

# WOMEN, POWER AND THE ART OF LEADERSHIP PARITY

Tuesday, November 14, 2017  
6.00–9.00 PM  
New York City

TAKE THE LEAD™ DAY



POWER  
TOPIA





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# SCHEDULE AT A GLANCE

OPENING MUSICAL PERFORMANCE	BETTY
"Voice Lessons" Poem	<b>Brooke Axtell</b> Founder & Director, She is Rising
WELCOME	<b>Gloria Feldt</b> Co-Founder & President, Take The Lead
PARTNERS IN PARITY	<b>Aviya Landesberg</b> Marketing Lead, Lyft  <b>Cheryl Najafi</b> Creative Catalyst & CEO, Love Over H8 Apparel
KEYNOTE	<b>Rosie Rios</b> Former Treasurer of the United States
LEADING WOMEN AWARDS	<b>Dr. Nancy O'Reilly</b> President, Women Connect4Good  <b>Presented by Yesi Morillo-Gual</b> Leadership Ambassador, Take The Lead  <b>Amy Litzenberger</b> Co-Founder & Chairperson, Take The Lead  <b>Presented by Alysia Reiner</b> Actress, Producer & Activist
PERFORMANCE PIECE	
<b>Envisioning A World With Powertopia</b> Written by Shara Hardeson Directed & Produced by Barclay DeVeau Lighting Design by Brooke Perkins	<b>Cast</b> Michael Bulger Cody A. Hernandez Catherine Landeta Cait Murphy Danny O'Connell Cailleigh Scott Adam Michael Tilford Lacey Tucker



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## AUDIENCE TALKBACK

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### Exploring Powertopia with Cast & Special Guests

#### Brooke Axtell

Founder & Director, She is Rising

#### Michael Bulger

Actor

#### Claudia Chan

Founder & CEO,  
S.H.E. Globl Media Inc.

#### Barclay DeVeau

Producer/Director

#### Gloria Feldt

Co-Founder & President,  
Take The Lead

#### Catherine Landeta

Actress

#### Alysia Reiner

Actress, Producer & Activist

#### Kathleen Turner

Actor & Activist

#### Christina Vuleta

VP Women's Digital Network,  
Forbes

#### Jamia Wilson

Executive Director, Feminist Press

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## 2025 VISION – Powertopia!

#### Gloria Feldt

Co-Founder & President,  
Take The Lead

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## CLOSING

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## 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

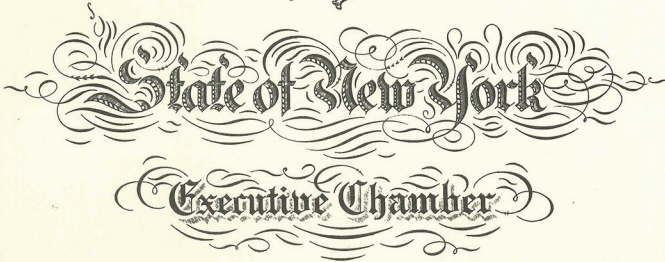
We **INSPIRE** women to have big intentions and the courage to reach their full potential through Take The Lead Presents **live** and **online** role model events.



### 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.





## Citation

**Whereas**, the Empire State is proud to be home to organizations dedicated to achieving equality and fairness in all areas of women's rights by striving to break down barriers that perpetuate discrimination and inequality based on gender and, therefore, we are proud to join in recognizing *Take The Lead* for its leadership and support for the ideals of democracy, social change, and fair and unbiased views regarding gender parity, and other women's equality issues, through advocacy and action; and

**Whereas**, launched on February 19, 2014, *Take The Lead* is providing a solution to the gender inequity of the leadership landscape – where women have stalled at occupying 18-20% of our country's top leadership positions across all sectors; and

**Whereas**, recognizing that achieving a fair and equal share of leadership roles for women will result in a more just and healthy world, with greater economic prosperity, *Take The Lead* prepares, develops, inspires, and propels women to take their fair and equal share of leadership positions across all sectors by 2025; and

