



***Keynote Description:***  
**Finding the Courage and Confidence  
to Become an Authentic Female Leader**

- Women represent *51% of the workforce* – and that number is quickly growing.
- Women influence *84% of all purchases*.
- By 2014, World Bank predicts that the *global income of women will grow by more than \$5 trillion*.
- Globally, females represent *\$20 trillion dollars in consumer spending*.

These facts tell us that women have *massive* amounts of power inside and outside of corporations. Yet when you look at the career paths for the vast majority of females what you see are strong, intelligent, ambitious individuals who reach a choke point at the mid-level of leadership while their counterparts excel.

*The fact? Women represent less than 12% of the senior leaders in the U.S. marketplace. The growth of women in the workplace combined with their buying power plus the reality that most organizations will lose some 35% of their workforce as baby boomers retire all combine to create a perfect storm. And that storm will be the catalyst for women to arise and claim their rightful leadership positions within their organizations around the world.*

America desperately needs strong female leaders. American needs YOU! NOW is the time for women to find the courage and confidence to step up and LEAD! This learning session will impart the strategies and tips needed to help YOU build an *authentic style* that will be *rooted in passion, purpose and purity*.

After attending this session, participants will:

- Walk away with practical ways and new behaviors to strengthen their leadership effectiveness
- Recognize and know how to build a community of support by way of cross-functional relationships
- Understand and focus on specific goals that support continuous leadership growth
- Know how to foster agenda-setting skills and idea leadership
- Expand their personal influence and confidence in promoting themselves and their ideas
- Have increased effectiveness working across genders
- Understand how to demonstrate effective leadership in an authentic style