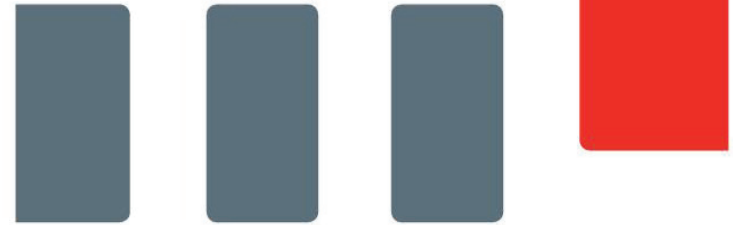




TAKE THE LEAD



TAKETHELEADWOMEN.COM

“**EMBRACE YOUR POWER.**

It's time for gender parity in leadership.

Let's make it happen together.”

— GLORIA FELDT

MEDIA KIT



WHAT IS TAKE THE LEAD?

Founded by Gloria Feldt and Amy Litzenberger in 2013, **TAKE THE LEAD** is an 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.

HOW TAKE THE LEAD DELIVERS RESULTS



PREPARE

We **PREPARE** women for success by teaching them the 9 Women's Leadership Power Tools to advance their careers and hone their skills through our **learning programs**.



DEVELOP

We **DEVELOP** networks of professional women **in person** and **online**, mentoring and fostering connections that are essential to building a movement.



INSPIRE

We **INSPIRE** women to have big intentions and reach for their full potential at our Take The Lead Presents **live events**.



PROPEL

We **PROPEL** women to leadership parity by thought leadership focusing on solutions in our **blog, newsletter**, and **research**, and by #SisterCourage movement building.

WHY IS GENDER PARITY NECESSARY?

1. Women are still not getting their fair share of leadership positions, despite having more women in the workplace who are better educated and more experienced than ever before.
2. Women continue to earn about 20 percent less than men.
3. Organizations with the most gender parity in leadership are more financially successful and more socially responsible.



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GLORIA FELDT specializes in achieving bold and audacious goals that advance women in society and at work. As co-founder and president of **TAKE THE LEAD**, she has created the most comprehensive initiative to prepare, develop, inspire, and propel women to take their fair and equal share of leadership positions across all sectors by 2025. As the bestselling author of *No Excuses: 9 Ways Women Can Change How We Think About Power*, Gloria is an acclaimed expert on women, power, and authentic leadership and an inspiring keynote speaker who gives practical “Power Tools” for life and leadership.

People magazine calls her the “voice of experience.” Gloria’s expertise in women, power and leadership comes from a deep well of personal knowledge gained on the frontlines. Her journey from teen mom and high school dropout from rural Texas to president and CEO of the world’s largest reproductive health and advocacy organization, Planned Parenthood Federation of America, to visionary leader for women’s equality inspires both men and women. Among other honors, she was named by *Vanity Fair* one of “America’s Top 200 Women

ABOUT GLORIA FELDT

Co-founder and President



Leaders, Legends, and Trailblazers,” *Glamour*’s “Woman of the Year,” a She Knows Media Inspiring Woman, and a *Women’s eNews* 21 Leaders for the 21st century.

Author of four books, including *New York Times* bestseller *Send Yourself Roses* written with Kathleen Turner, she teaches “Women, Power, and Leadership” at Arizona State University.

Both a newsmaker and a commentator, Gloria has been widely quoted and published, including the *New York Times*, *Washington Post*, *USA Today*, *Politico*, *Salon*, *The Daily Beast*, *Forbes.com*, *Fast Company*, *Time.com*, and *Huffington Post*, and magazines including *Glamour*, *Elle* and *Ms.* She has appeared extensively on CNN, MSNBC, the *Today Show*, *Good Morning*

America and *The Daily Show*. **For more on Gloria Feldt, her availability for interviews, keynotes, training programs, events for women in or near the C-suite, please email mediainquiry@taketheleadwomen.com. For all other inquiries, please contact takethelead@taketheleadwomen.com.**

“Gloria is a combination of practical and visionary and those two things are so hard to find together.”

—Sheryl Sandberg, COO of Facebook

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GLORIA FELDT IN THE NEWS

MOTTO

NEWS

Why Gender Equality Is So Hard to Achieve

By **Gloria Feldt**

Sept. 27, 2016

It's all about how we see power



DREW ANGERER/GETTY IMAGES

Finally, someone said it out loud.

"There's a reason why we haven't had a [woman president](#)," [President Obama](#) said in a speech on September 27. "We as a society still grapple with what it means to see power in a lot of ways, unfairly. And that expresses itself in all sorts of ways."

