

A GLOBAL DAY OF ACTION FOR

WOMEN'S LEADERSHIP PARITY

NEW YORK CITY LEADERSHIP SYMPOSIUM

Tuesday, November 14, 2017

12.00–4.30 PM



TAKE THE LEAD™ DAY



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④ SCHEDULE AT A GLANCE

12.30 PM **WELCOME**

Gloria Feldt
Co-Founder & President,
Take The Lead

**Use What You've Got:
Your Personal Power
Plan**

Patricia Jerido
Leadership Ambassador,
Take The Lead

12.45 PM **OPENING PANEL**

**Take Action-Create a
Movement: Leadership
Parity from Living Room
to the Boardroom**

Jewelle Bickford
Partner, Evercore
Wealth Management

Rohini Dey
Owner & Founder, Vermilion

Gloria Feldt
Co-Founder & President,
Take The Lead

Raakhee Mirchandani
Editor-in-Chief, *Moneyish*

Nathalie Molina Niño
CEO, BRAVA Investments

Patricia Russo
Executive Director,
Women's Campaign School at
Yale University

1.45 PM **NETWORKING BREAK**

2.05 SERIES ONE WORKSHOPS

PM

**Embrace Controversy:
How to Reach Gender
Parity in Tech (The New
Equality Frontier)**

Patricia Jerido
Leadership Ambassador,
Take The Lead

Alok Kapur
Senior Leader,
Office of the CEO, SAP SE

Sara O'Brien
Tech Reporter, CNN Money

Katica Roy
CEO, Pipeline Equity

**Define Your Own Terms:
Negotiating for What's
Important to You**

Georgene Huang
CEO & Co-Founder,
Fairygodboss

**Introduction by
Kerry Giangobbe**
Founding Partner,
Take The Lead

3.00 NETWORKING BREAK

PM

“WHEN I DARE TO BE POWERFUL – TO
USE MY STRENGTH IN THE SERVICE
OF MY VISION, THEN IT BECOMES
LESS AND LESS IMPORTANT
WHETHER I AM AFRAID. ”

–Audre Lorde

3.20 SERIES TWO WORKSHOPS

PM

Wear The Shirt: Making Your Business Match Your Values

Employ Every Medium: Find Your Voice, Use Your Voice

Cheryl Najafi

Creative Catalyst & CEO,
Love Over H8 Apparel

Introduction by Deepti Sharma

CEO & Founder, FoodtoEat

Natasha Alford

Deputy Editor & Host, TheGrio

Michelle Herrera Mulligan

Writer & Editor

Sarah Maslin Nir

Staff Reporter,
The New York Times

Katie Orenstein

CEO, The OpEd Project

Introduction by SallyAnne McCartin

Founder, McCartin/Daniels PR

4.15 CLOSING REMARKS

PM

Sarah Acer

Managing Partner, Align
Communications & Creative

Rhea Beddoe

Director of Special Events &
Operations, Take The Lead



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

November 14, 2017

Dear Friends:

It is a great pleasure to join all those gathered in celebrating Take The Lead Day.

My administration strives to lead a city where every girl and woman feels safe and is treated fairly. From our position as the first American city to join the UN Women's Safe Cities Global Initiative, to the leadership of First Lady Chirlane McCray and our Commission on Gender Equity, we remain steadfast in our mission to empower women of all backgrounds and to fight for a more equitable New York. Take The Lead has been an important partner in this mission since its founding, supporting female professionals and offering leadership programs and workshops to help them reach their fullest potential. I am proud to applaud this organization and its supporters for fueling social progress and for working toward a brighter future for women in our city and beyond.

On behalf of the City of New York, I offer my best wishes for a wonderful celebration and continued success.

Sincerely,

Bill de Blasio
Mayor

WHAT IS TAKE THE LEAD?

Founded by Gloria Feldt and Amy Litzenberger in 2013, **Take The Lead** is a nonprofit organization whose bold mission is to prepare (train), develop (mentor), inspire (role model), and propel (thought leadership) women to take their fair and equal share of leadership positions across all sectors by 2025. Because our time is now. And we all win when women lead.

