

WJA Announces New Masterclass Series with Experts in Leadership Development

This month, the Women's Jewelry Association is excited to launch a new leadership training series titled "WJA Masterclass" as part of its continuing efforts to advance women professionals in the jewelry and watch industries. Coinciding with the final week of WJA's *March is Me Month* women's empowerment retail campaign, the first session of the WJA Masterclass series will be held on March 24th, 2021.

WJA currently offers over 160 volunteer leadership positions within its organization and is committed to helping women develop greater leadership development skills and connect with other industry professionals. Beyond its current programming, the WJA Masterclass series is designed to provide additional leadership training for women in the jewelry and watch industries through high-level impact sessions with experts in leadership development.

Peter Smith, the President of Memoire and Hearts On Fire (Chow Tai Fook, North America), will lead the first class of the series titled, "Hiring Strong Teams: How to Identify & Hire Top Salespeople." Smith is an author, columnist, speaker, and a strong supporter of WJA. In his [book](#), *Hiring Squirrels: The 12-Essential Interview Questions To Uncover Great Sales Talent*, Smith shares tips and practical advice for identifying, interviewing, and hiring productive sales talent. Tapping into his own considerable reserve of experiences, Smith shares how he has built a profile of real difference-makers in the industry. The first 30 registrants to sign up for the first WJA Masterclass session will receive a free copy of *Hiring Squirrels*. The session applies to wholesale, retail, and all services.

In addition to its women's financial empowerment programming, WJA will host four virtual sessions over the course of the WJA Masterclass series, enabling members to attend from around the globe. The webinar format will feature sessions on leadership training topics including, "Polishing Your Virtual Presence" and "The Art of Delegation" among others.

Sessions will be complemented by online resources available to course participants. The series, which is a part of WJA's larger leadership training series, is relevant for independent designers, small business owners, corporate employees, consultants, and professionals from all areas of the jewelry and watch industries. WJA welcomes all to participate in this next level leadership training offering.

To register for the kick-off event on Wednesday, March 24th 1pm EST visit:

https://www.womensjewelryassociation.com/ev_calendar_day.asp?date=3/24/2021&eventid=854

About the Women's Jewelry Association:

WJA's mission is to help women in the jewelry and watch industries advance and develop professionally through networking, education, and leadership development. For more information, visit [www.women's jewelry association.com](http://www.women'sjewelryassociation.com).

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