**Whereas**, *Take The Lead* aims to reach over half a million people in one day of global action to achieve gender parity in leadership by 2025 – 70 years ahead of the current trajectory; and

**Whereas**, it was on November 14, 1903 at the AFL convention in Boston that women unionists came together to form the National Women's Trade Union League to advocate for improved wages and working conditions for women, supporting the efforts of women to organize labor unions and eliminate sweatshop conditions, as well as the campaign for women's suffrage; and

**Whereas**, this November 14, 2017 is the inaugural "*Take The Lead Day*" – a call to action aimed at inspiring and activating women to take the lead in their lives, careers, and communities as women in New York and across the globe are invited to participate by networking and learning from each other to advance women towards leadership equality; and

**Whereas**, New York State has always been and always will be a leading voice for women's rights – from the beginning of the movement in Seneca Falls, to women securing the right to vote in our state three years prior to ratification of the 19<sup>th</sup> Amendment, to passage of the historic Women's Equality Agenda in 2015; as we reflect on the milestones of progress in the quest for women's equality we have witnessed in our state and nation, we must remember that much remains to be done to realize true equality, and we applaud *Take The Lead* for its powerful message and inspiring efforts to bring gender parity to the forefront of today's society;

**Now, Therefore**, I, Andrew M. Cuomo, Governor of the State of New York, do hereby confer this Special Citation upon

## TAKE THE LEAD

as a voice of advocacy for women of leadership and their vast potential for fulfilling any and all roles in our contemporary society.



Governor  
November 14, 2017





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



# 9 LEADERSHIP POWER TOOLS TO ADVANCE YOUR CAREER

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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.

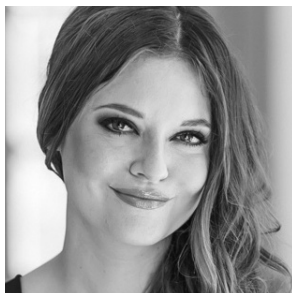




“POWER  
UNUSED  
IS POWER  
USELESS.”

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





**Brooke Axtell**  @SurvivorHealing  
*Founder and Director, She is Rising*

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Brooke Axtell is the Founder and Director of She is Rising, a global healing community for women and girls overcoming gender violence and sex trafficking. Through her mentorship programs, retreats and workshops, Brooke helps survivors become leaders. Axtell is a human rights activist, an advisor for Freedom United, as well as a writer, speaker, and performing artist. Brooke has published several award-winning poetry books and released three CDs of original music to critical acclaim.



**BETTY**  @bettymusic  
*Activist Pop Rock Band*

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BETTY, the activist pop rock band fronted by Alyson Palmer and sisters Elizabeth and Amy Ziff has been heard for decades on television, in films, Off-Broadway, on commercials, in concerts around the world, and in numerous recordings of their own and as guests. BETTY created a nonprofit in 2016 for their ongoing work on behalf of women, girls, and those marginalized by society; supporting the band's outreach in Europe, India, South and Central America, Africa and the US.

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



**Claudia Chan** @claudiachan**Founder & CEO, S.H.E. Global Media Inc.**

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Claudia Chan is a recognized expert on leadership and social entrepreneurship dedicated to activating individuals and organizations to lead change in the world and advance gender equality. She is the founder of the award-winning global leadership conference, S.H.E. Summit and leads the corporate initiative S.H.E. Global Media. Claudia has been referred to as the “Richard Branson of Women’s Empowerment” by Fast Company and named one of 2017’s “20 Most Influential Moms” by Family Circle.