HOW TAKE THE LEAD DELIVERS BREAKTHROUGH RESULTS
with four comprehensive keys to parity.



PREPARE

We **PREPARE** women for success with breakthrough learning programs. Women transform the power paradigm and learn the **9 immediately actionable** Leadership Power Tools to advance careers and lead unlimited lives.



DEVELOP

We **DEVELOP** networks of professional women **in-person** and **online** through our Glassbreakers Take The Lead platform. Get a mentor. Be a mentor.



INSPIRE

We **INSPIRE** women to have big intentions and the courage to reach their full potential through Take The Lead Presents **live** and **online** role model events.



PROPEL

We **PROPEL** women with thought leadership that changes the narrative from problems to solutions via our **blog, newsletter, research, events,** and **#SisterCourage** systems change.

9 LEADERSHIP POWER TOOLS TO ADVANCE YOUR CAREER

Based on the bestselling book by Gloria Feldt,
No Excuses: 9 Ways Women Can Change How We Think About Power

1 *KNOW YOUR HISTORY*

And you can create the future of your choice.

2 *DEFINE YOUR OWN TERMS—FIRST, BEFORE ANYONE ELSE DOES*

Whoever sets the terms of the debate usually wins. By redefining power not as “Power-Over”, but as “Power-To” we shift from a culture of oppression to a culture of positive intention to make things better for everyone. “Power-To” is leadership.

3 *USE WHAT YOU’VE GOT*

What you need is almost always there. See it and use it with courage. Because power unused is power useless.

4 *EMBRACE CONTROVERSY*

It gives you a platform. Nudges you to clarity. It’s your teacher, your source of strength, your friend, especially if you are trying to make a change.

5 *CARPE THE CHAOS*

Change creates chaos. Today's changing gender roles and economic turbulence may feel chaotic and confusing. But chaos also means boundaries become more fluid. That's when people are open to new ways of thinking, to innovation, and to new roles for women. Carpe the chaos, for in chaos is opportunity.

6 *WEAR THE SHIRT (OF YOUR CONVICTIONS)*

What are your core values? What's your vision? How can you make it happen? Stand in your power and realize your intentions.

7 *TAKE ACTION; CREATE A MOVEMENT*


Things don't just happen. People make them happen in a systematic way. And you can change systems. Apply the three movement building principles of Sister Courage (be a sister, act with courage, put them together to create a PLAN) and you will realize your vision at work, at home, or in public life.

8 *EMPLOY EVERY MEDIUM*

Use personal, social, and traditional media every step of the way. Use the medium of your own voice. And think of each of the power tools as a medium to be pressed into the service of your "Power-To".

9 *TELL YOUR STORY*

Your story is your truth. Your truth is your power. Telling your story authentically helps you lead (not follow) your dreams and have an unlimited life.



“POWER
UNUSED
IS POWER
USELESS.”

—Gloria Feldt
Co-Founder & President, Take The Lead



Gloria Feldt
*Co-Founder & President,
Take The Lead*

 @GloriaFeldt

Gloria has been an advocate for women for forty years. A former teen mom, her hard work and natural leadership abilities led her to a 30-year career at Planned Parenthood Federation of America, including a 10-year stint as its national president and CEO. *People Magazine* has called her “the voice of experience,” and *Vanity Fair* named her one of America’s “Top 200 Women Legends, Leaders, and Trailblazers.”

When she discovered that women have been stuck at 18 percent of top leadership positions for two decades, she knew she had to find a way to change that. The result: she wrote the bestselling book *No Excuses: 9 Ways Women Can Change How We Think About Power* to give women practical Power Tools that break down their unconscious barriers to greater personal and professional success. In 2014, she founded Take The Lead, an initiative to bring women to leadership parity by 2025.



