



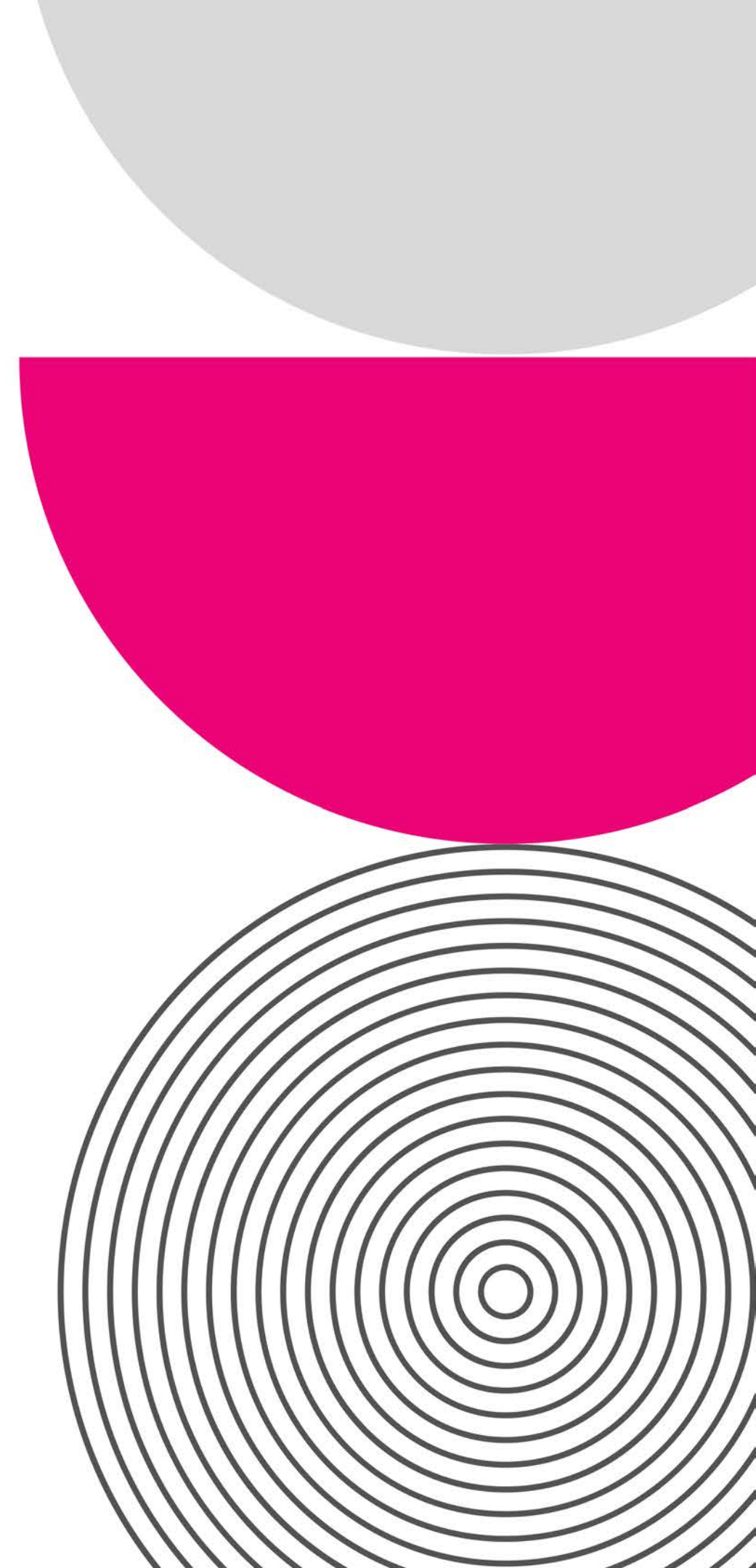
WIRE ACCELERATE

A suite of Professional Development programs designed to drive the Market Research and Industry forward, one professional at a time.



I wish I'd known...

Said time and time again at the 2019 WIRexec UK Summit, some of the industry's leading Women in Research began to realize that there was a gap between what they had been taught and the professional development concepts that had proven most valuable to them. WIR Accelerate came from that insight — that there was a need for female-oriented, non employer-based professional development in our industry and beyond.



WHY INVEST IN PROFESSIONAL DEVELOPMENT?



6 MINUTES

Companies with fewer than 100 employees gave only 12 minutes of manager training every six months. Organizations with 100 – 500 employees provided just 6 minutes.



UNTAPPED POTENTIAL

74% of workers feel that they aren't achieving their full potential at work due to lack of development opportunities.



THE BUSINESS CASE

Companies that offer training programs have 218% higher income per employee than companies without and enjoy a 24% higher profit margin than those who spend less on training.



Inclusive professional development for a diverse workforce.

WIRe Accelerate is an opportunity to foster the growth and leadership skills of employees of all genders and skill levels. The content of WIRe Accelerate programming is designed to arm and empower market research professionals with the skills they need to confidently and courageously step into their career goals. Designed with caregivers, working parents, students, and busy professionals in mind, your employees will have ample opportunity to engage with course material and cohort discussion at their own pace while actively working toward partial CPD accreditation from the MRS.

Arming employees with confidence, curiosity, and expertise.

SAMPLE MODULE TOPICS INCLUDE:



YOU CAN'T BE WHAT
YOU CAN'T SEE:
LEADERSHIP PROFILES



FINANCIAL STRATEGIES



DEMONSTRATING YOUR
ROI



INFLUENCING TACTICS
TO EVOLVE
PROFESSIONALLY



FINDING & LEVERAGING
YOUR NETWORK



IDENTIFYING YOUR
PRIORITIES FOR
PROFESSIONAL
DEVELOPMENT



STRATEGIC
COMMUNICATION



Build Career Confidence with the core WIRe Accelerate program

Enhance your skill set at your own pace. Sixteen, at-your-own-pace modules include video lessons, quizzes and conversation threads throughout. Complete the program and retain a high score on course quizzes to receive a certificate of completion and partial CPD accreditation from the MRS at the end of the program. Connect with a community of support and growth made up of researchers just like you!



Meet our newest offering: Kickstart Your Career

Our new mini-program, "Kickstart Your Career," is designed to give early career professionals the boost they need to take their professional goals head-on.

Module topics range from customer experience, leveraging your personal brand, managing up, and more. With six fun and easy-to-understand modules to learn from, participants can complete the program at their own pace and from the comfort of their own home.





Community Access and Corporate Support Opportunities

INDIVIDUAL PRICING

WIRe Accelerate core program seats are \$500.

Mini-program seats are \$200

BECOME A WIRE DONOR

WIRe Corporate Donors enjoy free program seats as well as additional program discounts.

CORPORATE EMPLOYEE PACKAGES

We offer special discounts for companies who would like to bring WIRe Accelerate to 3 or more of their employees.

Ready to Accelerate?

Let's connect:



FOR INDIVIDUAL SEATS

Employees can purchase directly at womeninresearch.podia.com or email jessica@womeninresearch.org for direct billing.



FOR CORPORATE PACKAGES OR DONORSHIP

Email Marketing and Program Director Jessica Sage at jessica@womeninresearch.org



TO LEARN MORE

Visit womeninresearch.org/wire-accelerate for full program details