**Barclay DeVeu** @barclaydeveau**Producer/Director**

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Barclay DeVeu is a producer/director based in Los Angeles and New York. She has produced dozens of feature films and television shows, including projects for 20th Century FOX, Disney, ABC Studios, Regency Television, Viacom and NBC Universal. DeVeu has received several honors for her work in film and television, including special recognition from the Academy of Television Arts and Sciences for her contribution to the “Magic of Television”. A graduate of Choate Rosemary Hall and the University of Southern California’s School of Cinematic Arts, DeVeu is also a featured guest lecturer for USC’s Independent Feature Workshop. She is dedicated to raising the visibility of women in front of and behind the camera.





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

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 @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.



**Kathy Hochul**  
*Lieutenant Governor NYS*

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 @LtGovHochulNY

New York State Lieutenant Governor Kathy Hochul was elected in 2014. As the highest ranking female elected official in NYS, she is committed to inspiring a new generation of women to enter public service or aspire to leadership within their chosen field through the #NYWomenLead initiative. The LG spearheads the administration’s key efforts to advance equality, championing campaigns for fair wages, paid family leave, Enough is Enough to combat sexual assault on college campuses, and eliminating the wage gap. In 2016, she was elected chair of NY State’s Women’s Suffrage Centennial Commission.



**Aviya Landesberg***Marketing Lead, Lyft*

@lyft

Aviya Landesberg leads marketing and passenger growth strategy at Lyft for the New York region. She previously held the position of General Manager at UrbanSitter, an app that connects parents with babysitters recommended by other parents in their network, and spent 10 years developing integrated marketing campaigns for international watch and jewelry brands including DeBeers and Jaeger-LeCoultre. Aviya lives with her husband, two children and Striker the fish in Brooklyn, NY.

**Amy Litzenberger***Co-Founder & Chairperson, Take The Lead*

@TakeLeadWomen

Amy Litzenberger co-founded Take the Lead to change the playing field for the next generation of women. Her personal experience at an all-women's school gave her the confidence to lead and laid the foundation for a successful career in investment banking. There, she witnessed the factors that make success so difficult for women, and she was inspired to act on her observations. Amy's background in founding, funding and strategic planning for startup- and emerging-growth companies and non-profit organizations has earned her the expertise to turn her profound and passionate vision for Take The Lead into a reality.



**Yesi  
Morillo-Gual**

@yesimorillogual

*Director, Operational Risk Manager,  
Citigroup*

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Yesi Morillo-Gual is a Corporate Executive and Entrepreneur. She currently holds a senior executive role in financial services and manages a for-profit professional development organization for women - all while completing her fourth degree and raising two teenage sons. A TEDx speaker, author and empowerment expert, Yesi works to empower others in her community to rise up to their full potential.

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

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@cherylnejafi

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.

“ **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*



**Dr. Nancy O'Reilly** @DrNancyOReilly***President, Women Connect4Good***

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Nancy D. O'Reilly, PsyD, is an author of *Leading Women: 20 Influential Women*

Share Their Secrets to Leadership, Business, and Life. She urges women to connect to help each other create a better world because it's more fun AND more effective to work together. As a clinical psychologist, motivational speaker and women empowerment expert, O'Reilly guides women create the satisfying and purposeful lives they want to benefit themselves, their families and their communities.

**Alysia Reiner** @alysiareiner***Actress, Producer & Activist***

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Alysia is best known for her role as Natalie "Fig" Figueroa, the tough as nails assistant warden everyone loves to hate on NETFLIX's

hit series *Orange Is the New Black* for which she won a SAG award as part of the amazing ensemble cast. She recently launched her very own eco-friendly fashion label, Livari. Alysia wrapped production as both a producer and star of motherhood dark comedy *EGG*, starring with Christina Hendricks and Anna Camp.

Alysia loves working as a change-maker for women, and has been invited to The White House, The United Nations, Catalyst, and more to speak about breaking barriers for women in all fields. She is on the board of the Still She Rise, the Geena Davis Institute For Gender Equality, and the Women's Prison Association.