Jewelle Bickford
Partner, Evercore Wealth Management

 @p4parity

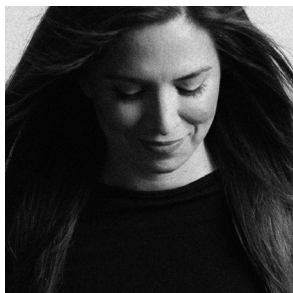
Jewelle Bickford is a Partner and Financial Advisor. She joined Evercore Wealth Management in 2013 from GenSpring Family Offices. Jewelle is a member of the Council on Foreign Relations and the founder of Women and US Foreign Policy, focusing on women in economic and political development in the Middle East and Southeast Asia. She is a member of the Committee of 200 and The Women’s Forum, and is a founding member of the Paradigm for Parity movement.

**Rohini Dey** @rohinivermilion**Owner/Founder, Vermilion**

A leading restaurateur, a proponent of Indian cuisine with her unique Latin twist, and an avid supporter of women – former World Bank economist and McKinsey & Co. management consultant Rohini Dey straddles the worlds of business and philanthropy across the US and India. Rohini has a Master's degree in Economics from the Delhi School of Economics, and a Doctorate in Management Science from the University of Texas.

**Raakhee Mirchandani** @Raakstar**Editor-in-Chief, Moneyish**

Raakhee Mirchandani is the Editor-in-Chief of Moneyish and Senior Content Development Editor at Dow Jones Media Group. A former Managing Editor at the *New York Daily News*, Raakhee has spent over a decade in tabloid news, including as a fashion and beauty columnist at the *New York Post* and a news columnist at the *Boston Herald*. Raakhee has appeared on the "Today" show, FOX and Sirius and her writing has been published in *Glamour*, Huffington Post, Yahoo!, *Cosmopolitan*, *Redbook* and *Elle*, where she's still a parenting contributor. Most importantly, Raakhee is a proud pediatric cancer advocate and constantly inspired by her fierce 3-year-old daughter who beat cancer before she could walk.

**Nathalie
Molina Niño**

@BRAVAinvests

CEO, BRAVA Investments

Nathalie Molina Niño is entirely focused on outcomes. She is committed to delivering returns to investors while making a catalytic impact on women in the world. A technologist and coder by training, Nathalie is a consummate entrepreneur, and a storyteller at heart. Niño has advised industry leaders in both the for- and nonprofit sector ranging from multinationals, early stage startups and nonprofits. Niño is a writer and is quoted widely in diverse media outlets.

**Patricia Russo**

@WCS_at_Yale

***Executive Director,
Women's Campaign School at Yale***

Patricia Russo is a nationally respected leader focused on improving the quality of life for women in Connecticut and the United States. For over twenty-five years she has held numerous leadership positions in public, private and not for profit organizations centered on women's rights. She has also held leadership positions on federal, state and local political campaigns. Patricia currently serves as Executive Director of the Women's Campaign School at Yale University.



Georgene Huang  @fairygodboss
Co-Founder & CEO, Fairygodboss

Georgene Huang is obsessed with improving the workplace for women. She's the CEO and Co-founder of Fairygodboss, a marketplace where professional women looking for jobs, career advice and the inside scoop on companies meet employers who believe in gender equality. Previously she ran the enterprise business at Dow Jones and was a Managing Director at Bloomberg Ventures. She is a graduate of Cornell and Stanford Universities.



Kerry Giangobbe  @KGiangobbe
Founding Partner, Take The Lead

Kerry Giangobbe is the CFO of Veincare of Arizona and Founding Partner of Take The Lead. She has had a lifelong passion of improving the the opportunities and quality of life for women at all levels of life. She currently sits on on the boards of The Women's Campaign School, Yale and The Irish Cultural Library Foundation and is a AZ State Committeewoman for the Republican Party.

“YOU CHANGED MY PERSPECTIVE ON MY FUTURE AS A WOMAN LEADER.”
—College Student



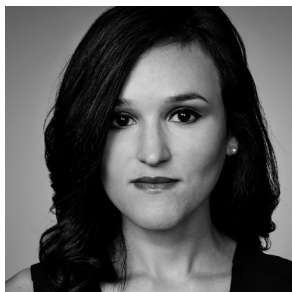
Patricia Jerido  @CulturalMusings
Founder & Principal Consultant

Patricia Jerido is the Founder of and Principal Consultant at Leadership Matters Consulting, working with nonprofits to build better systems, teams, and cultures to change the world. Patricia is a trained M.S.W., social worker, and an advocate, board member, coach, community organizer, fundraiser, funder, individual and group work counselor, strategist, and trainer. Jerido is an officer for Open Society Foundations, Ms. Foundation for Women, and board chair for the Center for Artistic Activism.



