

# WOMEN in MEDIA Empowering Women in Media Leadership Program

## Transforming Leadership in Media

The Empowering Women in Media Leadership Program is a transformative, evidence-based leadership experience designed specifically for emerging leaders across the media industry. Built for measurable impact, the program supports women to lead with clarity, confidence, and authenticity while building the relationships and capabilities needed to progress into senior roles. It is delivered by Women in Media Australia in partnership with Nudge Leadership.

For more information and to apply, visit:

[womeninmedia.com.au/programs/empoweringleadershipprogram](https://womeninmedia.com.au/programs/empoweringleadershipprogram)

**Net Promoter Score (NPS) of +95,**  
an exceptional benchmark in leadership development programs.

*“It gave me clarity, confidence, and tools I didn’t even know I needed.”*



**100%** of graduates  
said the program  
improved their  
leadership capability.

**100%**

feel confident  
leading diverse,  
high-performing teams.



increases in  
**75%**  
key leadership skills.

### The Future of Media Needs a New Kind of Leader — Are You Ready?

The media industry is evolving, and it needs leaders who can lead through complexity.

# What Sets This Program Apart?

More than just a leadership course, it's a catalyst for transformation — powered by connection. Over 6-months, participants join a national cohort of women across journalism, broadcasting, communications, production, and digital media, forming a peer network that continues long after the final session.

This community becomes a source of strength, insight, and momentum — enabling women to tackle challenges, share strategies, and rise together as leaders. It's not just what you learn — it's who you learn it with.

## Proven Impact

**100%** of graduates recommend this program to other women in media



### Leadership Excellence

**100% feel equipped to support high-performing teams** — a 55% increase from pre-program

**100% feel equipped with tools to lead their teams effectively** — a 75% increase from pre-program

*"This gave me tools, clarity, and self-belief I didn't know I was missing."*



### Clarity on Strengths & Values

**100%** reported deeper awareness of their leadership strengths and areas for improvement

*"I gained a language for the leader I want to be — and the tools to back it up."*



### Resilience & Wellbeing

**90%** have clear strategies to manage stress and prevent burnout— a 58% increase from pre-program



### Navigating Organisational Complexity

**81%** felt a strong connection to their organisation post program — showing improved retention and workplace engagement



### Leadership Readiness

**100%** reported deeper awareness of their leadership strengths — a 75% increase from pre-program

**100%** felt confident making decisions in times of rapid change — a 40% increase from pre-program



### Power of Peer Networks

You don't have to lead alone. Cross-industry peer learning is a catalyst for growth.

*"The relationships I've built are just as valuable as the content. I no longer feel like I'm doing this alone."*

“ There seem to be all too few programs that have a profound real-world impact on our ability to manage the complexity of the modern media world both professionally and personally. Thankfully, this Program has proved to be one.

Scott Howard, COO Endemol Shine Australia

“ This has provided some of our most talented news leaders the opportunity to grow and learn a great deal, with a supportive framework. Can't speak highly enough of the work being done.

Justin Stevens, Director of ABC News, Analysis and Investigations

“ The program provided our talented female leaders with a valuable opportunity to reflect on their leadership approach and the influence they have on others. It has been a rewarding and insightful experience for participants, with positive impacts that extend to their teams and the wider business.

Beverley McGarvey, President Network 10, Head of Streaming, Paramount ANZ

## Measurable Business Impact

Our evidence-based approach delivers transformation you can measure:

- ✓ **75% increase** in participants feeling fully equipped to lead teams
- ✓ **55% increase** in confidence supporting high-performing teams
- ✓ **58% increase** in stress management capabilities — directly addressing burnout and retention
- ✓ **81% felt a stronger** connection to their organisation post-program — showing improved retention and workplace engagement
- ✓ **100% of graduates** recommend this program to other women in media

## What Our Graduates Say

“

The most efficient and impactful leadership program I've been involved in.

“

*I am deeply grateful for this life-changing experience.*

“

Learning to believe in myself was the most powerful takeaway.

“

This course offered more than just theory — it gave me practical tools and a powerful network of women supporting women.

“

This course is a must for any woman in a leadership position in media.

“

It's the first time in my career that I've had the space, support, and tools to deeply reflect on the kind of leader I want to become.

“

It's been an amazing experience to come together with incredible women, to share experiences, insights, and learn together.

“

What a transformative journey it's been.

“

The program helped me grow my confidence, become more self-aware, and walk away with tools I'm ready to use.

“

I gained practical strategies to manage stress under pressure.

# Program Highlights

**It's not just what you learn — it's who you learn it with.**

- **100%** 100% of graduates recommend this program to other women in media.
- **360° Leadership Development:** Personalised feedback and development planning
- **Masterclasses + Coaching:** Interactive, online delivery with master's-qualified coaches
- **Peer-Led Learning:** Small group sessions create space for connection and trust
- **Industry Insight:** Candid Q&A with accomplished media leaders
- **Online, Accessible:** Designed for time-poor professionals across Australia

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## Empower Your Organisation

**Every dollar invested delivers measurable uplift in leadership capability, team performance, and organisational engagement.**

- Develop high-performing, purpose-driven leaders — 100% feel equipped to lead effectively
- Build resilience and reduce burnout risk — 90% gain stress management strategies
- Strengthen team performance — 100% confident in supporting high-performing teams
- Strengthen industry and inter-organisational networks
- Enable women to lead through complexity and change — proven 40-75% increases across all leadership capabilities



### Enrol now for the next cohort

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[womeninmedia.com.au/programs/empoweringleadershipprogram](https://womeninmedia.com.au/programs/empoweringleadershipprogram)

**This isn't just professional development — it's a strategic investment in the next generation of media leaders.**

## What you'll experience

### Leadership Self-Mastery

Every participant begins their journey with a personalised exploration of their current leadership style and impact:

- **360° Leadership Feedback**— gain valuable, structured insights from colleagues, peers, and managers.
- **Deep-Dive Coaching Debrief**— a dedicated 90-minute coaching session to unpack feedback and unlock growth opportunities.
- **Individual Development Plan** — a tailored roadmap to guide your leadership journey long-term success.

### Immersive Learning & High-Impact Coaching

Over six months, participants engage in a dynamic mix of expert-led learning, peer group collaboration and targeted support:

- **4 Live Masterclasses** — interactive deep-dives into critical leadership skills and concepts.
- **5 Peer Coaching Circles** — facilitated group sessions that foster shared learning in a trusted space.
- **3 Confidential One-on-One Leadership Coaching Sessions** — personalised support to develop your strengths and navigate real-world challenges.
- **Exclusive Q&A with a Senior Industry Leader** — candid insights from those at the top of the field.

## What you'll gain

### Graduates of the program will:

**Define Your Leadership Edge** — gain clarity on what makes your leadership style unique and effective.

**Lead with Lasting Impact** — apply new frameworks and tools to drive meaningful change.

**Fast-Track Your Leadership Pathway** — accelerate toward senior and executive roles with confidence.

**Join a National Network** — connect with a powerful cohort of women leaders shaping the future of media.

## What you'll explore

### Leadership Foundations

Establish the mindset, behaviours, and practices that define strong, effective leadership.

### Navigating Change

Build resilience and agility to lead through uncertainty and complexity.

### Communicating with Influence

Learn frameworks to coach, inspire, and guide your teams through change.

### Leading with Authenticity

Align personal values with leadership actions to build culture and trust.

### Empowering Teams

Foster high performance and collaboration with inclusive, strengths-based leadership.

### Building Powerful Networks

Create strong, supportive connections with women leaders across the media landscape to accelerate career progression and collective impact.