improve leadership skills and build more effective relationships
- Leverage emotional intelligence in managing difficult discussions



Sienna Brown is the Head of Growth at PowerToFly. Her mission is to build a new wave of leadership focused on inclusion and intention in the workplace so that every individual has an equal opportunity to reach their full potential. Her thought leadership around topics related to inclusive leadership has been highlighted by NPR, CNN, TEDx, Insider, USA Today and more.

Conflict Management

In today's society, effective communication and harmonious relationships are more important than ever. However, with diverse personalities, goals, and pressures, conflict is inevitable. Conflict management is the practice of identifying and addressing conflicts efficiently. In this course, we'll teach you core concepts to identify and manage, as well as actionable conflict resolution techniques and frameworks you can apply to real-life scenarios in both personal and professional settings.

Learning Outcomes

- Constructively navigate conflicts between individuals and within organizations
- Harness techniques and frameworks to manage and prevent conflicts
- Build skills to improve communication, negotiation, and mediation competencies for conflict management



Anastasia Rab is an Enterprise Client Director at PowerToFly where for over eight years she has helped companies marry their rhetoric around DEI with impact. Her mission is to help DEI trailblazers inside their companies create impact awareness and heart. Anastasia is also Co-Chair one of the largest non-profits in the US focused on building a secure, prosperous, and democratic Ukraine.

Middle Manager Leadership and Development

An organization is only as good as its middle managers. But far too often, mid level leaders aren't provided with the proper training to carry out their responsibilities confidently. This course aims to close that gap by providing key skills and knowledge on how to be an inclusive leader and manager.

Learning Outcomes

- Understand how to define their leadership approach, in alignment with team goals and the organization's wider vision
- Gain tools to manage up
- Learn strategies to face workplace challenges and lead more inclusively



Sari De is a DEIB Consultant at PowerToFly. With 20 years of corporate leadership experience at companies like WPP, Meta, Microsoft, and T-Mobile, she's passionate about sharing the strategies she's developed over the years to help managers become inclusive, influential leaders.

Negotiation

In this course, we'll teach you the core principles of negotiation, dive into the science of persuasion, and navigate cross-cultural negotiation techniques, all from a lens of inclusion. From crafting successful strategies to refining your communication skills, this course empowers you to navigate any negotiation scenario with clarity, confidence, and finesse.

Learning Outcomes

- Develop a comprehensive understanding of negotiation principles and strategies
- Analyze and apply strategies and techniques for negotiating in diverse scenarios
- Cultivate cross-cultural competency and ethical awareness in negotiations



Mara Gates is PowerToFly's Learning Experience Manager. For the past 7 years, she's focused on creating inclusive and impactful learning experiences in academic and corporate settings. Her mission is to empathetically educate and empower people to own their professional and leadership journeys.

The Science of Mitigating Bias

Bias is part of what makes you human. But when applied to the wrong situation, it can be harmful. The best way to mitigate bias is by becoming aware of it and harnessing the power of neuroplasticity. In this course, we explore how bias affects the brain, along with ways to mitigate bias through rebuilding neural connections.

Learning Outcomes

- Understand different types of bias and what they look like in real world situations
- Learn the brain's role in learning and unlearning bias
- Leverage practical ways to mitigate bias in everyday settings



Cristina Duke is Director of Account Management at PowerToFly. She has a background in Psychology and Human Resources, and is a published author in the Journal of Social Psychological and Personality Science. As an HR practitioner, SaaS consultant, and sales person, she's passionate about fostering bias free human connection in the workplace and beyond.

Inclusive AI Usage

Machine learning and artificial intelligence (AI) are emerging topics that are getting an unprecedented amount of coverage and usage around the world. And although the future of AI sounds promising, we're already seeing some of the flaws that come with machine learning, like bias and discrimination. In this course, we'll talk about how machine learning technology works and ways to ensure your AI use is as inclusive and unbiased as possible.

Learning Outcomes

- Understand how machine learning technology works and how it's created
- Use inclusive prompt writing techniques to develop bias-free content
- Discern if AI-generated content is inclusive



As a Group Product Manager at PowerToFly, Jess Hollander empowers diverse professionals to reach their career aspirations. With a background in social communications, Jess has made impactful contributions to technology-driven projects focused on social impact leveraging machine learning and artificial intelligence technologies.

