

CACEE Awards

Name of Nominee: Enterprise Holdings' Canadian Women in Leadership Forum

Nominee Institution/Organization: Enterprise Holdings, Inc.

Award: Excellence in Innovation - Diversity

Team Size: 15

Project Budget Category: Medium

Nomination Overview:

Enterprise Holdings' annual Canadian Women in Leadership Forum is a key driver in encouraging women to develop leadership skills and advance within the company. The forum, hosted by the Canadian Diversity Team, is part of Enterprise Holdings' commitment to support women leaders by preparing them for future leadership positions and providing them with resources to succeed in their careers at Enterprise Holdings.

The goal of this program is to support women throughout their careers to be successful and help them achieve their goals. Women are selected for the program and receive training to enhance their communication skills, build their personal brand, network, participate in mentoring and improve their interview skills for future job opportunities within the company.

The fourth annual Canadian Women in Leadership Forum took place in March 2019. General managers selected twenty women with high potential, representing all eight Canadian Groups, to attend the Toronto event. A \$20,000 budget was provided and a team of 15 managers planned the forum that featured panel discussions led by members of the Canadian leadership team. They shared impactful personal stories and firsthand experiences on topics including personal branding and overcoming obstacles. There were also presentations on a variety of subjects, such as global mobility and maternity leave policies. In addition, general managers led small group breakout sessions, sharing best practices for phone and in-person interviews, examples of how to effectively close an interview, and other critical interview techniques. The day served as an opportunity to encourage these female leaders to grow their careers.

The Canadian Women in Leadership Forum leaves women inspired and armed with resources to advance their careers at Enterprise Holdings. In 2019, women in leadership positions increased to 20 percent in Canada.