Alok Kapur  @aloknyc
Senior Leader, Office of the CEO, SAP SE

Alok Kapur is a Senior Leader in the Office of the CEO at SAP SE, where he works on a range of digital innovation topics. Prior to SAP, Alok led a SaaS security startup, worked with Experian Marketing Services, Adenyo and Microsoft. Alok remains actively involved with the startup ecosystem globally and serves as an advisor and mentor to technology entrepreneurs and various start-up companies. Alok has a Bachelors in Computer Engineering and an MBA in Marketing & Strategy.



Sara O'Brien
Writer, CNN Tech

 @Sara O'Brien

Sara is a writer covering tech culture and startups for CNN Tech. She frequently writes about topics including online harassment, H-1B visas, and technology's role in alleviating or exacerbating social issues. Prior to joining CNN, Sara's work has been published by outlets including the *New York Post*, *The Atlantic*, *the Date Report*, and *the New York Times*. She is a 2014 graduate of Columbia Journalism School.



Katica Roy
CEO & Co-Founder, Pipeline Equity

 @katicaroy
@pipelineequity

Katica Roy is an award-winning leader and ambassador for gender equity in the workplace and beyond. She is the CEO and co-founder of Denver-based Pipeline, a SaaS platform that leverages artificial intelligence to drive economic gains through closing the gender equity gap. Most recently, was named a Luminary by the Colorado Technology Association and a 2018 Colorado Governors' Fellow.



Cheryl Najafi
*Creative Catalyst & CEO,
Love Over H8 Apparel*

 @cherylnajafi

NYT best-selling author, Cheryl Najafi, is a public speaker and CEO of leading food media company, EverydayDishes.com. She recently launched Love Over H8 Apparel in response to the hatred and divisiveness rhetoric that has curdled the nation as of late. LoveOverH8.com is a socially responsible clothing company where 15% of the net proceeds are donated to organizations who fight hate, bigotry, racism and the like.



Deepti Sharma  @DeeptiSharma1
CEO & Founder, FoodtoEat

Deepti Sharma is the CEO and Founder of FoodtoEat, a service where companies can order team meals from the best local restaurants, food trucks and caterers. A lifelong community servant, Deepti started FoodtoEat to help small, immigrant-owned food vendors use technology to build sustainable businesses. FoodtoEat helps businesses feed employees great food and build stronger work cultures. She was is a *Forbes* 30 Under 30 alumnae, and serves on the Board for the Business Center for New Americans, a non-profit that encourages immigrant entrepreneurship by providing micro-loans and financial education.

Ultimately, one of Deepti's core principles concerns "paying it forward," or passing on her knowledge to others. She fulfills this passion as part of NYC Mayor's WE NYC initiative, where she mentors advises other female entrepreneurs on starting their own businesses. Finally, she was also recently named as a World Economic Forum Global Shaper, where she meets with other young business leaders to drive positive change in their community.



Sarah Maslin Nir  @SarahMaslinNir
Staff Reporter, New York Times

Sarah Maslin Nir has been a staff reporter for *The New York Times* since August 2011. She currently covers breaking news for the paper's Metro section. Before that, Ms. Nir was a beat reporter covering the boroughs of Brooklyn, Queens and Manhattan. Ms. Nir is the author of the Pulitzer Prize-nominated series "Unvarnished." In 2015, Ms. Nir was recognized with the New York Newswomen's Club award for in-depth reporting and was named one of the 2015 Forward 50.



Katie Orenstein  @katieorenst
Founder & CEO, The OpEd Project

Katie Orenstein, Founder and CEO of The OpEd Project, writes and speaks frequently about the intersection of media and mythology. She has contributed to *New York Times*, *Washington Post* and *Miami Herald*. She has lectured at Stanford and appeared on ABC TV World News, Good Morning America, MSNBC, CNN and NPR. Orenstein is a graduate of Harvard (BA) and Columbia (MA) universities. She is a recipient of The Diana P Scott Integrity in Action Award, and a fellow from Echoing Green.