Data-Driven Storytelling

Humans have been telling stories since the beginning of time. Whether you're seeking leadership buy-in, rallying support for an idea, or simply aiming to strengthen your presentation skills, data-driven storytelling is a powerful tool. In this course, you'll learn how to bring your data to life and craft your ideas into engaging narratives. From mastering the fundamentals of effective visualization to building compelling narratives, we'll equip you with the skills you need to influence and inform your audience.

Learning Outcomes

- Craft well-structured, compelling narratives to engage with diverse audiences
- Interpret data into meaningful insights through visualization techniques
- Deliver impactful presentations that inform, persuade, and inspire audiences



Cristina Duke is Director of Account Management at PowerToFly. She has a background in Psychology and Human Resources, and is a published author in the Journal of Social Psychological and Personality Science. As an HR practitioner, SaaS consultant, and sales person, she's passionate about fostering bias free human connection in the workplace and beyond.

Data Visualization (mini course)

In presentations, visuals play a major role in comprehension and overall impact. Graphs, infographics, and charts are just a few examples of ways you can visualize data in a way that's easy to digest. But poorly made visualizations can work against you. In this course, we'll teach you about what data visualization is and how you can use it to support your presentations and pitches.

Learning Outcomes

- Interpret data into meaningful insights through visualization techniques
- Create and optimize graphs, charts, diagrams, maps, and more for accuracy and impact
- Choose the correct visualization for the context



Cristina Duke is Director of Account Management at PowerToFly. She has a background in Psychology and Human Resources, and is a published author in the Journal of Social Psychological and Personality Science. As an HR practitioner, SaaS consultant, and sales person, she's passionate about fostering bias free human connection in the workplace and beyond.

Leading in a Remote Environment

Has remote work changed how you manage and lead? Remote work brings increased productivity, more flexibility, and greater access to top talent around the world. While the pros of the virtual office are clear, there are some key challenges that come along with it, like communication and collaboration, feelings of isolation, and technical difficulties. It's the job of leaders to navigate and overcome these obstacles and build resilient, high-performing remote teams. In this mini-course, we're going to equip you with the tools and strategies you need to adapt your leadership style to navigate the challenges and opportunities of remote leadership with confidence.

Learning Outcomes

- Be equipped with best practices to successfully manage a remote team
- Be able to build a culture of trust and belonging in a virtual environment
- Understand how to select the right digital tools to improve communication and collaboration



Sienna Brown is the Head of Growth at PowerToFly. Her mission is to build a new wave of leadership focused on inclusion and intention in the workplace so that every individual has an equal opportunity to reach their full potential. Her thought leadership around topics related to inclusive leadership has been highlighted by NPR, CNN, TEDx, Insider, USA Today and more.

Crisis Communication

Dive into the world of crisis communications in this course where you'll learn how to plan and develop a crisis response strategy for traditional mediums and social media.

Learning Outcomes

- Create a proactive crisis communications strategy that can be leveraged in times of crises
- Quickly and effectively communicate in times of crisis
- Minimize harm done to the company's reputation as a result of a crisis
- Craft impactful statements to respond in times of crisis



Lauren Hagerty is a Director of Marketing and Community. With nearly 10 years of experience in the field of communications, she's passionate about building strategic connections, boosting communication both internally and externally, and teaching others how to do the same.

Inclusive Communication

Language is constantly evolving. And with that natural evolution comes responsibility. In this course, we aim to demystify the concept of inclusive communication. From inclusive language to other communication challenges, we'll guide you through how to make sure your vocabulary, communication techniques, and listening skills are aligned with inclusive and accessible communication best practices.

Learning Outcomes

- Understand and overcome the stereotypes, biases, and cultural lenses that influence their ability to have inclusive conversations
- Learn the skills and techniques required to have inclusive conversations
- Apply inclusive communication techniques in diverse situations



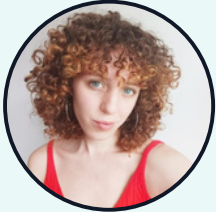
Sienna Brown is the Senior Director of Talent Experience at PowerToFly. Her mission is to build a new wave of leadership focused on inclusion and intention in the workplace so that every individual has an equal opportunity to reach their full potential. Her thought leadership around topics related to inclusion, leadership and cross-cultural understanding has been highlighted by NPR, CNN, TEDx, Insider, USA Today and more.

