



LEAD LIKE A woman™

THE BUSINESS Case

We get it.

Purchasing the *Lead Like A Woman* program is an investment of your company's time and money, meaning it's probably not just your decision. Chances are you need to convince your boss that this program will deliver results for you, your team and your organization. We've been there before ourselves, and we've got you covered.

Below you'll find everything we think you might need. If your boss still needs an extra nudge, please just let us know and we'll be happy to personally answer any of their questions. Note also that there are significant discounts when a number of women from an organization go through the program. For the complete organizational brochure visit www.leadlikeawoman.net/program/for-organizations/

WHY INVEST IN A LEADERSHIP PROGRAM FOR WOMEN?

Both the economic and business cases for reaching gender equality are irrefutable.

From an economic perspective, the McKinsey Global Institute reports that getting to equal workplace participation could add between \$12 and \$28 trillion, or up to 26 per cent to annual global GDP in 2025. That's the equivalent of combining the US and China economies today.

And for businesses? There are a plethora of credible research reports that confirm the bottom line value of women's participation in workplaces. One report states that companies with top-quartile representation of women on executive committees deliver more than 47 per cent better return on equity and greater than 55 per cent better average earnings before tax.

Just think what the small investment for this program may unleash in terms of the opportunities for your workplace to truly realize the value of its female employees.

WHY CHOOSE *Lead Like a Woman*?

The Lead Like a Woman journey map fuses the latest findings in positive psychology, neuroscience, leadership development and gender diversity, into practical, busy-proof steps to bring out the best in your female leaders and the teams they're leading.

The content of the *Lead Like A Woman* program is unrivalled. An independent review by researchers at Melbourne University recently found that when it came to the delivery of our program for a national technology team in the finance sector participants reported:

- The program played a substantial role in encouraging and supporting women to pursue new career opportunities
- Contributed to systemic and cultural change by shifting attitudes towards gender diversity and workplace flexibility.
- Influenced recruitment practices and showcased career opportunities in technology to other women in the bank.

In fact the program was so impactful that it won The Chairman's Award for Best Diversity Initiative across the bank.

Overwhelmingly mean scores for participant satisfaction with the program exceeded 9 on a 10 point scale. At an individual level the researchers also found that the women reported:

- A range of personal outcomes including personal growth, increased confidence and more self-acceptance.
- range of relational benefits including increased networks, increased quality of relationships and an enhanced sense of community.
- They were using the knowledge they gained to enact change in their lives and felt the program had equipped them with tools, strategies and networks to help them cope with difficulties and deal with uncertainty.

As one participant said: "It has had a significantly profound effect on me as a human being and as a leader."

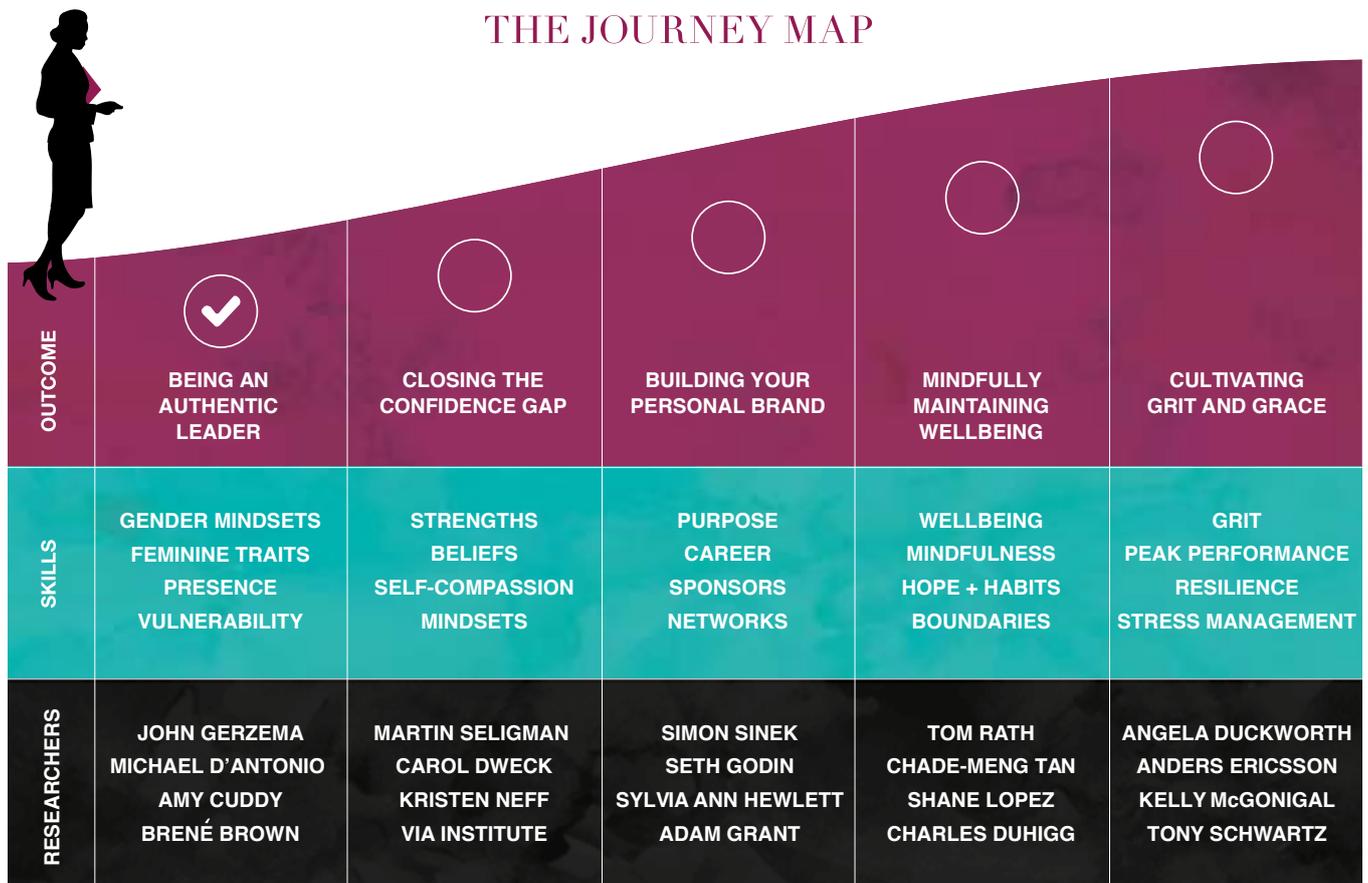
WHAT WILL MY FEMALE LEADERS LEARN?