HUFFINGTON POST

The Women Of America Thank You, Donald

Gloria Feldt Author, No Excuses: 9 Ways Women Can Change How We Think About Power



LINKEDIN



Photo credit: Karianne Munstedt Portrait

The Normal Voice: 4 Ways to Disrupt the Bias Toward Uppity Women Leaders

Published on October 28, 2016



FAST COMPANY

Four Signs That We're Near A Turning Point For Women In Leadership

Gloria Feldt says there's now more opportunity than ever to close the gender leadership gap, but not if we don't act.



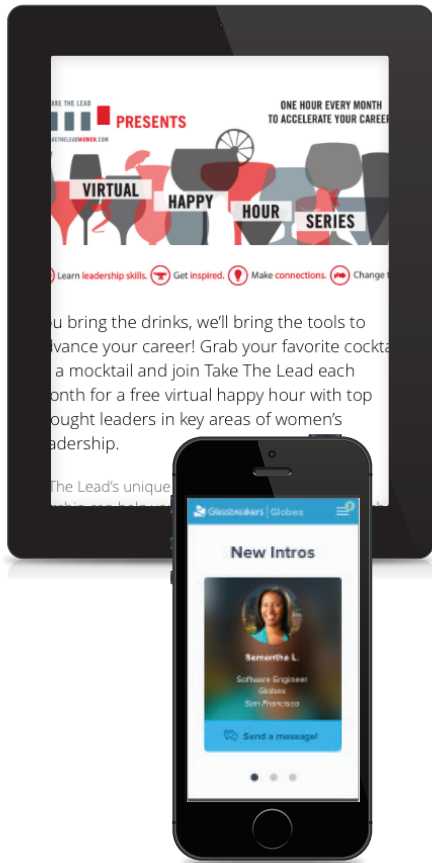
[Photo: a katz via Shutterstock]

responds. Ten minutes later a
ible. If there is one experience
that's it.

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OFFERINGS

TAKE THE LEAD'S offerings are essential to every woman's career. Through our **weekly newsletter**, **events**, **mentoring program**, **monthly Virtual Happy Hour series**, and **training programs**, participants sharpen their own skills to help advance in their professions and learn practical career advice from inspiring leaders. Individuals from top corporations (**Intel**, **GoDaddy**, **Deloitte**, **Verizon**, **Morgan Stanley**, **Pearson**, **Microsoft**, **Apple**, and **Bacardi**) have turned to Take The Lead for real change and new strategies they can implement at work. The public launch event on February 19, 2014 packed a 3000-seat auditorium and reached 500,000 people in 48 countries through live stream video. The gathering spurred collaborations with over 200 organizations. Now, Take The Lead's "Train the Trainer" program is preparing certified Leadership Ambassadors to spread the 9 Leadership Power Tools workshops far and wide.

Past Virtual Happy Hour guests included: Morgan Stanley's Managing Director **Carla Harris**, FairyGodBoss Co-Founder **Romy Newman**, S.H.E. Summit Founder **Claudia Chan**, author **Laura Vanderkam**, award-winning journalist **Jessica Bennett**, and Working Mother Media CEO **Subha Barry**.



MEET OUR LEADERSHIP AMBASSADORS



Professionals, Entrepreneurs, Changemakers

Trained and certified by Gloria Feldt, **TAKE THE LEAD** Leadership Ambassadors deliver **workshops, courses, keynotes, webinars, events**, and **after-hour gatherings** to educate and train women in all levels of their careers to move forward and ahead. **TAKE THE LEAD** offers the most comprehensive curriculum to help women redefine and transform our relationship to power. Women learn Gloria Feldt's immediately actionable Power Tools so they embrace power with intention. Participants have already proven to break through culturally learned internal and external barriers of attitudes, skills, knowledge, and societal expectations.

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WHAT PEOPLE ARE SAYING ABOUT TAKE THE LEAD

"This workshop created [an awareness] about how our upbringing, culture, and learned behavior impact our decisions, how to utilize our own strengths [to be heard], as well as how to effectively manage our interactions in a predominantly masculine environment."

—Jasna Gornik

"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

"I am reaching out to let you know that I got the job I told you about! I will now be working as a Manager in Market Research. Dream job happening 3-5 years before I thought it would . . . Take the Lead and the 9 Practical Leadership Power Tools have been critical support pieces in my career journey! The course was life changing."

—Meg Middleton,
Sales Training Manager,
now Market Research Manager

"A special thank you to Gloria and Take The Lead for launching my new career in politics. I hope it is long-lived! "

—Kerry Giangobbe

"I took your workshop a year ago and articulated that my personal action plan goal was to become a vice president of my firm. I used the power tool, Use what you've got, to differentiate myself and demonstrate my value to the company as the cochair of the African American affinity group, and focused the group on bringing resources to the company. Today, I was informed I am being promoted to vice president."

—Valerie Brown Allen,
Senior VP, Alliance Bernstein

"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 and Inclusion, Americas, Pearson



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