Diverse Candidate Attraction & Engagement

In this course, you'll learn how to create an inclusive diverse candidate attraction process while sharing tools that can be applied to your current hiring practices.

Learning Outcomes

- Equip recruiters and talent acquisition specialists with inclusive tools and practices that elevate their hiring processes
- Gain an understanding of the interviewing as a reflection of your culture and organization
- Develop a high impact inclusive candidate attraction process to maximize your recruiting efforts



Macarena Balagué is a Lead Talent Acquisition Partner at PowerToFly where she leads the internal Talent Acquisition team and strategy, with a focus on improving DEIB practices and candidate experience.

Inclusive Interviewing

This course will teach you actionable ways to infuse your interviewing process with inclusion. From formulating inclusive interview questions to extending an offer, we'll walk you through the entire process.

Learning Outcomes

- Harness inclusive tools and practices that elevate their hiring processes
- Gain an understanding of the interviewing as a reflection of your culture and organization
- Understand and recognize system and interpersonal bias in the process
- Develop a high impact inclusive interview process to maximize your recruiting efforts



This course is instructed by Aida Martinez-Freeman, PhD., a Global Diversity, Equity, Inclusion, and Belonging (DEIB+) strategist, consultant, keynote speaker, and executive coach dedicated to helping clients maximize their potential and develop creative strategies.

Inclusive Onboarding

The onboarding process can make or break your employee's experience, commitment, and longevity at your organization. In this course, we'll examine how to create an effective and inclusive onboarding process.

Learning Outcomes

- To train HR professionals with inclusive tools and practices to elevate their onboarding process
- To gain an understanding of how to set the tone of an inclusive work culture with onboarding process
- To develop a high impact onboarding process so that new hires are well-equipped to take on their responsibilities with confidence.



Amanda Imperial is PowerToFly's Director of Human Resources. With nearly 15 years of experience in HR in a number of sectors, Amanda combines her passion for continued learning and her expertise to create an effective employee experience focused on inclusion and sense of well-being.

DEIB Fundamentals

This introductory course will teach you foundational concepts, vocabulary, and best practices around diversity, equity, inclusion, and belonging, at work and beyond.

Learning Outcomes

- Gain a basic understanding of what each of the elements of DEIB are and what their implementation in the workplace looks like
- Learn how to assess your organization's current DEIB execution and identify areas for improvement
- Set basic short-term DEIB objectives for your organization



This course is led by PowerToFly's DEIB Impact Manager Zara Chaudary. With an extensive background in HR, operations, and programming within the non-profit, education, and tech sectors, Zara is passionate about educating and empowering individuals to show up as their full selves.

The Science of Mitigating Bias

Bias is part of what makes you human. But when applied to the wrong situation, it can be harmful. The best way to mitigate bias is by becoming aware of it and harnessing the power of neuroplasticity. In this course, we explore how bias affects the brain, along with ways to mitigate bias through rebuilding neural connections.

Learning Outcomes

- Understand different types of bias and what they look like in real world situations
- Learn the brain's role in learning and unlearning bias
- Leverage practical ways to mitigate bias in everyday settings



Cristina Duke is Director of Account Management at PowerToFly. She has a background in Psychology and Human Resources, and is a published author in the Journal of Social Psychological and Personality Science. As an HR practitioner, SaaS consultant, and sales person, she's passionate about fostering bias free human connection in the workplace and beyond.

Measuring DEIB

In this course, you'll learn how to set and track metrics related to your DEIB goals. We'll share data analysis tips to help you extrapolate key information and apply it to your DEIB strategy.

Learning Outcomes

- Distinguish different types of goal-setting and measurement frameworks and choose one that best suits the organization
- Understand what metrics are and how to set them to measure success of specific DEIB goals
- Learn how to collect and analyze DEIB data to report and reassess DEIB goals



Sienna Brown is the Senior Director of Talent Experience at PowerToFly. Her mission is to build a new wave of leadership focused on inclusion and intention in the workplace so that every individual has an equal opportunity to reach their full potential. Her thought leadership around topics related to inclusion, leadership and cross-cultural understanding has been highlighted by NPR, CNN, TEDx, Insider, USA Today and more.

