



Character-based Influence

Character-based leadership training for women doing blue-collar work – from working on jobs to leading teams in construction, trades, manufacturing, and operations.

The Challenges for Women in Blue-Collar Work are Real:

1. The Blue-Collar World is predominately male

There are more women in the trades than ever, but women are still very much a minority. They must learn to influence everyone around them effectively.

2. Women are often dismissed as bossy or weak

Women who get results are often perceived as too bossy. Women who build relationships are often perceived as too soft.

3. Different is diminished

Women often feel pressured to minimize their femininity in the Blue-Collar world to appear tougher. A different style of leadership and influence isn't always appreciated.

Leadership Gems for Women is Ria Story's character-based leadership program is for women who want to lead with 360° of influence at work and increase their influence at home. Usable gems. Not a pep rally.

Built For:

- ✓ Women in leadership positions, project managers, estimators, and high-potentials in construction, trades, manufacturing, operations, etc.
- ✓ Companies that value developing their female leaders
- ✓ Women's leadership workshops, women in construction events, "women in trades" conferences or breakout sessions

Not Built For:

- ✗ Those who want a "how to deal with men" session
- ✗ Those who desire more authority and power
- ✗ Companies that think women aren't tough enough

Attendee Take-Aways

- How to lead with authenticity instead of a borrowed style
- How to build resilience when the job (or the room) gets tough
- How to model courage and confidence
- How to earn trust with crews, peers, and leaders
- How to leverage purpose and passion to achieve better results

Ideal For: Women Leaders • Supervisors • Managers • Professionals in Any Industry

Format Options: Keynote • Half-Day or Full-day Workshop • Multi-Session Series

Schedule a call with us at BlueCollarLeadership.com • Call us: 334-332-3526

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