



IDC and CIO Executive Council Launches Women in IT Leadership Coaching Program

Designed to address gaps in high quality coaching for women, new customized coaching program to develop next generation of female leaders

FRAMINGHAM, Mass., February 10, 2020 – International Data Corporation (**IDC**), the premier global provider of market intelligence and advisory services, and the **CIO Executive Council**, serving the evolving, challenging, and demanding role of the Chief Information Officer (CIO), today launched the **Women in IT Leadership Coaching Program**.

Overwhelmingly, research shows that the lack of women in leadership roles has long-term consequences across every industry and negatively impacts the business outcomes, work cultures, and levels of innovation required for greater financial performance. Specifically, IDC's **Women in Technology** research confirms the impact of a lack of gender diversity in IT organizations and underscores the need to expand mentoring programs that develop female leaders. To address the gap in high quality coaching programs and empower women to advance their careers, IDC is proud to launch the Women in IT Leadership Coaching Program, spearheaded by Kathryn Marston, Group Vice President, CIO Executive Council, and supported by a seasoned bench of CIOs. To learn more about Women in IT Leadership Coaching program, please visit <https://cioexecutivecouncil.com/women-in-it-leadership/>.

The year-long coaching program will serve all women in IT from pre-manager level to the most senior C-suite executive and is customized to the personal and career objectives of each participant in tandem with the program sponsor's competency/skill development objectives for their employee. The program is intentionally flexible so that it can complement in-house leadership development programs or balance the offerings of other employee development resources. Elements of the program include:

- **Leadership & Career Skills Assessment Inventory:** Designed by the CIO Executive Council to identify strengths and developmental areas.
- **Individual Coaching Sessions:** Participants will be matched with an accomplished CIO for personalized development work.
- **Virtual Webcast Sessions:** Participants will gain exclusive access to Women in IT Leadership webcasts, with the topics organized and moderated by CIO Executive Coaches and Senior IT/Business Executives.

Topics to be discussed include:

- Navigating Corporate Politics
- Leveraging your Personal Brand
- Work/Life Balance (setting boundaries)
- Establishing a Progressive IT Culture
- Driving More Productive Meetings
- Leaving Your Legacy

"The key objective of our newly founded Women in IT Leadership Coaching Program is to identify the realities of career advancement and teach best practices based on the experience of those successful C-level females who have overcome challenges and taken charge of their careers," noted Marston. "Participants will accelerate their leadership journey through a calibrated, results-oriented set of personal and career development assessments and coaching assignments, and learn directly from experienced global business leaders, who will advise them with candor and compassion, offering valuable insight on how to take their careers to the next level."

For more information on the Women in IT Leadership Coaching Program, please contact Sarah Murray at sarah@attunecomunications.com or 781-378-2674.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading tech media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC) and [LinkedIn](https://www.linkedin.com/company/idc). Subscribe to the IDC Blog for industry news and insights: http://bit.ly/IDCBlog_Subscribe.

About CIO Executive Council

Believing in a members-first approach, the CIO Executive Council, a division of IDG Communications, Inc., provides strategic leadership development for the transforming C-suite at the world's most influential and evolving organizations. The CIO Executive Council provides each member with a custom engagement experience that draws upon a wealth of programs and services, including: peer-to-peer interactions, a deep industry knowledge base, a range of professional development programs, and media/public relations opportunities that are tailored to an individual's strengths and career goals. For more information on joining the CIO Executive

Council, visit [cioexecutive council.com](http://cioexecutivecouncil.com). Follow the CIO Executive Council at [@CIOEC](https://twitter.com/CIOEC) and [LinkedIn](https://www.linkedin.com/company/cioexecutive-council/).

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Sarah Murray
sarah@attunecomunications.com
781-378-2674
Michael Shirer
press@idc.com
508-935-4200