DEIB Programming

Learn how to brainstorm, plan, develop, and execute DEIB programming for your company. In this course, we walk you through the entire process and share tips and learnings along the way.

Learning Outcomes

- Understand what DEIB Programming initiatives look like and how to implement them with available resources
- Gain confidence brainstorming and rolling out DEIB initiatives
- Be equipped with practical and actionable approach to starting basic DEIB programming at your organization



Rob Ribar is PowerToFly's Senior Community and Events Manager. With 10 years of experience in production and events, he combines his passion for media & production with his personal mission of increasing DEIB education and advocacy in his work. As a team lead, he guides his team through producing DEIB-centered events that are centered around boosting belonging.

ERG Foundations

In this course, we'll share how you can start one an Employee Resource Group at your organization. From garnering interest and creating a mission statement to gaining leadership buy-in and recruiting members, Zara Chaudary take you through the entire process so that you can confidently launch an ERG. And at the end of this course, you'll gain access to an ERG charter template you can use to put all of your learnings together.

Learning Outcomes

- Understand ow to plan, pitch and build a strong ERG structure
- Learn tactics to gain leadership support and buy-in
- Be able to create organizational impact through an effective ERG strategy



This course is led by PowerToFly's DEIB Impact Manager Zara Chaudary. With an extensive background in HR, operations, and programming within the non-profit, education, and tech sectors, Zara is passionate about educating and empowering individuals to show up as their full selves.

ERG Leadership and Management

This course takes learners through how to strategically lead and manage an ERG, how to measure ERG ROI and impact, and strategies to advance inclusive leadership between employees and their organizations.

Learning Outcomes

- Strategies to lead effective ERGs in alignment with organizational DEIB goals and objectives
- How to engage leadership, secure buy-in and manage expectations for sustainable change
- Create organizational impact through success metrics



This course is instructed by Rozalynd Gaubault. As a DEIB advocate, she's passionate about providing support, structure, and education to people from underrepresented groups and allies to create positive change, while reaching and exceeding revenue, and developmental goals.

Disability in the Workplace

Learn the basics of disability and ableism, and get tips on how to improve your workplace for employees with disabilities. From accessibility to accommodations, we'll share some key tips for how organizations – and individuals – can be an ally to the disabled community.

Learning Outcomes

- Understand what disability is and the ways that people with disabilities face discrimination in the professional world
- Recognize the steps to take to recruit and retain disabled talent in the workplace, from accessibility and accommodations to workplace culture
- Be equipped with practical and actionable ways to serve as a disability ally from both a systemic and individual level.



Lex Keaton is an Account Executive at PowerToFly. They are passionate about addressing inequity across the entire employee experience, including but not limited to helping others understand the difficulties of navigating the workplace with a disability.

Additional content and resources

Reports



SMART(IE) goals
breakdown: setting inclusive
and equitable goals



Social intelligence: what it is
and how it can help you build
more successful diverse teams



Technology and diversity:
challenges of inclusion during
the rise of AI.

Quick Takes

- Active listening
- Building a growth mindset
- How to show employee appreciation
- Identifying your leadership style
- Time management and productivity tips
- Systems thinking vs. design thinking
- How to use AI to generate ideas
- Strategies to motivate and inspire teams
- Effective brainstorming strategies
- Setting professional growth goals for a new year
- How to become an impactful communicator
- And more!

Templates and resources

- AI Prompt Writing Guide
- Leader's Guide to Social Intelligence
- Meeting Planner Template
- Data Visualization Guide
- Change Management Plan Guide and Template
- Storytelling Frameworks Guide
- Employee Tracker Template
- Communication Style Survey
- Negotiation Prep Document
- Conflict Management Action Plan
- Leadership Style Workbook
- Sample New Hire Handbook + Template
- Sample Onboarding Survey
- Reflection Questions
- And more!

News and trends

New articles focused on emerging conversations in work and tech added twice a week.