



Keynote Description:
**Changing the Game: Innovative Strategies For
Harnessing the Power of Female Talent**

*Lost productivity. High turnover. Low morale. Lost market share growth. These are the costs of overlooking the talent of women leaders. **How much is the loss of key female talent costing YOUR organization?***

In today's fiercely competitive environment and economy, organizations simply cannot afford NOT to optimize *over 50% of their workforce*. Companies have been able to rely on good intentions – until now. With the extreme *shifts in workforce makeup*, with the *slowed market* and with *women finding the courage to stand and be valued as the leaders they are* – the time for intrinsic, foundational organizational change has come. And the numbers prove it.

But building and advancing great female leaders requires more than a class here and there. It requires *lengthy, authentic and well-thought-out top-down and bottom-up foundational change*.

Join Trudy in this session as she helps you understand **WHY** we are here, **HOW** we can truly *harness* and *use* the power of female talent and **WHAT** the future holds for the companies who are willing to learn how to leverage this talent.

In this session, participants will:

- Identify and address women's true barriers to success
- Learn the steps to guide an organization's shift toward an authentically more inclusive culture
- Understand the steps to ensure that their organization's leadership is strategically focused and authentic – to the core
- Be taught how to take the bias OUT OF performance management
- Master the new approach to gender equity
- Identify and learn the competencies and capabilities from each of the four leadership quadrants that successful women leaders possess
- How to leverage internal talent as a method to reach the external consumer
- Learn the benefits of developing a meaningful, measurable gender talent management strategy
- Understand what it takes to create sponsors and champions that will advance the needed change

