



WESTERN GROWERS Women

Course Catalog 2023-2024

WG Women have access to a series of on-going activities—both virtual and in-person—aimed at supporting professional growth and paving the way for influential leadership opportunities within the fresh produce industry. Eighteen credits (a minimum of 36 hours) are required to complete the program and earn a WG Women Certificate of Completion. At least one year of program participation will be necessary to achieve the requisite number of credits. From time to time, additional courses will be added to further enhance program offerings. Following completion of the program, WG Women are encouraged to attend future events as time permits to maintain and grow relationships and professional skills for years to come.

REQUIREMENTS

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| Social Media Training | 4 Hours | 2 Credits | November (Virtual) |
| A two-part social media workshop designed to empower you to use social media as a tool for industry advocacy. Discover your social media archetype and how to tell the right stories, at the right time, to the right people, in the right way. Learn how to engage in the conversation and influence your target audience. | | | |
| Media Training | 6 Hours | 3 Credits | December (Virtual) |
| Provides an overview of working with the media, what they are looking for and how to be successful in interviews. Includes proactive media outreach, including letters to the editor, op-ed writing and pitching story ideas. WG Women will be better prepared to get their message across and handle any news media situation. | | | |
| Performance Coaching: Managing Performance Effectively | 2 hours | 1 Credit | January (Virtual) |
| Tailored for managers, supervisors, and HR professionals, especially in agriculture, this course equips you with the Performance Management Model and proactive employee management strategies. Master the gradual release of responsibility concept and GROWTH coaching elements to excel in leadership and cultivate thriving agricultural teams. | | | |
| Government 101 | 4 Hours | 2 Credits | February (Virtual) |
| Explores the inner workings of state and federal government and how public policy is made. WG Women will have the opportunity to influence elected and administration officials through state and federal lobbying trips. | | | |

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Political Advocacy 4 Hours 2 Credits March (Virtual)
 Provides an overview and understanding of advocating within public policy. Learn how to best support an issue on a state or federal level. WG Women will be better prepared to influence change at all levels of government.

Leadership Training: Arbinger 12 Hours 6 Credits April (Napa, CA)
 Based on curriculum developed by the Arbinger Institute, which aims to help people and organizations shift from a self-focused, inward mindset to an impact-focused, outward mindset for individual development, creating a high-performing team or transforming an organization.

DC Advocacy Trip 8 Hours 4 Credits May (Washington, DC)
 A select number of WGW participants will join the Western Growers Board of Director’s at their May Board Meeting in Washington, DC. Participants will get opportunities to meet with elected officials, agriculture advocates and various women in leadership positions.

Birkman Method Assessment with One-On-One Coaching 4 hours 2 Credits Ongoing/June (Virtual)
 The Birkman Method measures personality characteristics that influence behaviors, motivations, and perceptions. Using an assessment and coaching approach, participants will experience the impact self-understanding can have on both professional and personal development, achievement and well-being.

As part of the WG Women’s program, we will also collectively experience a Teambuilding Workshop. Using the Birkman Method and the latest research on team dynamics, this engaging workshop demonstrates how to accelerate trust, understanding and use of talent among members of a team.

Mentorship Program 6 Hours 3 Credits Ongoing/Optional
 The WG Women Mentorship Program is a formal mentoring program. WG Women will have the opportunity to be mentored by experienced, accomplished women in production agriculture.

Community Outreach 6 Hours 3 Credits Ongoing/Optional
 Develop and execute projects aimed at addressing specific community or industry needs.

For questions or additional information on the Western Growers Women course catalog or program, please reach out to Cierra Allen at callen@wga.com.

