



I'd like to request your sponsorship to attend Femgineer's Confident Communicator Course.

## What is it?

**Confident Communicator is an interactive online course that teaches emerging leaders, both technical & non-technical, to communicate complex business topics more effectively. It will give me the skills I need to:**

- Share technical ideas during team and customer meetings (APIs, programming languages, frameworks, etc.)
- Provide constructive and compassionate feedback to team members without seeming critical
- Become a more impactful and influential leader, mentor, manager, and coach within our organization
- Become perceived as a leader and expert within our industry, which will help spread the word about our company to prospective hires and customers as a result
- Represent our company at industry leading conferences and panels and help us develop a presence on the conference circuit



**WHEN IS IT?** The program spans 8 weeks and is flexible enough so that I can complete it during non work hours, on my own time.

**What makes my participation in Confident Communicator right for our company vs. working with an in-house coach or mentor:**

- The course is the only one of its kind to specialize in the communication of technical topics
- Instructors Poornima Vijayashanker and Karen Catlin are technical women who have worked for startups and big companies like Mint.com and Adobe, and given presentations on behalf of their companies—they've been exactly where I am now, know what I need to learn to reach this next level in my career, and will give me the individual attention I need to get there
- The program is designed to help me bring more value to our recruiting and customer development, as I'll learn the skills I need to represent our team at industry conferences and on panels to give more technical 'how to talks'

# By sponsoring me you'll also get:



The opportunity to see my final presentation for the course



The option of having me work on a professional presentation for our company



2 copies of "Present! A Techie's Guide to Public Speaking", by Poornima and Karen, for our library



Special group pricing if we send three or more employees (let me know if I can help set this up!)

## Why participate in the course?

By participating in Confident Communicator, I'll develop the skills that our company needs to showcase our leadership and work. **It's well worth the investment of just \$1,500**, which is less than the cost of many workshop and conference tickets. If you'd like to learn more about the course, [check out this link here](#). Registration for the course ends on Friday Feb 10, 2017 and the course begins on Monday Feb 13, 2017. Femgineer only runs Confident Communicator once a year, so I would need your approval to take the course by Monday Feb 6, to avoid spots filling up.

### Last but not least ...

Enabling me to speak at conferences is a signal to prospective hires that our company values its employees (which is great for attracting top candidates who care about working for a company that values thought leadership).

Having more speakers on behalf of the company will show that we're truly a diverse organization, committed to the 50-50 pledge that top conferences are adopting to build more well-rounded speaker panels, welcoming of all types of talent, and committed to sharing the industry knowledge that we're helping pioneer.

# In addition to the 8-week course, I'd like to participate in one of the below bonus modules (checked below).

This bonus module will take place April 17 - April 26, and provide additional hands-on training that will improve my communication and presentation skills.

There is an additional \$500 fee for the bonus module.



## Accent Reduction Module

In this module, Jeffrey Davis will provide classes + hands-on exercises for students who are non-native English speakers. Students will leave feeling more confident and prepared when in front of a large audience.

Jeffrey has worked with students from a wide variety of cultural backgrounds, aiding students to become engaged, audience-focused speakers, and has developed an affinity for helping students to speak English more fluently without losing the use of their accent-of-origin.



## Negotiation Skills Module

In this module, Lauren Hasson and Poornima Vijayashanker will provide classes + hands-on exercises for students to help them improve their negotiation skills in a variety of settings such as salary compensation, handling deals customer deals, and more.

Lauren and Poornima have helped students negotiate salary raises from \$5K-\$20K+, and have helped students close 5 to 6-figure contracts with customers.



## Interview Skills Module

In this module, Karen Catlin and Poornima Vijayashanker will provide classes + hands-on exercises to help students prepare for entry to executive level technical and non-technical interviews.

In the second week, students will be divided into groups of technical and non-technical interviewees for additional practice.

# What past Femgineer students have to say about Confident Communicator.

"I'd never dreamed about public speaking. I always thought it was for only extroverts and people with a lot of confidence. Femgineer's Confident Communicator Course guided on how to speak and broke it down into action items to get to that goal. I became a better presenter!"



**Tammy Coombs**

User Experience and Human Factor Designer @ *Carl Zeiss, San Francisco, CA*



"As a startup founder and growth hacker, I've been invited to speak at a number of popular conferences. But I used to get so nervous that I'd psych myself into being overly calm, so I lacked enthusiasm during my talks. Poornima was able to work with my specific strengths and weaknesses to help me present in a way where I was most comfortable and confident."

**Matt Berman** CEO & Co-Founder @ *Sonar, San Francisco, CA*

"I decided to take Femgineer's Confident Communicator Course because I wanted to take my public speaking skills to the next level. I had done some speaking here and there, coached and trained other developers, and even won national competitions, but I realized that I was still having trouble keeping my audiences engaged when I spoke to them. After taking Confident Communicator, I was invited to give a talk in front of 170 business school students from 20 countries. I was comfortable, walking around while expressing my ideas, and able to build a true rapport with my audience."



**Aex Kazakov** CTO @ *Glownet, Madrid, Spain*



"I worked with Poornima for many years and I found her coaching and techniques to be incredibly powerful for me personally. She is the reason I can do speaking events without turning bright red with nervousness. "

**Lyndi Thompson** Marketing Programs Specialist @ *Tableau Software, Seattle, WA*

# You'll learn from an expert group of coaches, founders, and technology veterans.

**Poornima Vijayashanker** is the founder of Femgineer. Previously, she was the founding engineer of Mint.com. She has been speaking in public for 20+ years, has given hundreds of talks around the world that range from technical to business talks at universities, conferences, and companies like Atlassian, Altera, Dropbox, Facebook, Fidelity, Google, Intuit, Pinterest, SAP, Salesforce, Spotify, and more!

**Karen Catlin** is a leadership coach, an advocate for women in the tech industry, and along with Poornima co-author of “Present! A Technie’s Guide To Public Speaking”. Karen is a sought-after public speaker herself, Karen regularly gives talks at leading tech companies, conferences, and universities. Formerly, Karen was a vice president at Adobe Systems.

**Elissa Weinzimmer** is a voice and movement coach, who believes everyone is capable of having a vibrant presence, even those who are introverted or shy. She helps public speakers become more attune to the energy in their bodies, so they can open up pathways for confident and easy communication that previously seemed impossible.

**Jeffrey Davis** is the founder of Speak Clear Communication. Jeffrey has worked with students from a wide variety of cultural backgrounds, aiding students to become engaged, audience-focused speakers, and has developed an affinity for helping students to speak English more fluently without losing the use of their accent-of-origin.



**LEARN MORE & REGISTER**

<http://femgineer.com/confident-communicator-course>