Lead Like A Woman is an evidence-based program, uniquely designed to help women emerge with the kind of true confidence, career clarity and vibrant wellbeing that creates lasting leadership success.

We help your female leaders develop a true understanding of their strengths, a plan for their career and personal brand, and the grit to become the kind of authentic, agile leaders you need them to be by taking people through our *Lead Like A Woman* journey:

LEAD LIKE A woman™

THE JOURNEY MAP



HOW WILL THEY BE SUPPORTED ON THIS JOURNEY?

Cutting-edge content, inspiring programs and supportive coaching communities, give them everything they need to create success on their terms – a new way of leading and living that, when adopted, creates significant and lasting professional and personal results.

Our individual *Lead Like A Woman* packs include:

- Our best-selling book
- Lifetime access to our online video-based training
- Private online member community
- Exclusive monthly live group coaching calls where you get to talk directly to Megan and Michelle.

Our video content is delivered in easy to access and digest modules that can be can be fitted into the busiest schedule (on your commute, during your lunch break, or in spare moments here and there throughout the day). To help them immediately apply what they're learning, we provide playsheets with simple exercises and practical tips to make it easy to integrate these approaches. Best of all they have lifetime access, so they never have to worry about falling behind.

If you'd like a group of women in your organization to share the journey together be sure to check out our organizational offerings and group pricing [url].

WHO DELIVERS THE TRAINING?

We are a fusion of decades of business experience, in some of the largest corporations in the world; rich academic research credentials in an intersection of fascinating fields; diverse personal backgrounds; and a commitment to help women everywhere create better lives.

As with most businesses, *Lead Like A Woman* didn't just appear out of nowhere. We have lived firsthand what it's like working in male dominated businesses as young hot shot women itching to make a difference; as still young managers swimming through the sea of politics, expectations, deadlines and budgets as we managed big teams with even bigger requirements; and as senior female executives sitting around board room tables filled with men, most with good intentions but little idea how to really help a woman succeed in an environment built by men for men. We are also real women with many other roles: mothers, students, charity workers, writers, researchers, friends and ever curious seekers wanting to make lives better for those we love, and to make a big difference for the world.

Megan Dalla-Camina is a strategist, speaker, bestselling author, and researcher passionate about changing the conversation and changing the game for women, leadership and work. She spent two decades as a senior executive in global organizations such as GE, PwC and IBM; most recently as Head of Strategy for IBM, including remits for Gender Diversity and Organizational Culture and Change. Megan holds Masters degrees in both Business Management and Wellness (Positive Psychology) and is currently researching her PhD in women, leadership and power. She is the author of the bestselling book *Getting Real About Having It All* (Hay House).

Michelle McQuaid is a best-selling author, workplace wellbeing teacher and playful change activator. With more than a decade of senior leadership experience in large organizations around the world, she's passionate about translating cutting-edge research from positive psychology and neuroscience, into practical strategies for health, happiness, and business success. An honorary fellow at Melbourne University's Graduate School of Education, Michelle holds a Masters in Applied Positive Psychology from the University of Pennsylvania, where she studied alongside the field's founder Professor Martin Seligman and is currently completing her PhD in Appreciative Inquiry. She is the author of the bestselling book *Your Strengths Blueprint*.

Our work has been featured in *The Wall Street Journal*, *Harvard Business Review*, *Forbes*, *Fortune*, *Fast Company*, *Huffington Post*, *Psychology Today*, *NBC*, *Fox Business*, *Marie Claire*, *Womens Agenda* and more.

DO YOU REALLY THINK THE COST IS WORTH IT?

To be honest based on what this program includes and the results it has been found to deliver it's probably too cheap at this price.

In terms of the cost it's only \$547 for the online program which you have lifetime access to, the best selling book, monthly group coaching calls and supportive online community - which compared to the personal and organizational value you stand to gain, is a great return on your investment.

Think of how much you've been spending on change management initiatives to improve leadership behaviors, fuel engagement, enable agility, breed innovation and improve productivity over the past few years. Never mind what you're spending on diversity initiatives. If there's a more evidence-based approach you could be taking to get better results, surely that's worth this small investment to see what you can bring back into your business.