



NEXT Women: Thrive – November Edition



The value of creativity

Creativity isn't just for the arts; it's the ability to anticipate the unknown, generate new ideas and use resources in unique ways. It's a way of thinking that leads to innovative strategies and fresh concepts. This month at NEXT Women we are focused on using our creativity to program 2023 for you. We aim to inspire you to be creative in every aspect of your work and life. — Abby Auerbach,

*Chief Communications Officer & Executive Director,
NEXT Women, TVB*



New Series Launch: SkillUp 12/2/22



Career Planning for 2023

Friday, December 2, 2022 | 11:30a (ET)

Winnie da Silva

Leadership Strategist & Executive Coach



Whether you're looking to advance to the next level in your current role or considering a new position, reviewing the past year and strategically planning for 2023 are crucial first steps. [Winnie da Silva](#), a sought-after executive and leadership coach with over 20 years of experience, will share insights, tools and guidance for planning and executing career next steps in 2023.

[Register Now](#)



Podcast: Coffee With Catherine Badalamente



COFFEE with...

Catherine Badalamente

President & Chief Executive Officer
Graham Media Group



If you missed this video session, check out the latest episode of the NEXT Women in Media podcast. In this 15 minute conversation, Catherine and Abby discuss career development, DEI initiatives, mentorship, and leadership insights for NEXT women.

[Listen now](#)



Podcast: What's NEXT for Women with Abby Auerbach

[Terry Yoffe](#) of TRY Coaching recently interviewed Abby for the Extraordinary Work: Conversations about Creating Change podcast series. They discussed the evolution of the NEXT Women program and what's ahead in coming months.

[Listen now](#)



"Ask NEXT Women!"

Each month we feature a question from you, the NEXT Women community. You can submit your questions anonymously, [here](#).

Dear NEXT Women,

I feel boxed in at times by my mindset at work. Some of my colleagues come up with really interesting new approaches and campaign ideas, but I'm struggling to think of anything out of the box. Any suggestions?

— AE in Newark

Dear AE,

Try brainstorming by writing down any and all concepts that come to you; this automatic process can lead to new discoveries. And, do research – read about other innovations and creative campaigns to help you learn to think outside of the box more. Finally, brainstorm with your teammates in group ideation sessions – this often results in new perspectives.

— NEXT Women



What We're Reading

[Three Steps to Building a Culture of Creativity at Work](#)
— *Anne Jacoby, Forbes*

[4A's Marla Kaplowitz on Investing in Talent Development and Retention](#)
— *Jack Meyers, Media Village*

[7 Steps for Becoming More Innovative at Work](#)
— *Indeed editorial team*



NEXT Women Soundbite

"There's no doubt creativity can enhance your career prospects, if you're willing to embrace flexibility, push boundaries, think outside the box and take risks."

— *How Creative Women Enhance Their Career Prospects*



Advancing Women

[Share promotions & initiatives](#) with us to feature here:

[AWM Connects](#) is a virtual mentoring program for TV, radio, and digital media professionals. The deadline to apply is Wednesday, November 30, 2022.

[WABC New York Names Porsha Grant Community Engagement & Development VP](#)

[Jaime Sayre Kawaja Upped To GM Of WFLX West Palm Beach](#)



Contact Us

Now +1,700 members strong, [NEXT Women](#) helps identify, prepare and advocate for women in the local broadcast television industry as they advance to leadership roles.



[Let us know](#) about women who'd welcome an invite to the NEXT Women community. Thanks to the generous support of WideOrbit there is no fee to join.



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