**Rosie Rios**

@RosieRios

**Former Treasurer of the United States**

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Rosie Rios was the 43rd Treasurer of the United States. She is currently a Visiting Scholar at the Radcliffe Institute for

Advanced Study at Harvard University and consults on several large real estate projects. Rios' career has focused on real estate finance, economic development and urban revitalization. Rios is a Hamilton Award winner, Harvard graduate and was selected as the first Latina in Harvard's history to have a portrait commissioned in her honor.

**Kathleen Turner**

@RealKathleenT

**Actor & Activist**

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Kathleen Turner is an award winning actor who has starred in some of the most iconic films and Broadway plays of our time,

including *Body Heat*, *Prizzi's Honor*, *Romancing the Stone*, *War of the Roses*, *Serial Mom*, *The Graduate*, and *Who's Afraid of Virginia Woolf*. Known for her unmistakable voice, she uses it to advocate in support of causes such as People for the American Way and City Meals where she is a board member and Planned Parenthood Federation of America where she chairs the Board of Advocates. Her book, *Send Yourself Roses* coauthored with Gloria Feldt, was a *New York Times* best seller. She has one daughter and lives in New York with her cat, Simon.





**Christina Vuleta**  @ChristinaVuleta  
*VP Women's Digital Network, Forbes*

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Christina is the VP of the Women's Digital Network at Forbes Media. She launched Women@Forbes, a business-first platform for millennial-minded and entrepreneurial women. She oversees all editorial and strategic direction for the channel with the mission to help every woman take her next step forward. Christina is also founder of 40:20 Vision, a resource for women to start conversations and facilitate wisdom exchange between generations and cofounder of 40 Women to Watch Over 40, a community for women disrupting and innovating after age 40. She has also taught at General Assembly and spoken at SXSW Interactive and Social Media Week and runs a mentoring network for rising professionals and entrepreneurs.



**Jamia Wilson**  @jamiaw  
*Executive Director, Feminist Press*

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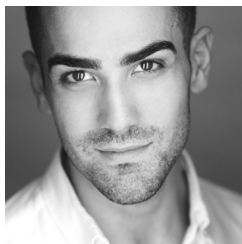
Jamia Wilson is the executive director and publisher of the Feminist Press. Jamia Wilson joins the Press after serving as Executive Director of Women, Action, & the Media, a direct-action network dedicated to creating gender justice in media at all levels. Previously, Wilson has served as TED Prize Storyteller and VP of Programs at Women's Media Center. A thought leader and writer, Wilson has contributed to *New York Magazine*, *the New York Times*, *The Today Show*, and *the Guardian*, and is a columnist for *Rookie*. In 2016 Wilson was honored as a Black Feminist Human Rights Defender by Black Women's Blueprint and was recognized by *Refinery 29* as one of "17 Faces of the Future of Feminism" in 2013.



## ENVISIONING A WORLD WITH POWERTOPIA



**Michael Bulger**



**Cody A. Hernandez**



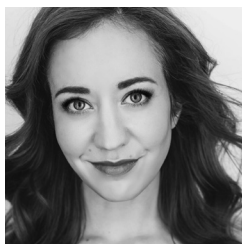
**Catherine Landeta**



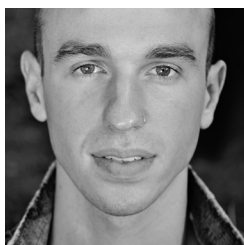
**Cait Murphy**



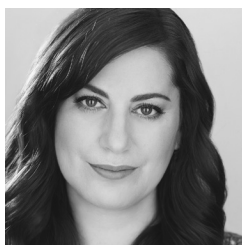
**Danny O'Connell**



**Caileigh Scott**



**Adam Michael Tilford**



**Lacey Tucker**



# TAKE THE LEAD DAY ACTIONS

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## + 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](http://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





## **+** *DONATE TO SUPPORT WOMEN'S LEADERSHIP TODAY*

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](mailto: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...

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“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



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“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?



TAKE THE LEAD™ DAY



POWER  
TOPIA

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