**“IT IS IMPORTANT FOR WOMEN
NOT JUST TO HAVE THE POWER TO
CHOOSE...BUT TO CHOOSE POWER.”**

—Katie Orenstein
Founder of the Op Ed Project

**Natasha S.
Alford**

@natashasalford

Journalist & Deputy Editor, theGrio

Natasha S. Alford is a journalist, on-camera talent and Deputy Editor of theGrio, where she covers everything from pop culture to politics. A graduate of Harvard University and Northwestern's Medill School of Journalism, Natasha worked in the fields of finance and education before starting her media career. Natasha is a 2017 Harvard College Women's Center "Rising Leader" and member of NABJ/NAHJ.

**Michelle Herrera
Mulligan**
Writer & Editor @MHMwrites
@TheOpEdProject

Michelle Herrera Mulligan is a storyteller whose essays and articles have appeared in publications ranging from *Cosmopolitan*, *Billboard*, *The New York Times* magazine, and *Elle.com*. She's a frequent college speaker and writing coach, and gave a Tedx talk at Barnard College entitled "Dream Wild." As a facilitator and writing advocate, she's coached individuals in the corporate, nonprofit, and academic sector on how to project their thought leadership onto various platforms to create change.

TAKE THE LEAD DAY ACTIONS



+ REGISTER FOR OUR NEW ONLINE COURSE

Sign up now for our next 9 Leadership Power Tools to Advance Your Career online self study course for early to mid-career women starting in February 2018 at www.taketheleadwomen.com/powertools.

“ I HIGHLY RECOMMEND THIS
COURSE. YOU’LL LEARN SO MUCH
THAT YOU CAN USE RIGHT AWAY. ”

—Amy Hillman

Dean, W.P. Carey School of Business, ASU



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Text **TAKETHELEAD** to 41444 and ensure **MORE WOMEN** gain access to free resources like our monthly Virtual Happy Hour series, and help us develop new resources, tools and trainings!

+ *SIGN UP FOR THE NEWSLETTER*

Get Take The Lead This Week in your inbox every Tuesday. It's your source of news, advice, and inspiration to advance women's leadership.

+ *BRING TAKE THE LEAD TO YOUR COMPANY OR COMMUNITY*

Contact us at **takethelead@taketheleadwomen.com** to inquire about workshops, online or in-person trainings, or keynotes for your company, organization or professional development group.



+ *COMPLETE YOUR FREE PERSONAL POWER PLAN*

Use this resource to help you get the most of this day, inspire action and take immediate action to advance yourself in your our own life or career.

My Power TO Intention Is...

“ THERE IS SO MUCH TALK ABOUT INVESTING IN WOMEN AND GIRLS, ESPECIALLY AS IT RELATES TO EDUCATION AND CREATING ECONOMIC OPPORTUNITY. THAT IS SO TRUE AND GOOD BUT WE ALSO NEED TO MAKE A HUGE INVESTMENT IN WOMEN’S LEADERSHIP. IT IS TIME FOR A STRATEGIC INTERVENTION. IT IS TIME FOR TAKE THE LEAD. ”

–Jacki Zehner
CEO of Women Moving Millions

“AFTER GLORIA PRESENTED THE 9 LEADERSHIP POWER TOOLS TO OUR WOMEN’S EMPLOYEE RESOURCE GROUP LEADERS, OUR ORGANIZATION HAS EXPERIENCED A POSITIVE AND VISIBLE CHANGE IN THEM. BECAUSE OF GLORIA’S DYNAMIC AND PRACTICAL STRATEGIES, OUR ERG LEADERS ARE WORKING ON THEIR INDIVIDUALIZED ACTION PLANS TO CONSISTENTLY ADD VALUE BOTH TO THEIR OWN PROFESSIONAL DEVELOPMENT AND TO OUR COMPANY.”

—Kendra Thomas, JD, SPHR

Director Diversity & Inclusion, Americas, Pearson

HOW WILL
YOU TAKE
THE LEAD?



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